

**Industrial IoT SIG****'Delivering Business Outcomes with Industrial IoT'**Friday 22<sup>nd</sup> September 2017**Hosted by Fujitsu and sponsored by ANSYS**

This SIG is championed by Iain Davidson of **Arkessa**, Peter Montgomery of **GSMA**, Andy Rhodes of **42 Technology**, Rob Sheppard of **Intel** and Graeme Wright of **Fujitsu**.

**Venue: Fujitsu Services, 22 Baker St, Marylebone, London W1U 3BW****AGENDA**

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| <b>10:00</b> | Registration and networking with refreshments  |
| <b>10:30</b> | CW welcome to our hosts <b>Graeme Wright</b> , UK&I CTO for Manufacturing, Utilities, and Services, <b>Fujitsu</b>   |
| <b>10:45</b> | Introduction to Industrial IoT SIG by <b>Peter Montgomery, GSMA</b>  |
| <b>10:50</b> | <b>Session chaired by SIG Champion Peter Montgomery, GSMA</b><br><b>Finding the Value in IoT</b><br><b>David Griffin, Consultant, 42 Technology</b><br>There are many technical considerations when developing an IoT device. In addressing them, the engineer in all of us needs to remain focused on end user value.   |
| <b>11:25</b> | <b>Industrial IoT: Scaling up beyond pilots and niche markets</b><br><b>Stephen Hayes, Managing Director, Beckhoff Automation Ltd</b>  |
| <b>11:40</b> | <b>Simulating Your Way to Digital Transformation</b><br><b>Robert Harwood, Global Industry Director, ANSYS</b><br>Digitalization is the thread running through the major technology disruptions we are facing today. Simulation is a key enabler on the journey and a means to unlock new business value. In this presentation the role of simulation in digital transformation will be discussed, with examples and challenges to be addressed. |
| <b>12:05</b> | <b>Digitising Buildings using IIoT</b><br><b>Bill Clee, CEO &amp; Founder, Asset Mapping</b><br>The better management of commercial Real estate is one of the largest business opportunities of the 21st Century. And at the heart of this transformation is IIoT and open standards, driving down the cost of operations for owners and reducing the number of sick days for tenants.   |
| <b>12:15</b> | Q&A  |
| <b>12:30</b> | <b>Lunch and networking</b>  |
| <b>13:15</b> | <b>Session chaired by SIG Champion Graeme Wright, Fujitsu</b><br><b>Use Cases enabled by Industrial IoT: Business Models</b><br><b>Iain Davidson, Marketing Director, Arkessa</b>  |

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**13:30 Unlocking the Value of Time-Patterns****Dave Watson, CEO, Trendalyze Decisions Ltd @trendalyze**

Many senior executives understand the business value of condition based maintenance (CBM) and have heavily invested in sensors. However, due to complex nature of statistical analytics and monitoring approaches, their teams struggle to determine whether this approach generate enough value or if there are better alternatives. Trendalyze is a unique highly scalable platform for Industrial IoT sensor data and other types of time series analytics that enable CBM. Like Google, it leverages pattern matching algorithms to identify and search continuously for anomalies and other trends in time-series data generated by sensors and alert engineers to take the necessary actions. The new search based approach makes it extremely useful and intuitive to engineers and other professionals who want to analyse and monitor the performance of various smart devices and equipment. It eliminates the dependence on data scientists and the need for complex statistical modelling. Thus, it lowers the cost and time to implement successfully CBM.

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**13:40** Q&A

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**14:05 Unlocking the promise of IOT****Ian Stewart, Business Development Director, IOT, Arqiva Ltd**

A discussion around the importance of business model innovation in unlocking the promise of IOT and the role LPWAN IOT can play in accelerating this.

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**14:20 The Internet of Buttons****Peter Claydon, ContinuumBridge @ContinuumBridge**

ContinuumBridge provides services around an Internet-connected wireless button that incorporates a display. This simple device is being used in some unexpected applications and has delivered some compelling business outcomes.

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**14:30** Q&A**14:45** Panel session with all speakers chaired by **SIG Champion Iain Davidson, Arkessa****15:15 Event closes**

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With the permission of the speakers, presentations will be loaded to the CW website following the event

## Profile of organisers

### Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of host

### Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions, and services. In the UK & Ireland, we employ over 14,000 people with total revenues exceeding £1.8 billion. Offering an integrated product and service portfolio, we deliver consulting, applications, technology products, systems integration and managed services, including cloud-based solutions, for customers across both public and private sectors. Our global corporate vision is to create a society where people are empowered by technology to innovate, to enrich lives and create new business and social value. For more information. <http://uk.fujitsu.com>



## Profile of sponsor

### **ANSYS**

ANSYS is the leading provider of electromagnetic and electronics simulation software for IC design, PCB design, and electromechanical system design including antenna and RF design. Engineers rely on ANSYS electronics simulation software to design robust and power-efficient integrated circuits (ICs), printed-circuit boards (PCBs), communication infrastructures, and electromechanical systems. Our software is used in a variety of applications from a wide range of industries, including aerospace, automotive electronics, energy, materials and chemical processing, turbomachinery, academia, civil engineering, consumer products, healthcare, sports, and others. Engineering simulation is our sole focus. For more than 40 years, we have consistently advanced this technology to meet evolving customer needs. [www.ansys.com](http://www.ansys.com)

## Profile of SIG Champions

### **Iain Davidson, Arkessa**

In a career spanning 20 years with BAE SYSTEMS, Motorola, Freescale & Arkessa, Iain has worked in a number of roles from hardware/firmware design, systems integration, IoT Business Development and Marketing. He is on the lookout for compelling new IoT devices/applications and especially a creative business model approach which can simplify adoption and scale. Currently, Iain runs Marketing at Arkessa. [www.arkessa.com](http://www.arkessa.com)

### **Peter Montgomery, GSMA**

Peter currently drives Strategic Partnership activities for the GSMA, enabling the inception and delivery of strategic projects in collaboration with the industry. Through Strategic Partnerships, the GSMA's aim is to facilitate and trigger market expansion, enable scale, foster innovation and lower the barriers to widespread adoption of technologies such as Mobile IoT and 5G. [www.gsma.com](http://www.gsma.com)

### **Andy Rhodes, 42 Technology**

Andy has over 30 years of international experience in the development of wireless communications and tracking products and systems. He has sector experience in industrial and consumer electronics, commercial telecoms, high reliability satellite systems and security & defence. At 42 Technology, a technology and product development consultancy, he has recent first-hand experience of delivering an Industrial IoT system deployment with 1000's of devices across UK and Europe, operating in harsh and hazardous environments, to provide quality data that can change the operating business model for the industry. [www.42technology.com](http://www.42technology.com)

### **Rob Sheppard, Intel**

Rob is responsible for driving the scale of IoT solutions, through Sales and Marketing in EMEA, across a broad range of vertical business markets including smart cities. Rob joined Intel in 1982 and has held a broad range of technical, marketing and management roles, with a strong background in IT and B2B markets. He holds a joint honours degree in Computer Science and Electronic Engineering from the University of Birmingham and is based in the UK. [www.intel.co.uk](http://www.intel.co.uk)

### **Graeme Wright, Fujitsu**

Graeme Wright is Chief Technology Officer for the manufacturing, utilities and services sectors within Fujitsu having joined in 2001 from the management consulting division of PwC. Highly innovative, Graeme is leading the development of Fujitsu's offerings and business growth strategy for the sector. With many years of experience in the IT industry, Graeme combines his software and engineering heritage with keen business skills by working in the area of emerging technologies and specifically how technologies can be adopted by industry to deliver positive business outcomes by understanding the impact they have on people and society. [www.fujitsu.com/uk/](http://www.fujitsu.com/uk/)

## Profile of speakers

### **Bill Clee, CEO & Founder, Asset Mapping**

Bill Clee is the founder and CEO of Asset Mapping. A design engineer experienced in practical solutions to the complex challenges that buildings and cities face. I have worked on a wide range of systems used in the design, build and operation of major construction projects including Oil & Gas platforms. I began my career as a shipbuilding draughtsman and moved into other complex projects ranging from data centers, banks and airports, and prior to founding Asset Mapping the London 2012 Olympics. [www.assetmapping.com](http://www.assetmapping.com)

### **Peter Claydon, CEO, ContinuumBridge**

Peter Claydon is co-founder and CEO of ContinuumBridge, a company that is using Internet of Things technology to enable organisations to create new revenue streams, streamline processes and personalise their service delivery. Claydon has a long history of working for entrepreneurial technology companies in the wireless and semiconductor sectors. He was managing director of Airspan Communications and co-founder and COO of Picochip, a company that was instrumental in the development of small cell cellular basestations. Claydon is named as an inventor on 30 patent families. [www.continuumbridge.com/](http://www.continuumbridge.com/)

### **Iain Davidson, Marketing Director, Arkessa**

Profile as above. [www.arkessa.com](http://www.arkessa.com)

### **David Griffin, Consultant, 42 Technology**

David Griffin is a mechanical engineer by training whose career started in jet engines and moved through factory automation and industrial inkjet printing to laboratory instrumentation, before joining 42 technology in 2013. He now gets involved mainly in the system design aspects of development, including a number of connected device projects. [www.42technology.com](http://www.42technology.com)

### **Robert Harwood, Global Industry Director, ANSYS**

Rob obtained his engineering PhD in 1998 from the University of Sheffield in the UK. During and since that time Rob has focused on creating significant customer value through the industrial application of simulation based engineering. Today, Rob leads the Global Industry Team at ANSYS, Inc that focuses specifically on the Automotive, Aerospace and Defense, Energy, Healthcare, High Tech and Industrial Equipment sectors.

ANSYS is the global leader in engineering simulation. We help the world's most innovative companies deliver radically better products to their customers. By offering the deepest and broadest portfolio of engineering simulation software, we help them solve the most complex design challenges and engineer products limited only by imagination. [www.ansys.com](http://www.ansys.com)

### **Stephen Hayes, Managing Director, Beckhoff Automation Ltd**

Stephen has over 25 years experience in automation control systems. He created Hayes Control Systems Ltd in 1994 as exclusive Beckhoff Automation distributor for the UK. He introduced Beckhoff Automation PC based and fieldbus control systems into the UK initially in industrial and then in building automation applications. He then sold the business to Beckhoff Automation in 2009 and remains the Managing Director. He was the first to install EnOcean wireless technology in the UK along with integrated DALI lighting control and HVAC controls onto the same platform. In 2008 he established IA (Integrating Automation Ltd) as a Beckhoff system integrator for building controls which has developed into an IoT technology provider creating secure IoT gateways and easy to use IoT enabled lighting control systems. Major projects delivered include Heathrow T2 lighting control, Gatwick airport terminals lighting controls, IBM buildings in UK, O2 HQ in UK, Etihad Airways Centre and Central Market in Abu Dhabi. Stephen has overseen the development of IoT applications for building asset monitoring with integration into leading FM software platforms. Official partnerships include Beckhoff, Microsoft, IBM, Arkessa, Edocuments and the EnOcean Alliance. Stephen has a degree in Engineering from Kings College London.

[www.beckhoff.co.uk](http://www.beckhoff.co.uk)

**Ian Stewart, Business Development Director, IOT, Arqiva Ltd**

Ian is Business Development Director, IOT at Arqiva Ltd, with a background of Innovation value creation and strategy in Digital Technologies across FMCG, Telecoms, Devices and Digital Solutions spanning Consumer and Business sectors. Responsible for M2M & IoT Proposition, Portfolio Management, Partnerships and Sales in the UK, across IOT/M2M Managed Connectivity and Vertical Sector Solutions. Ian has worked in the Digital and Telecommunications sector for over 20 years and formerly held senior Marketing and Commercial positions at O2, Telefonica, Microsoft, Sony Ericsson, Three, Blackberry and Psion. [www.arqiva.com](http://www.arqiva.com)

**Dave Watson, CEO, Trendalyze Decisions Ltd**

Dave Watson is a Co-Founder of Trendalyze, who holds a number of UK and US patents and has led engineering in database middleware, OLAP and time series databases. Dave held executive and development management positions with Informix Software (IBM), ASK Group/Ingres (CA/Actian) and iWay Software. Under his leadership, his team delivered OEM software for IBM, Microsoft, SAP, Oracle, BEA and PeopleSoft. Furthermore, he has delivered large scale time series databases and bond portfolio analytics projects for investment banks in London and Wall Street. Lastly, he has delivered solutions in healthcare globally for NHS, AHP and VA. He speaks at number industry events including IoT Things Expo, NoSQL Now, MongoDB Europe, Gartner, IDC, TDWI, VLDB, DB/EXPO, Google, Bearingpoint, Fujitsu and IBM/Informix user groups. Dave holds first class honors degree in Computer Systems Engineering from University of Bristol. [trendalyze.com/](http://trendalyze.com/)