

# TRAINING OUTLINE

8 STEPS TO IOT – Your Roadmap to the Internet of Things  
Online

19<sup>th</sup> November 2018



## Course Overview

The Internet of Things (IoT) is increasingly entering many industry sectors. Millions of products already are IoT compatible and many more follow every day. Connecting physical devices to cloud based platforms changes the way of how your products are used, operated and serviced. New business models, monetization strategies and market access approaches offer additional business opportunities and address new market potentials. Device and component manufacturers can get closer to their customers by having direct access to the installed base of their products and being able to offer upgrade features and value-added services.

The Internet of Things is often considered as a disruptive technology because it has the potential to change the rules of the game in many industries. New market players are entering mature markets with new business models, and major technology products might end up being provided as PaaS (Product as a Service) from ecosystem leaders. Device manufacturing companies need to adopt to new ways of how to design products and to deploy services to their customer base to keep up pace with agile development organizations from IT vendors.

Entering the IoT is not a one-time project, but needs a step-to-step implementation routine. Most successful companies start small with a single first use case developing the connectivity, IoT platform and front-end application as a Minimum Viable Product (MVP) and then grow fast applying a user-centric product development process. This process needs to be based on a clear IoT strategy and a well-defined IoT roadmap.

The training course 8 STEPS TO IOT is aimed at providing a framework of how to develop a successful IoT roadmap in 8 steps including the most essential use cases, a suitable IoT architecture, business logics, monetization models and ecosystem concepts. Application examples and practical advice will provide inspiration for designing your individual IoT roadmap. The course is complemented by a set of planning tools that you can use to apply directly on your own business case as you go along the individual modules of the training.

## What will you learn?

Attending the course will empower you to develop or be able to:

- Understand your business opportunities and market potential in the Internet of Things
- Learn about applications and use cases that will create an added value for your organization andr your customers
- Develop structured IoT concepts by using the 8 STEPS TO IOT method
- Define essential use cases as a basis for your IoT architecture
- Specify objects and relations in the IoT stack
- Create business logics patterns
- Derive data streaming and storing requirements
- Know the characteristics of different connectivity options, availability and impact
- Evaluate business model alternatives and monetization strategies
- Drive the development of an ecosystem and choose your position within a business partner framework
- Adapt product specification and design processes to meet the demand for dynamic deployment of IoT solutions
- Compile your comprehensive IoT roadmap

## Course Instructor

Dieter Rensch is an expert in product management and business development for B2B tech products with an extensive experience in the connected devices business. He works as a trainer, consultant, freelance product manager and Scrum Master for technical device manufacturers. Dieter is specialized in the intersection of industrial companies and the IT world, the Internet of Things, business models and ecosystems.

Based on his own practical experience, Dieter has developed the 8 STEPS TO IOT framework for developing comprehensive IoT roadmaps including an easy-to-use tool set allowing product people to plan their first steps into the Internet of Things. During the training course, Dieter does not only provide insights into essential IoT applications and the architecture of IoT solution, but also provides advice on how to best approach IoT projects step-by-step and successfully implementing innovative use cases.

## Agenda Online Training

### Module 1: 45 minutes approx

1. Introduction to the Internet of Things
2. IoT applications & generic IoT use cases (Step 1)
3. The IoT use case model (Step 2)

### Module 2: 45 minutes approx

1. The IoT Technology Stack (Step 3)
2. How to transfer use cases into the IoT stack
3. Organizing IoT projects

### Module 3: 45 minutes approx

1. Business logics (Step 4)
2. Practical case for designing business logics
3. Managing data security in IoT networks

### Module 4: 45 minutes approx

1. Connectivity – the entrance to the IoT (Step 5)
2. Local networks and different connectivity option
3. Value capture models in the IoT (Step 6)

### Module 5: 30 minutes approx

1. IoT Maturity Model (Step 7)
2. Your roadmap for the IoT (Step 8)

### Timings:

- 30th November (Week 1) – Release Modules 1 and 2
- W/C 10th December (Week 2) – Release Module 3
- W/C 17th December (Week 3) – Release Modules 4 and 5 plus extra Case Studies
- Knowledge Test for each Module. Progress report sent weekly to Nitin
- Certificate sent to delegates on completion
- Access to Platform for 2 months