



8th/September/2016



THE INTERNET OF THINGS IS HERE TO STAY

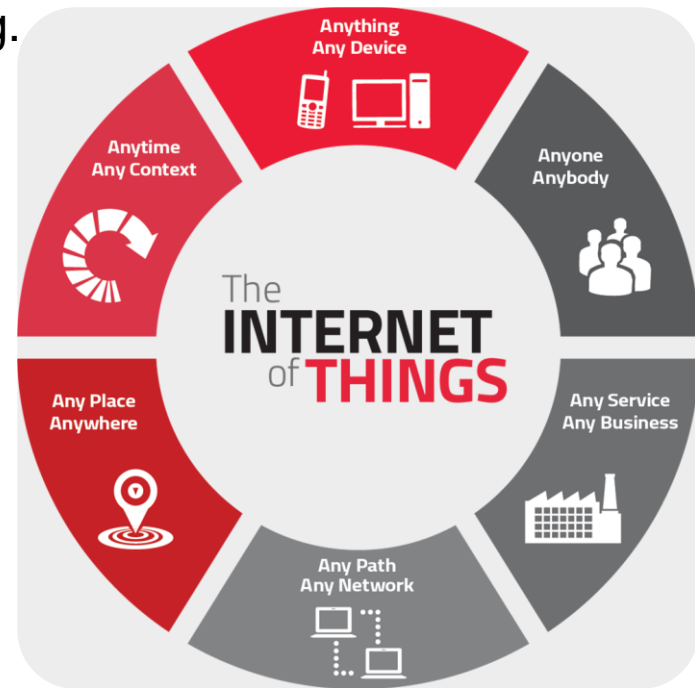
IoT is the interconnectivity of our digital devices that provide endless opportunities for brands to listen and respond to the needs of their customers-with the right message, at the right time, on the right device.



THE INTERNET OF THINGS IS HERE TO STAY

The world of computing has transformed from many users working on one computer to one user owning many devices. That is the reality of the Internet of Things (IoT).

The impact of IoT hasn't even been realized yet. We are ushering a Smart World. In a nutshell, the Internet of Things will connect just about anything. Smart Roads, Smart lighting and Intelligent Shopping.



IOT Solution Coverage



Network

Network



Gateway



Sensors



IOT Portal

IMPACT ON MARKETING



The Future of Marketing with the Internet of Things

The impact on marketing will be huge. IoT will make marketing Smarter. On-demand services are expected everywhere. Consumers have always wanted convenience, and IoT takes it to a whole new level.

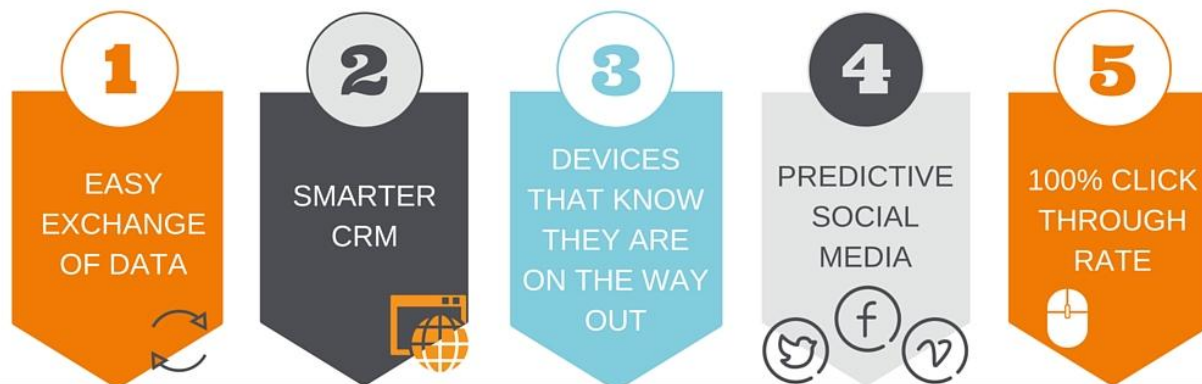
IMPACT ON MARKETING

While the convenience of shopping means having a mall or grocery store near you, IoT will mean bringing the convenience of On-demand services to your doorstep.

For Marketers, the pace has been set and as innovation continues to take root in organizations and society at large, IoT will only grow beyond what has currently been realized around the world.

5 WAYS:

IN WHICH THE INTERNET OF THINGS WILL MAKE
MARKETING SMARTER



HOW WILL MARKETERS USE IOT?

- To analyse customer buying habits across platforms
- To gather previously unobtainable data about how consumers interact with devices and products
- To gain deeper insights into where a customer is in the buying journey
- To provide real-time point-of-sale notifications and targeted ads
- To quickly resolve issues and keep customers happy



REAL LIFE EXAMPLES

Tesco Homeplus in South Korea has opened what it claims is the world's first virtual store in Seoul subway, following an initial trial in July.

Using the walls of the Seonreung subway station in downtown Seoul, Tesco has displayed more than 500 of its most popular products with barcodes which customers can scan using the Homeplus app on their smartphones, then get it delivered to their homes.



WEARABLE TECHNOLOGY AND INTERNET OF THINGS



Wearable technology are gadgets you wear that are laden with smart sensors, and make use of a web connection, usually using Bluetooth to connect wirelessly to your smartphone.

They use these sensors to connect to you as a person, and they help you to achieve goals such as staying fit, active, losing weight or being more organized.

APPLE HOME KIT

Hey Siri,
Turn off my lights.

Now Works With Apple® HomeKit

Add convenience and simplicity to everyday life by using Siri® to control your lights



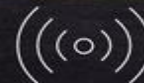
Lighting



Locks



Heating + Cooling



Sensors

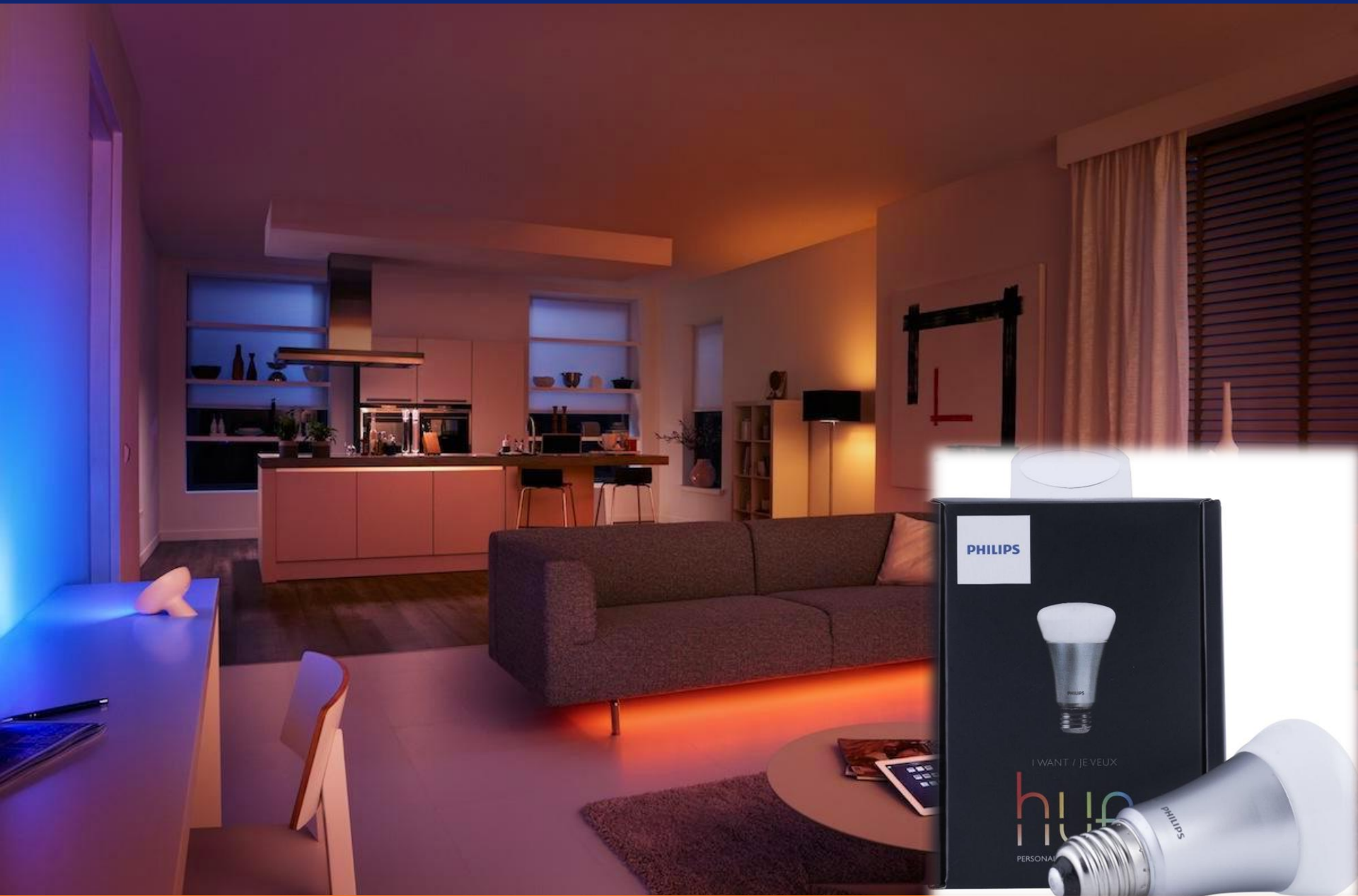


Plugs + Switches



Shades

PHILIPS HUE, PERSONAL WIRELESS LIGHTING SYSTEM



IOT IN KENYA

According to VentureBurn, 2 Kenyan Startups are among the companies that are shaping Africa's IoT industry

BRCK

BRCK is a rugged, mobile WiFi hotspot that's described as a back-up generator for the internet.



THE BACKUP GENERATOR
FOR THE INTERNET

Iot In Kenya



UjuziKilimo

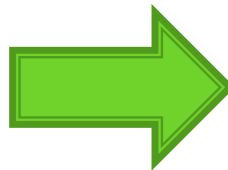
UjuziKilimo

Based in Kenya, UjuziKilimo is an analytical system that measures soil characteristics to help farmers understand and quantify soil qualities. Information is collected by using an electronic sensor inserted into the ground, which sends it to a central database for analysis. Farmers receive a text message with a guide on the soil, and personalised advice on preferred crop breeds, pest control, current market value of crops, tools required and where to find them.



EMBRACE INNOVATION

- “Doing it Better”



DISRUPTIVE INNOVATION

- “Playing the Game Differently”
- Creates a New Market
- Transforms or Destroys Current Market
- Products Become
 - Simpler
 - More Affordable
 - More Accessible
 - Customizable
- Drives Growth

Disruptive
Technologies



DISRUPTIVE INNOVATION

• PS3 vs. Wii



BE PREPARED FOR IT..

**“YOU DON’T KNOW WHEN THE
TRANSITION PERIOD WILL START. THE
IDEA IS TO UNDERSTAND THAT IT WILL...
AND BECOME PREPARED FOR IT.”**

-DR. TIMOTHY BISHOP
FUTURE STUDIES, UNIVERSITY OF HOUSTON

Thank you
