



www

# SMART INDUSTRY

The IoT Business Magazine

powered by  AVNET<sup>®</sup>  
Silica

7,50 EUR | 2017

## GOOGLE

is betting big on IoT

## EUROPE'S BEST SMARTUP CITIES

## TESLA

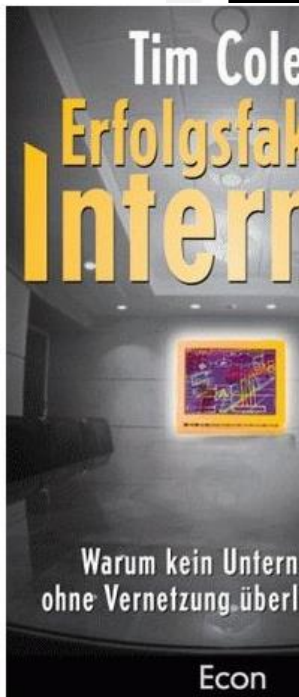
The smartest factory

## THIERRY BRETON

A supercomputer in  
every pocket



## BLOCKCHAIN REVOLUTION: INTERNET UNCHAINED



et-Publizist

tor  
ogger  
dner  
oderator  
ainer  
alyst

nen Moderator

Cole / Ossi Urchs

## Digital ghtenment Now!

Internet is making us better and  
and in the process changing just  
out everything around us!



Forsthaus

# What do YOU think?





3 really big trends

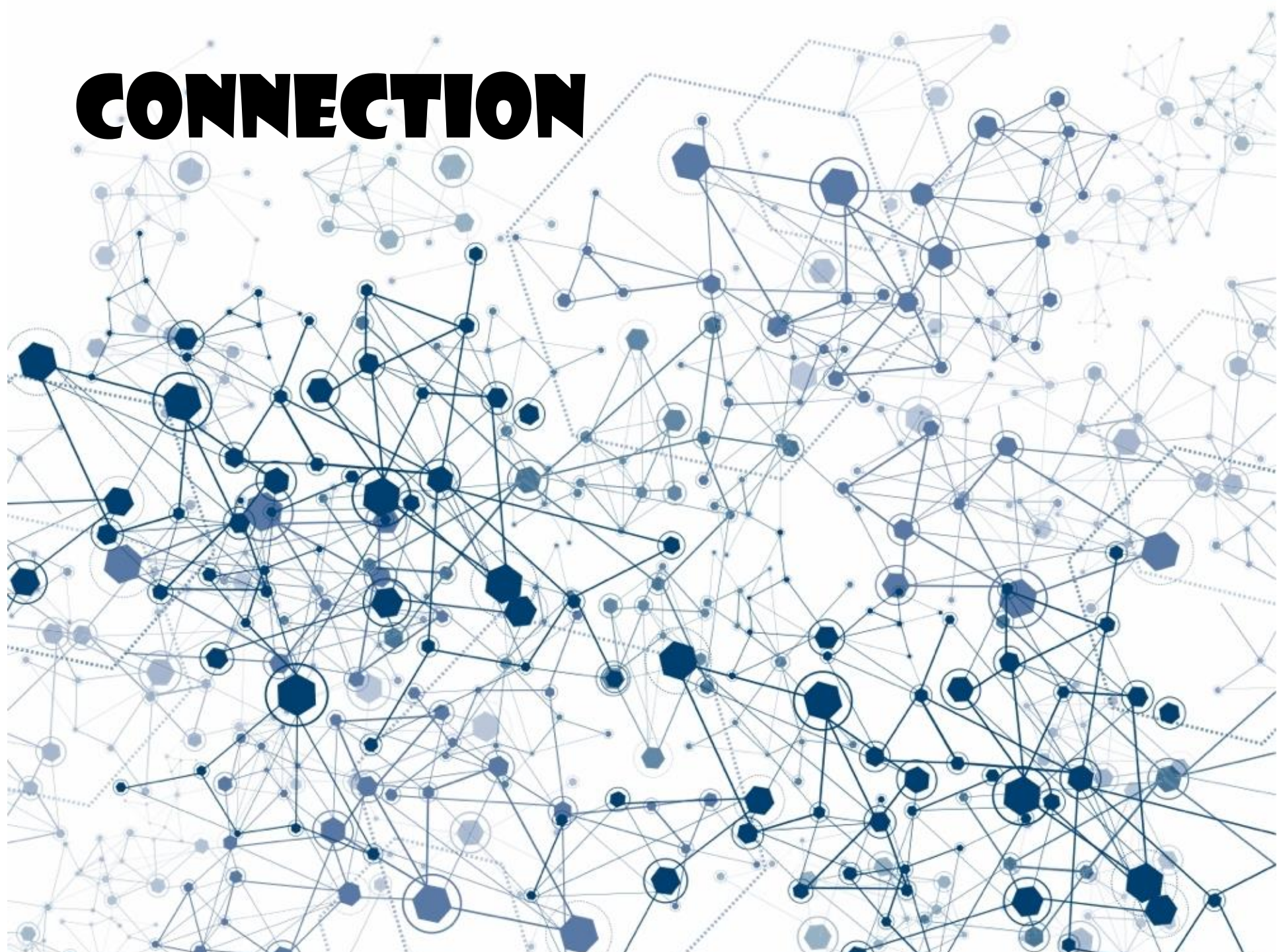




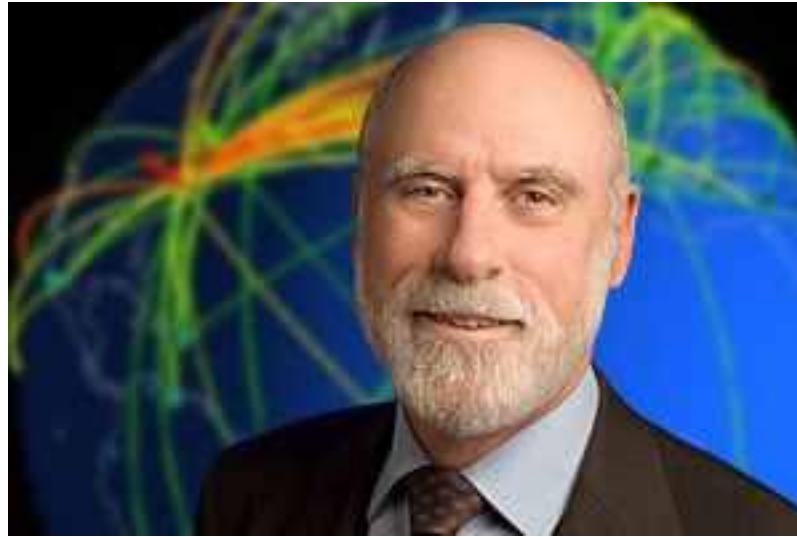




# CONNECTION



„Connectivity means change!“



Vinton Cerf



DIGITAL LG

Shopping / Site Map / Event / Search / Member / English

HOME

회사소개

제품소개

투자정보

채용

문의 .제안

서비스

Korea

[홈](#) > [제품소개](#) > [생활가전](#) > [R-S73CN\(7300\)](#)

## Household 생활가전

- TV >
- 오디오 / 비디오 >
- 컴퓨터 / 주변기기 >
- 생활가전 >
- 계절상품 >
- 통신제품
- 교환기 및 응용시스템
- 전송장비
- 이동통신장비
- 네트워크 장비
- 솔루션/컨설팅 >

Search

검색



### 모델명

R-S73CN(7300)

### 주요사양

- 임버터
- 최저소음
- 균일냉장
- 초저전(46kwh)
- 얼음/물디펜서
- 프리미엄 정수필터
- 소프트 디스펜서
- 흙바
- 다단식 영글선반
- 슬라이드선반
- 냉동/냉장실 강화유리 선반
- 서랍식 냉동실
- 초강력 파워탈취
- 인테리어 조명
- 간편 도어분리
- 뉴로퍼지 인공지능
- 흙바 자동 온도 조절
- 와인걸이





## Freigabe



Meine Daten für die anderen Nutzer meiner Waage freigeben



Meine Daten für andere Withings Konten freigeben



Meine Daten für meinen Arzt freigeben



In Social Networks freigeben

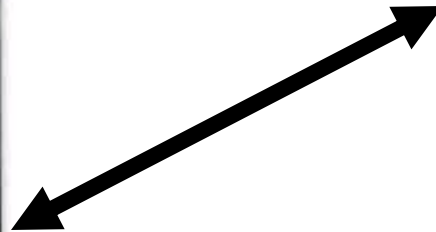


Aktie auf meiner Website



Meine Daten speichern und die Kurven ausdrucken

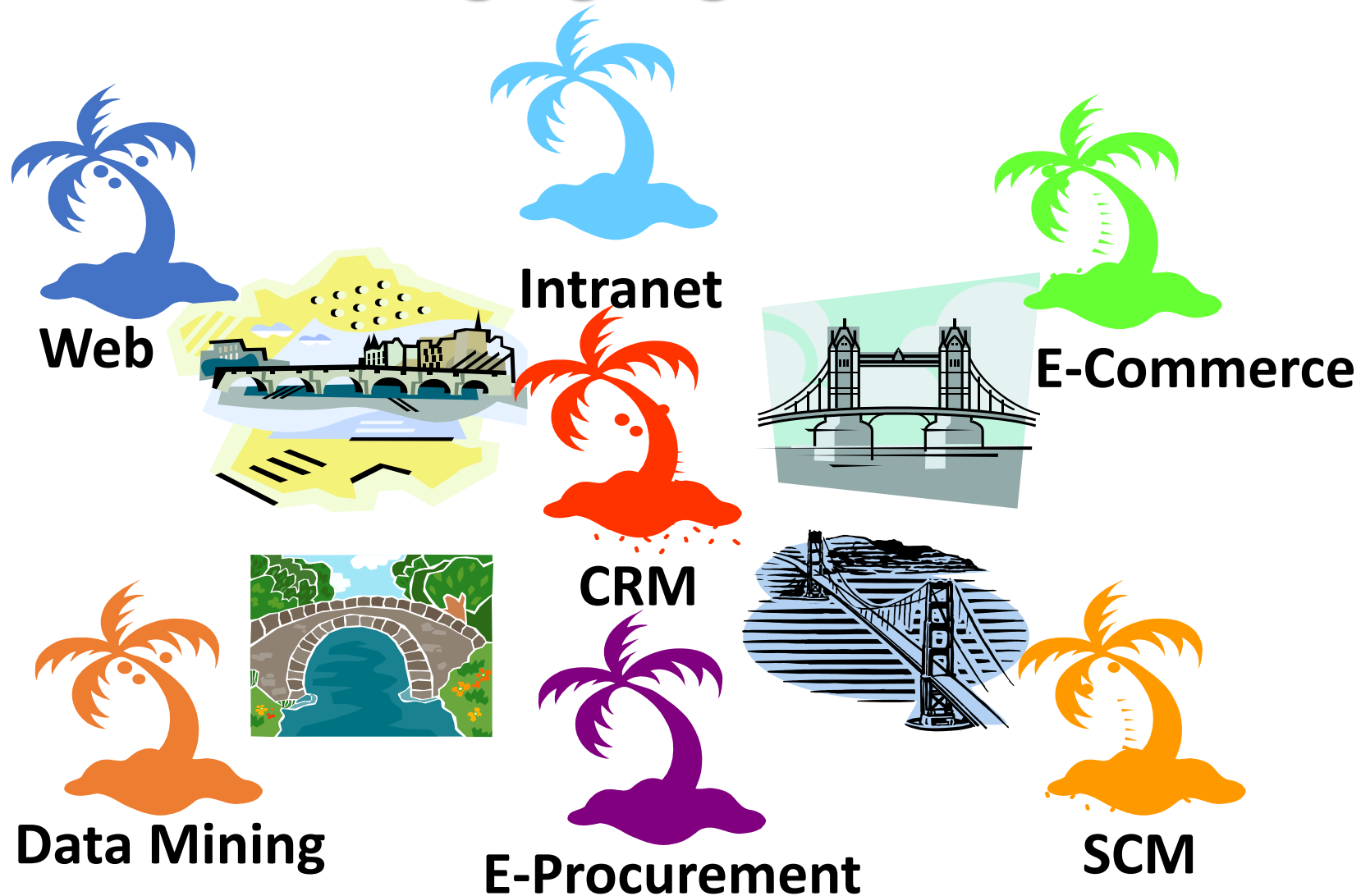
# What happens?

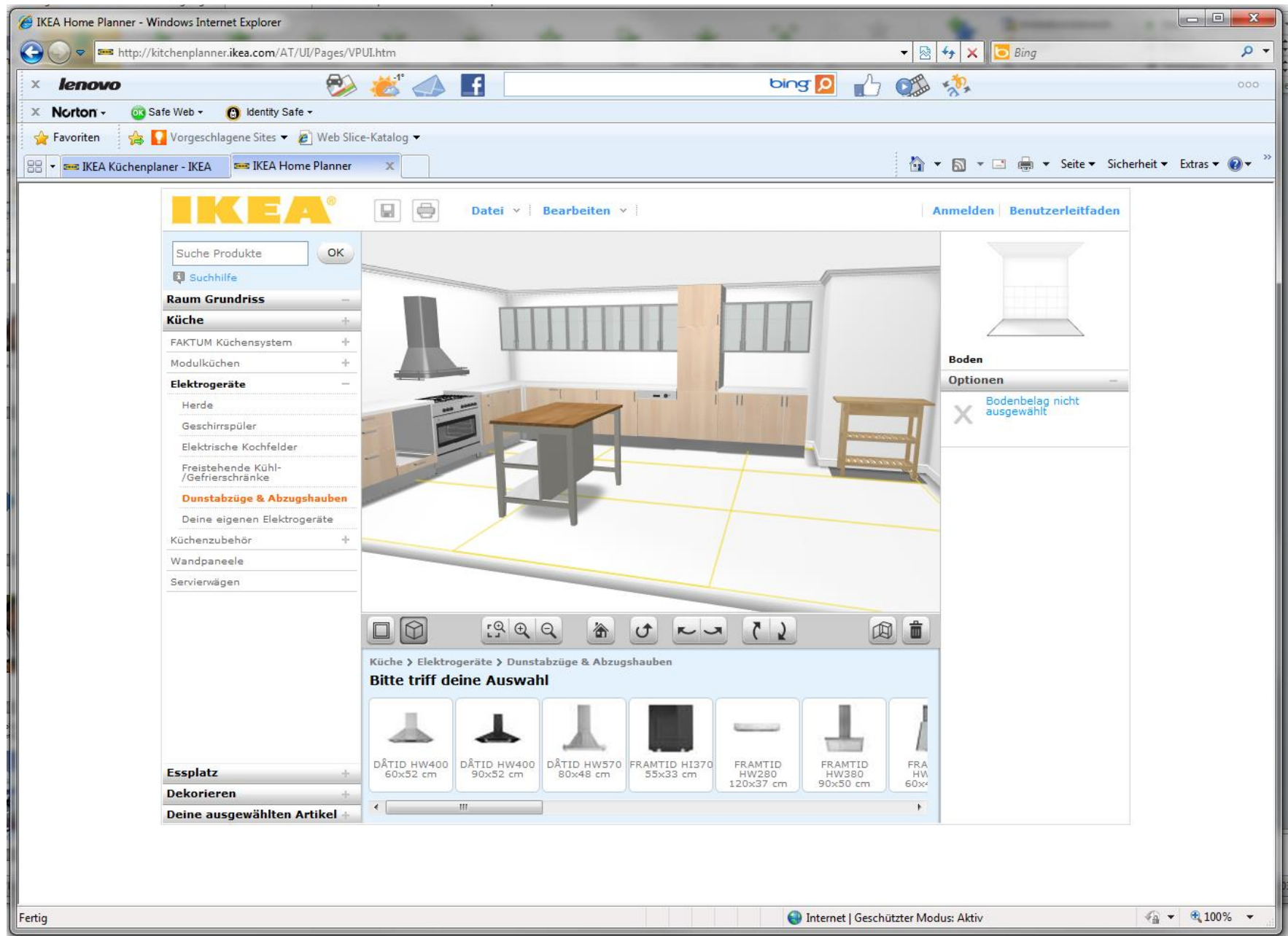


# “Right Information, Right Place, Right Time”



# Work in progress: Bridging Digital Islands









The eternal dream of the „paperless office“





**1.200 pieces of paper  
per day and employee**



Brinda Dalal  
„Garbologist“  
Xerox Labs Canada

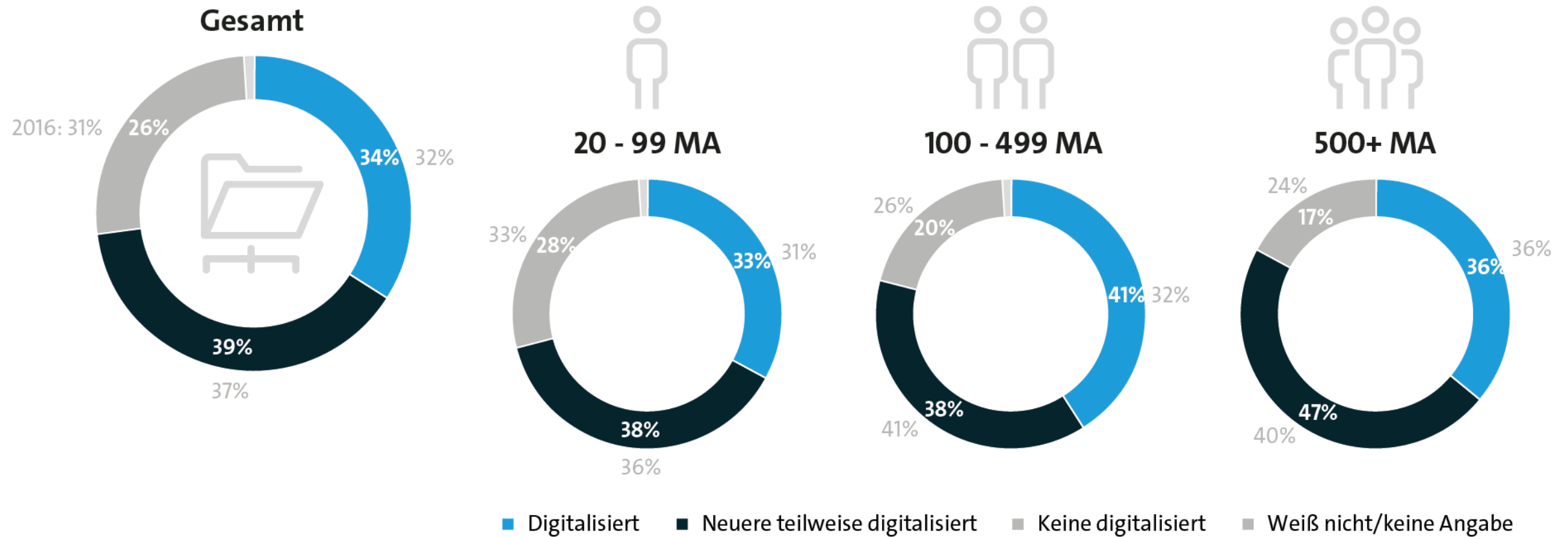


**44,5% are recycled**

**21%**  
the same day



# Three quarters have at digitalized most of their paper files





# Kill E-Mail!



# Kill E-Mail!



Thierry Breton

**„E-Mails have  
become a  
major nuisance  
factor“**



**the world's first**  
**"Zero e-mail<sup>TM</sup>" company**

## Overview

### blueKiwi ZEN

#### Core Features

Activity Streams

Teamwork Spaces

Blogging

Messaging

Content Sharing

Admin Tools

Analytics

Security


Mobility

Collaboration

Integration

## Core Features

### Activity streams


Stay up-to-date. Track what's happening across your enterprise social network or communities in real-time. Your activity stream is always up-to-date with the most recent posts, comments or other contributions.  [More](#)

### Teamwork spaces

Create a public or private workspace or community for an organisational group, department or project, enabling cross functional sharing of information. At blueKiwi, we call them spaces.

 [More](#)

### Enterprise blogging

Blogging is a way to express yourself in an interactive forum by creating a simple post containing your thoughts, opinions, or point of view on a specific topic. A blog post also allows readers to respond, stimulating discussions, suggestions, and new ideas. With blueKiwi, you can create and share your blog posts, as well as invite people to comment, enhance it with attachments, photos, or polls.  [More](#)

# MOBILITY





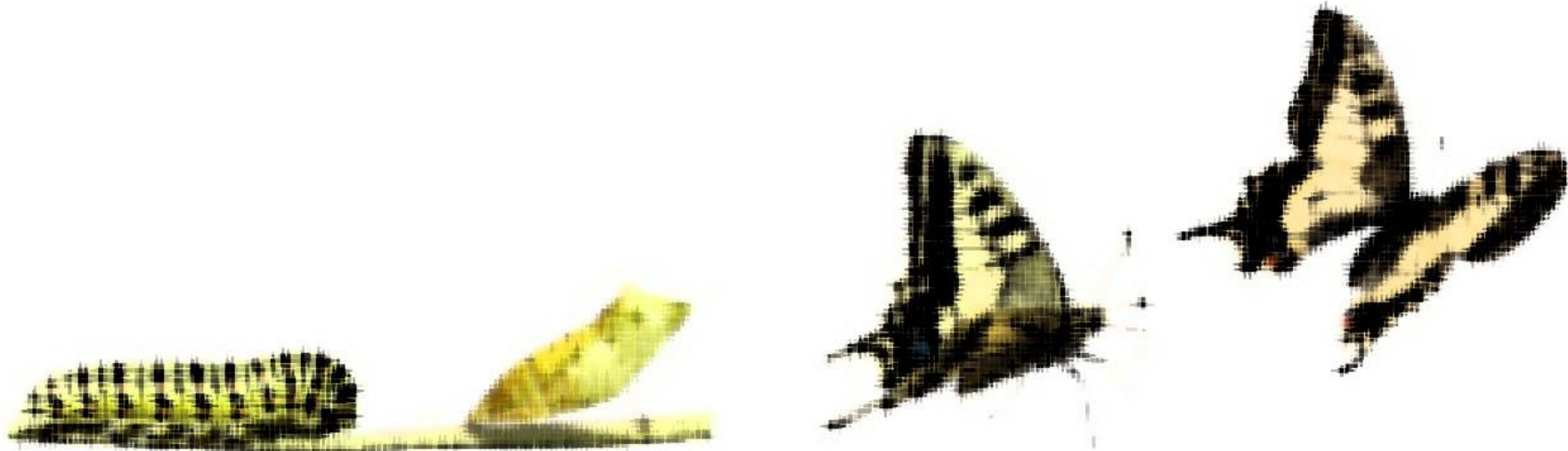


**DIGITALIZATION**

**CONNECTIVITY**

**MOBILITY**

# Digital Transformation



Seeing the **world** through other eyes







There's only **one** world!



# Disruption!





The world's most valuable retailer...  
... has no inventory

U B E R

The world's largest taxi company...  
... owns no fleet



The world's most popular media owner...  
... creates no content



The world's largest accommodation provider...  
... owns no real estate



# **„Kollmann's Law“**



Prof. Tobias Kollmann  
Uni Duisburg-Essen

***Which smart young kids in Silicon Valley with a great idea and loads of venture capital are thinking right now how to put you out of business?***

# Would you wear Google Lens implants?



**DIGITALIZATION**

**CONNECTIVITY**

**MOBILITY**

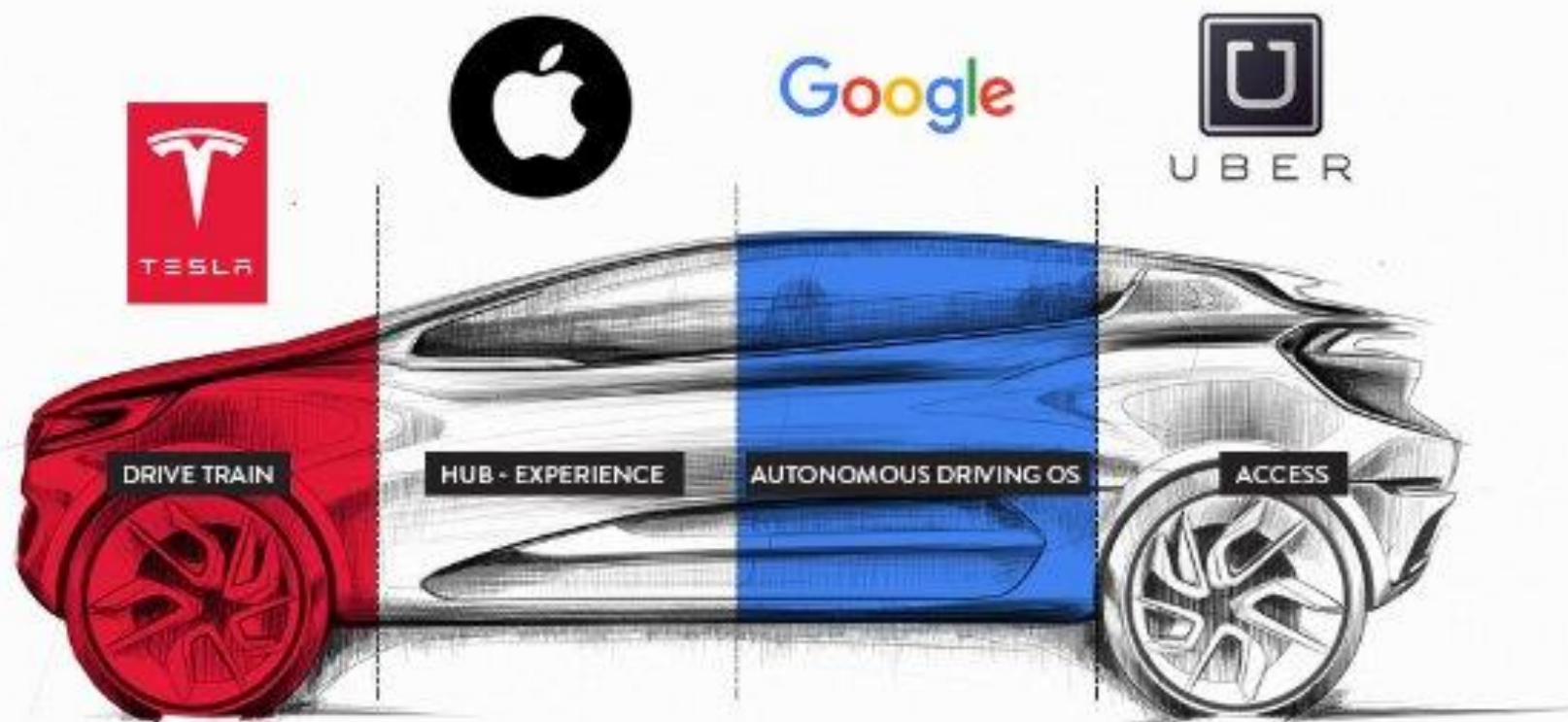
# Digital Transformation



# Disruption!







VALUE CHAIN DISRUPTION

# THIS IS YOUR CAR IN 2020

CAR SKETCH BY PRATHYUSH DEVADAS PRATHYUSHDEVADAS.WORDPRESS.COM



The world's most valuable retailer...  
... has no inventory

U B E R

The world's largest taxi company...  
... owns no fleet



The world's most popular media owner...  
... creates no content



The world's largest accommodation provider...  
... owns no real estate

# „Creative destruction“



Joseph Schumpeter (1883-1950)

*„From creative disorder arise progress and growth.“*



Joseph Schumpeter (1883-1950)

# „Kollmann's Law“



Prof. Tobias Kollmann  
Uni Duisburg-Essen

***Which smart young kids in Silicon Valley with a great idea and loads of venture capital are thinking right now how to put you out of business?***



# Digital triple jump



analog → digital → vernetzt

# Marketing 1.0



# Marketing 2.0

The screenshot shows the Facebook profile of 'ZACHENBACHER Werkzeuge und mehr!'. The cover photo features a woman holding a power drill, with the text 'ZACHENBACHER Werkzeuge und mehr!' and 'TOP QUALITÄT seit über 20 Jahren!'. The profile picture is a green arrow pointing right. The page is set to 'Öffentlich' (Public) and was created in 2012. It has 44 likes and 10 check-ins. The business hours are listed as 'Derzeit geschlossen · 07:30 - 18:00'. The address is 'Am Berneshau 4, Düsseldorf', and the phone number is '+49 211 671081'. The website is 'http://www.werkzeuge-zachenbacher.de/'. There is a post from December 13, 2013, titled 'Entdecken Sie unsere Weihnachtsangebote!' with a link to a newsletter. The post image shows a woman in a Santa hat holding a power drill, with the text 'ZACHENBACHER Unsere Weihnachts-Angebote'.

**ZACHENBACHER**  
Werkzeuge und mehr!  
ZACHENBACHER  
Werkzeuge  
Shopping & Einzelhandel

» Vermietung  
» Verkauf  
» Reparatur  
» Gefällt mir  
Abonnieren  
Nachricht senden

Chronik Info Fotos Bewertungen Mehr

44 Personen gefällt das  
10 Personen waren hier  
Derzeit geschlossen · 07:30 - 18:00  
Zusätzliche Informationen  
Freunde einladen, um diese Seite mit „Gefällt...“  
4,0 von 5 Sternen · 2 Bewertungen  
Bewertungen anzeigen

INFO

Am Berneshau 4  
Düsseldorf  
+49 211 671081  
<http://www.werkzeuge-zachenbacher.de/>

APPS

Über Zachenbacher

FOTOS

Seite erstellen  
Aktuell  
2012

Beitrag  
Schreib etwas ...  
Posten

Zachenbacher Werkzeuge  
13. Dezember 2013 ·  
Entdecken Sie unsere Weihnachtsangebote!  
Mehr Informationen:  
[http://www.werkzeuge-zachenbacher.de/.../f12\\_.../Newsletter1.html](http://www.werkzeuge-zachenbacher.de/.../f12_.../Newsletter1.html)

**ZACHENBACHER**  
Unsere Weihnachts-Angebote

# Marketing 3.0





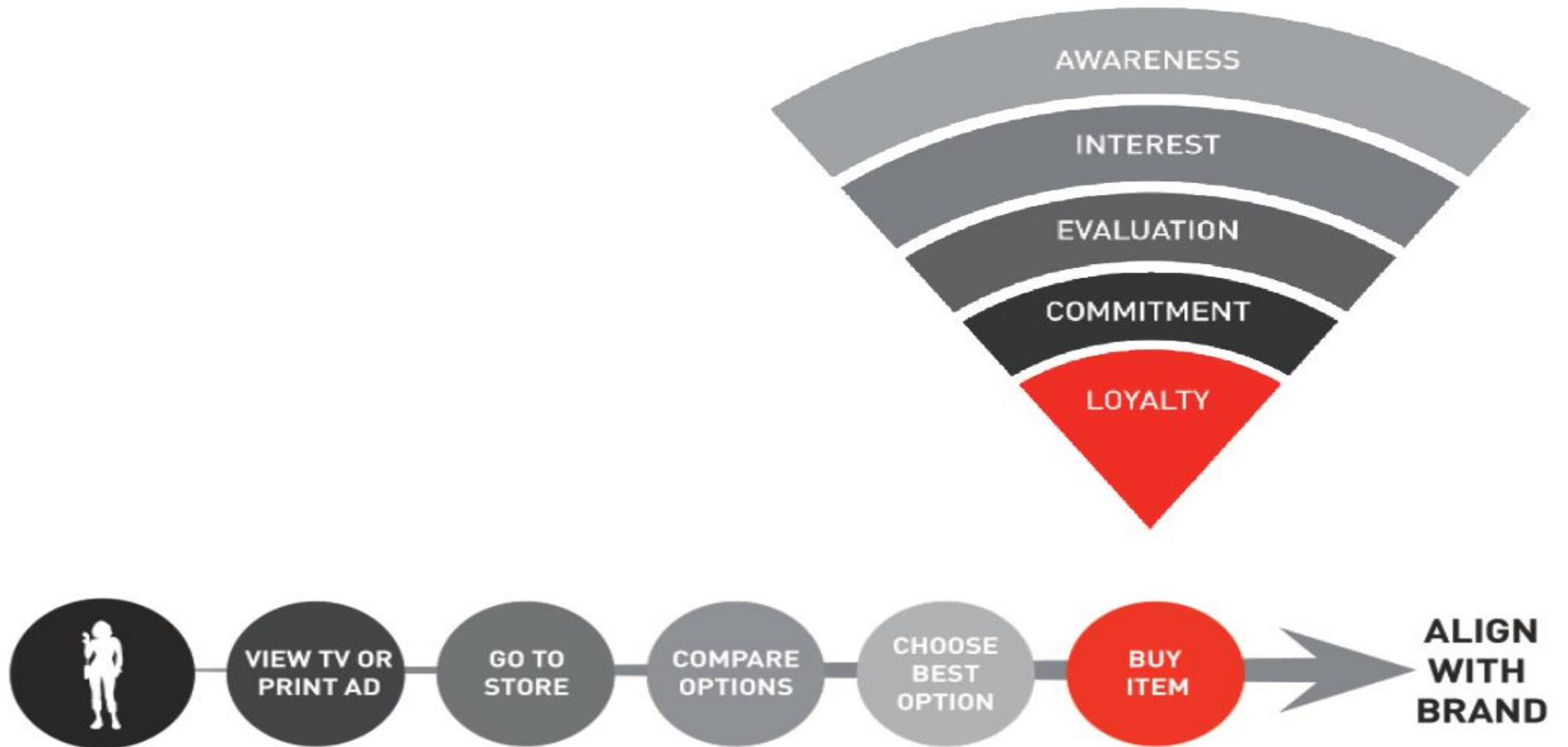




# Inbound Marketing



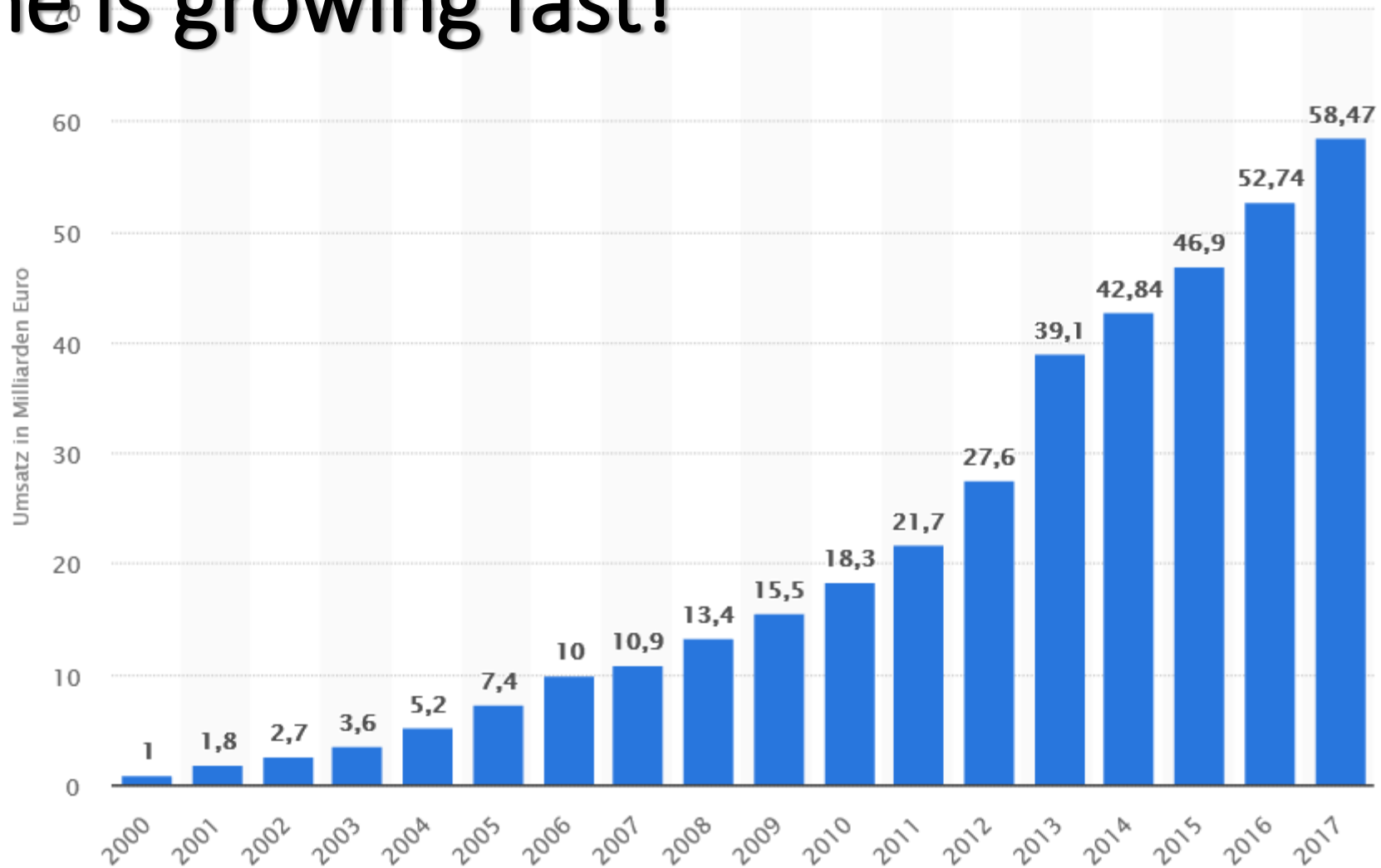
# Shopping 1.0



# Shopping 2.0



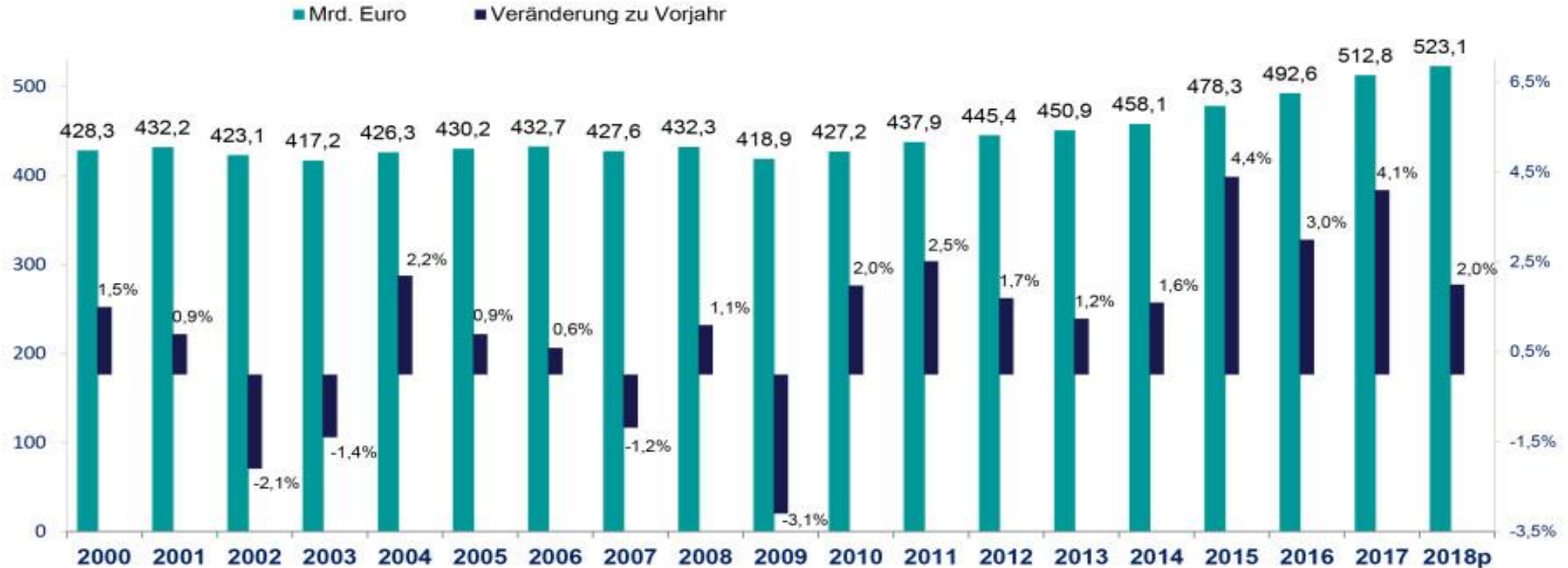
# Online is growing fast!





# Offline is growing slowly

## Einzelhandelsumsatz Prognose 2018: +2 Prozent



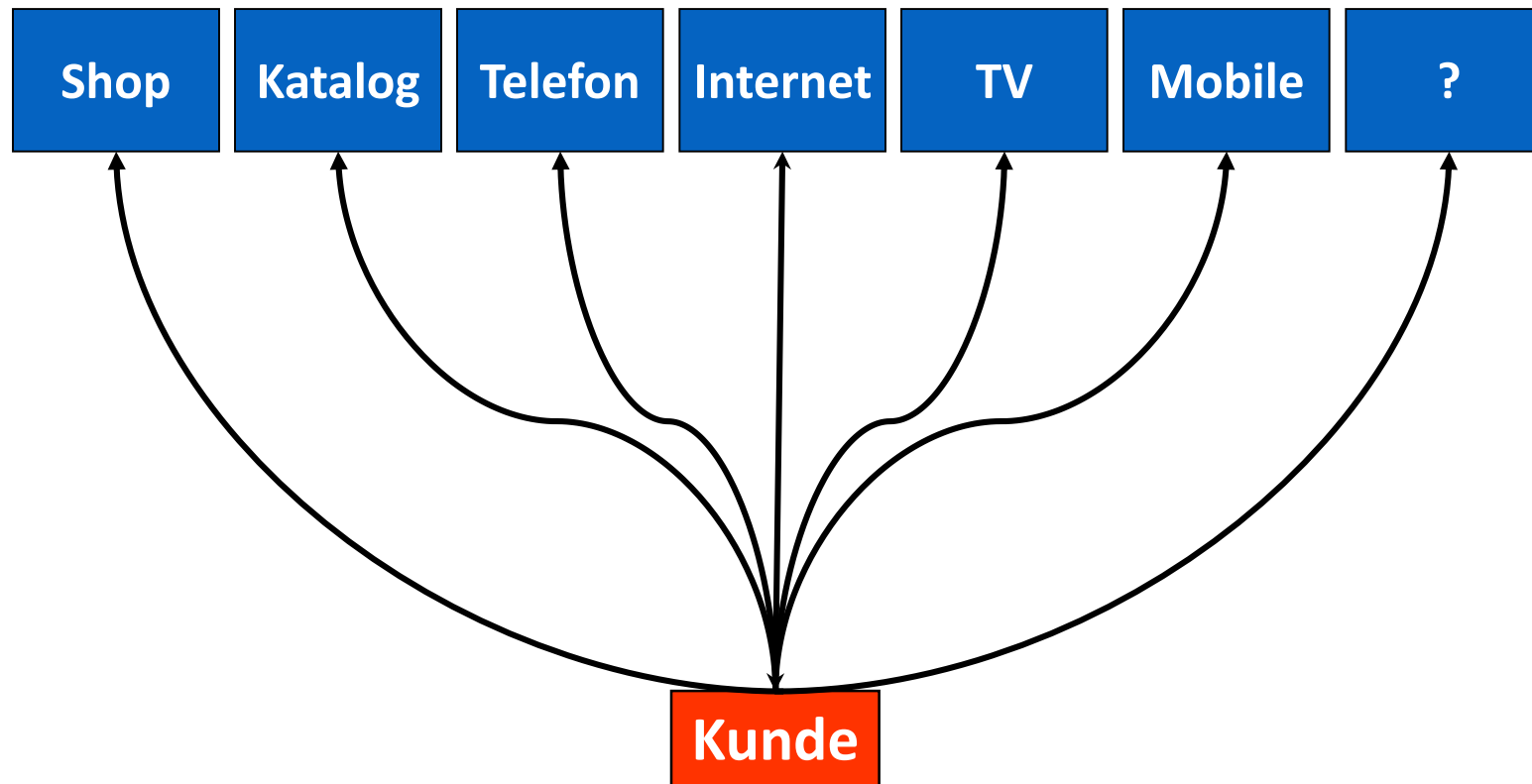
Quelle: Statistisches Bundesamt; HDE-Berechnungen; HDE-Prognose 2018 (p); ohne Umsatzsteuer; vorläufige Daten;  
Einzelhandel ohne Kfz, Tankstellen, Brennstoffe, Apotheken



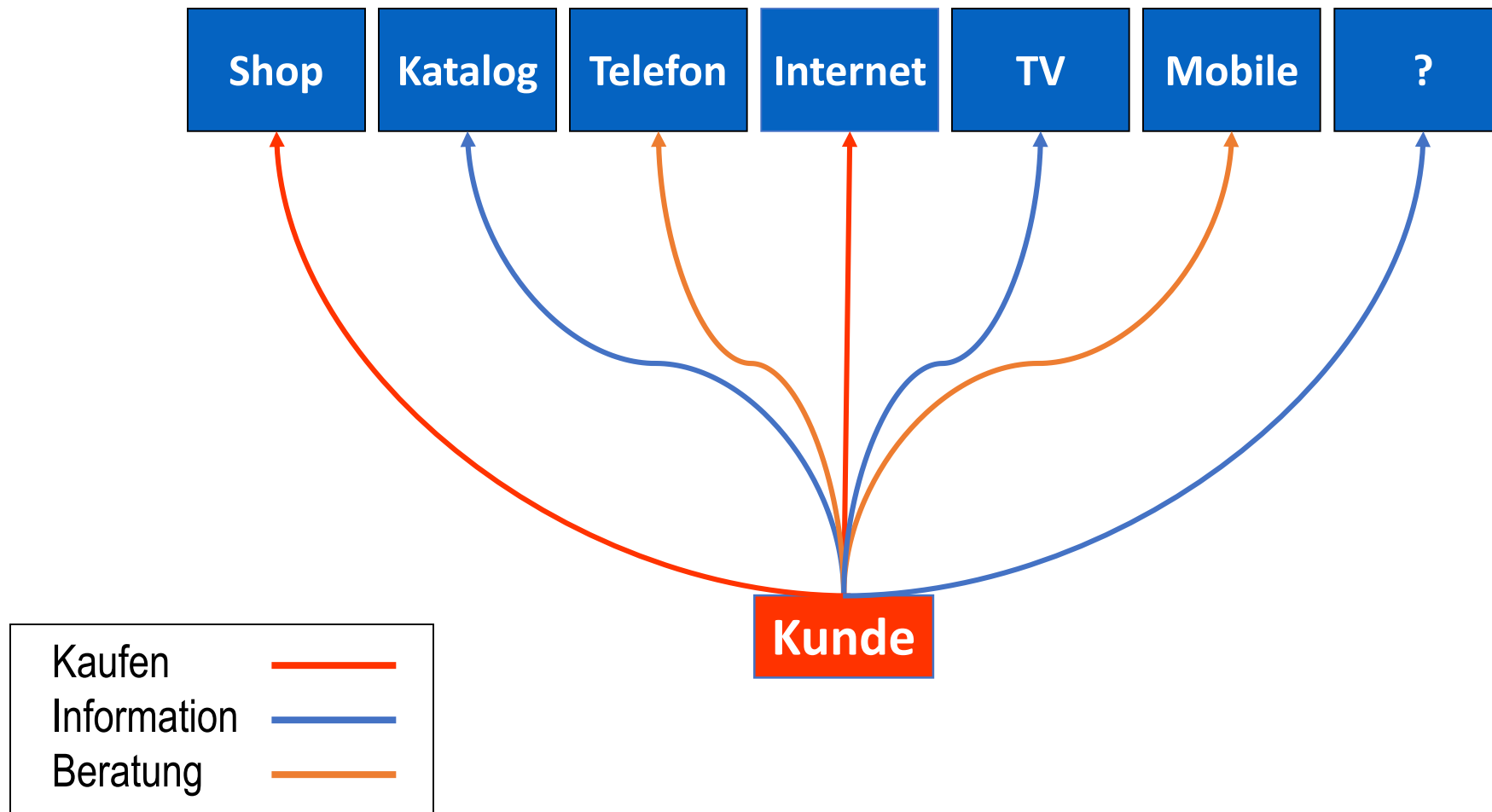
# Shopping 3.0



# Channel competition

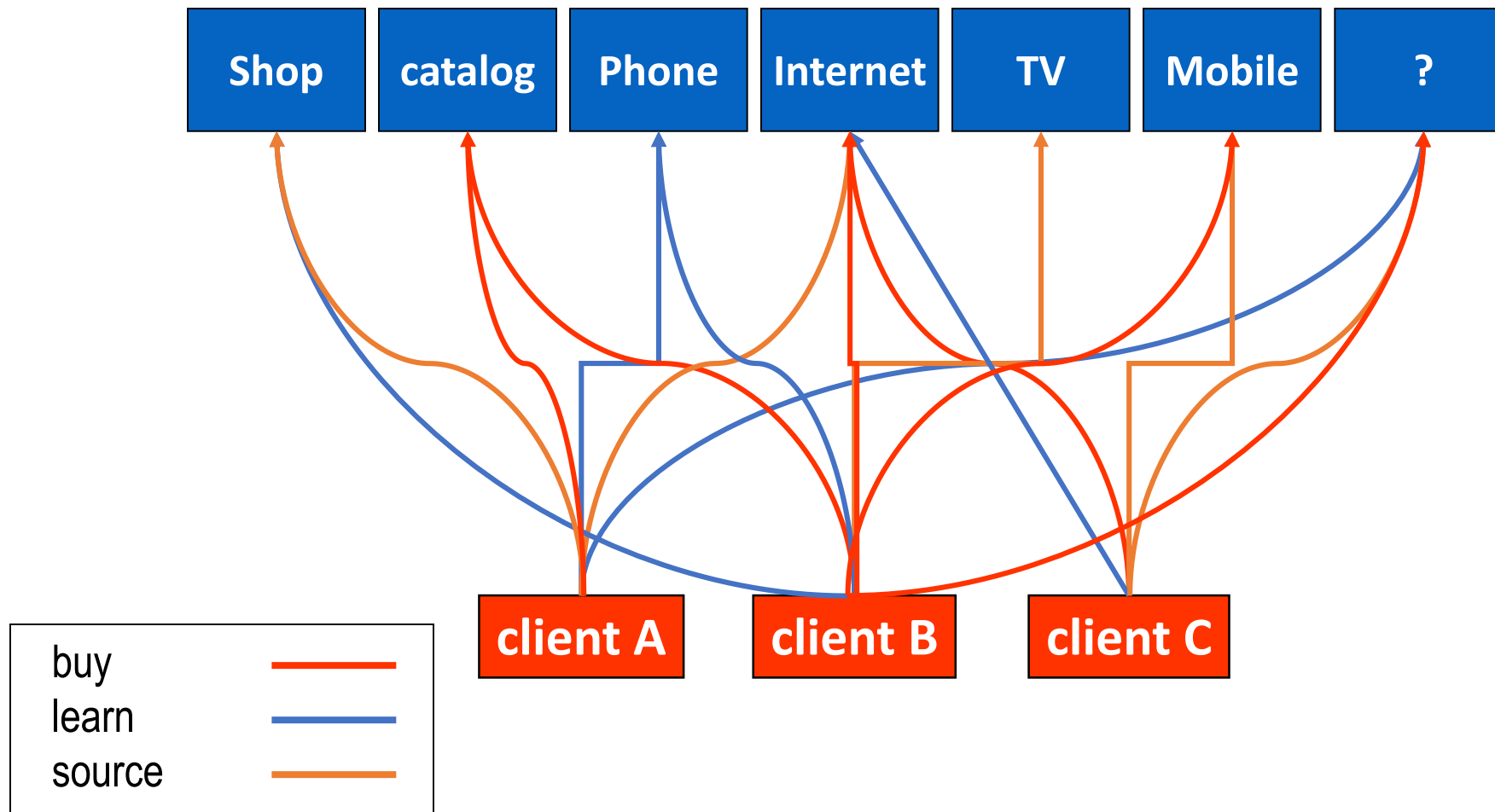


# Multichannel as a way forward



# Customer empowerment

Choice, transparency, interaction



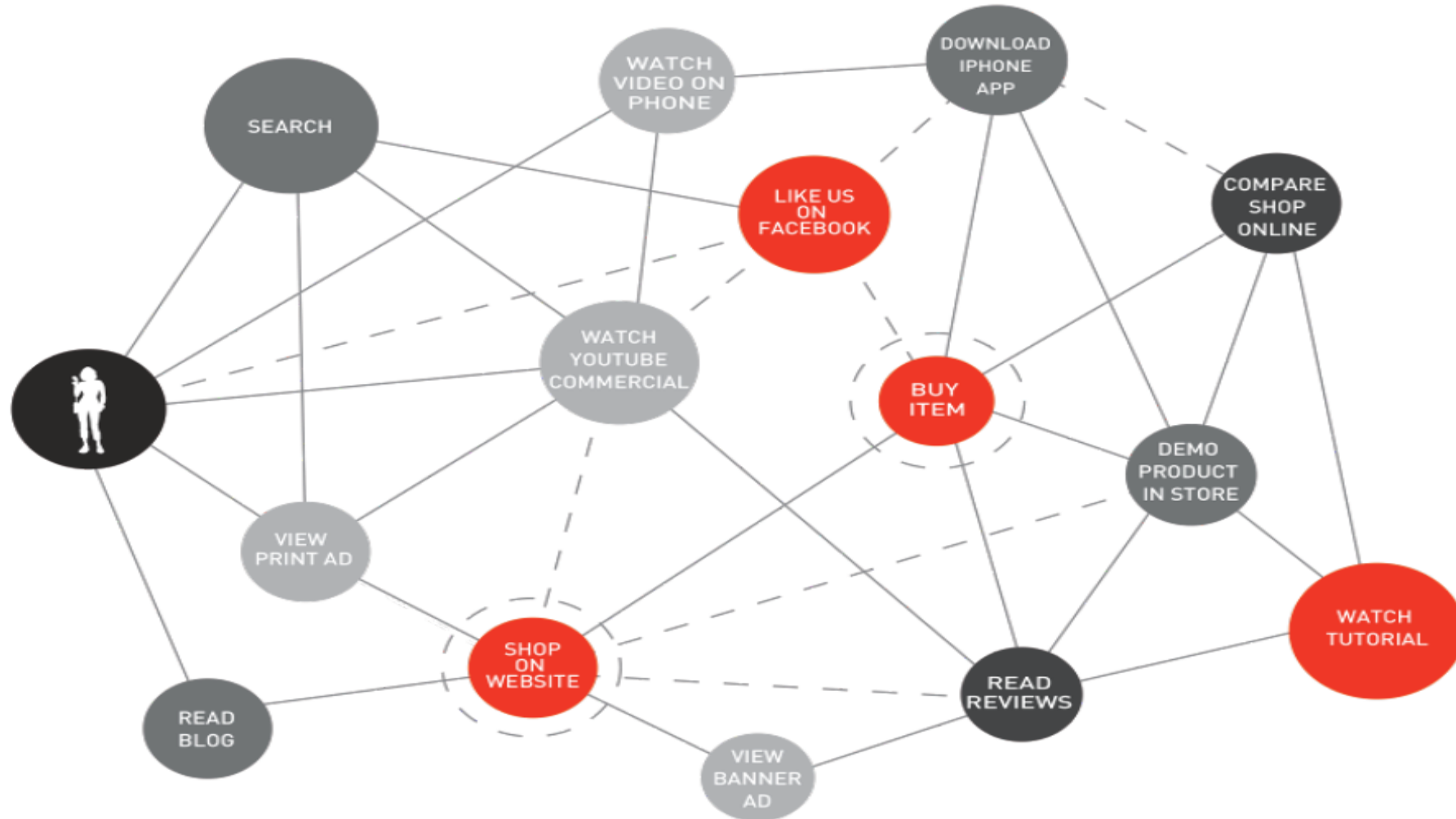


## Thesis Nr. 1

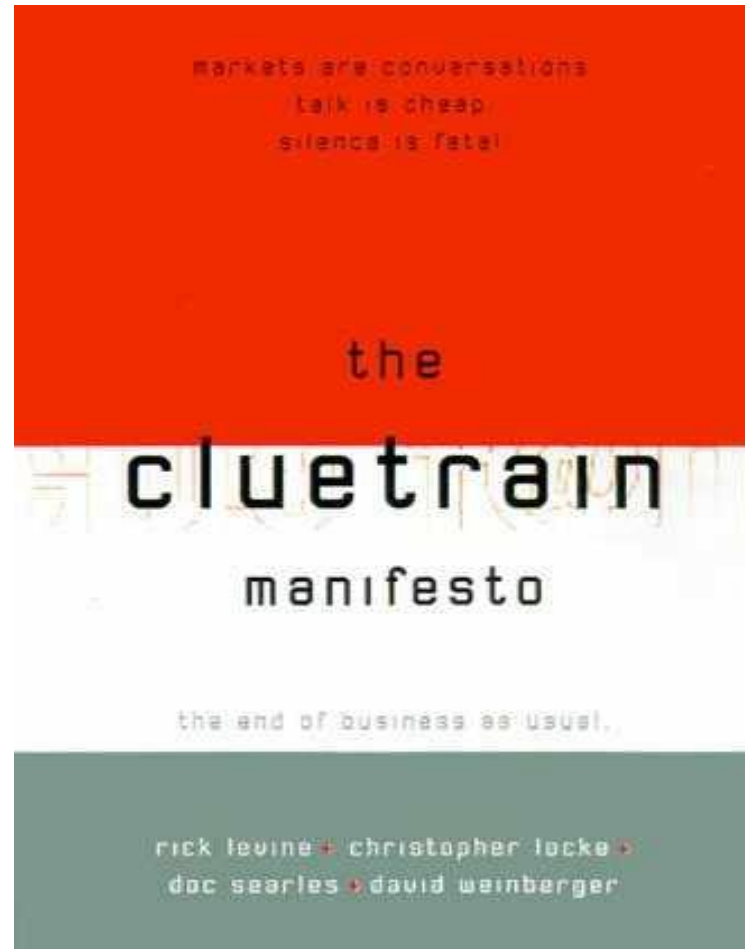
In the Age of the Internet,  
every customer is a target group!



# Shopping 3.0



# „Markets are conversations“



Quelle: „The Cluetrain Manifesto, 1999“

# Social Media Landscape





Everybody knows  
everybody



# How good do we listen to our customers?



# Logistics 1.0





# Logistics 2.0

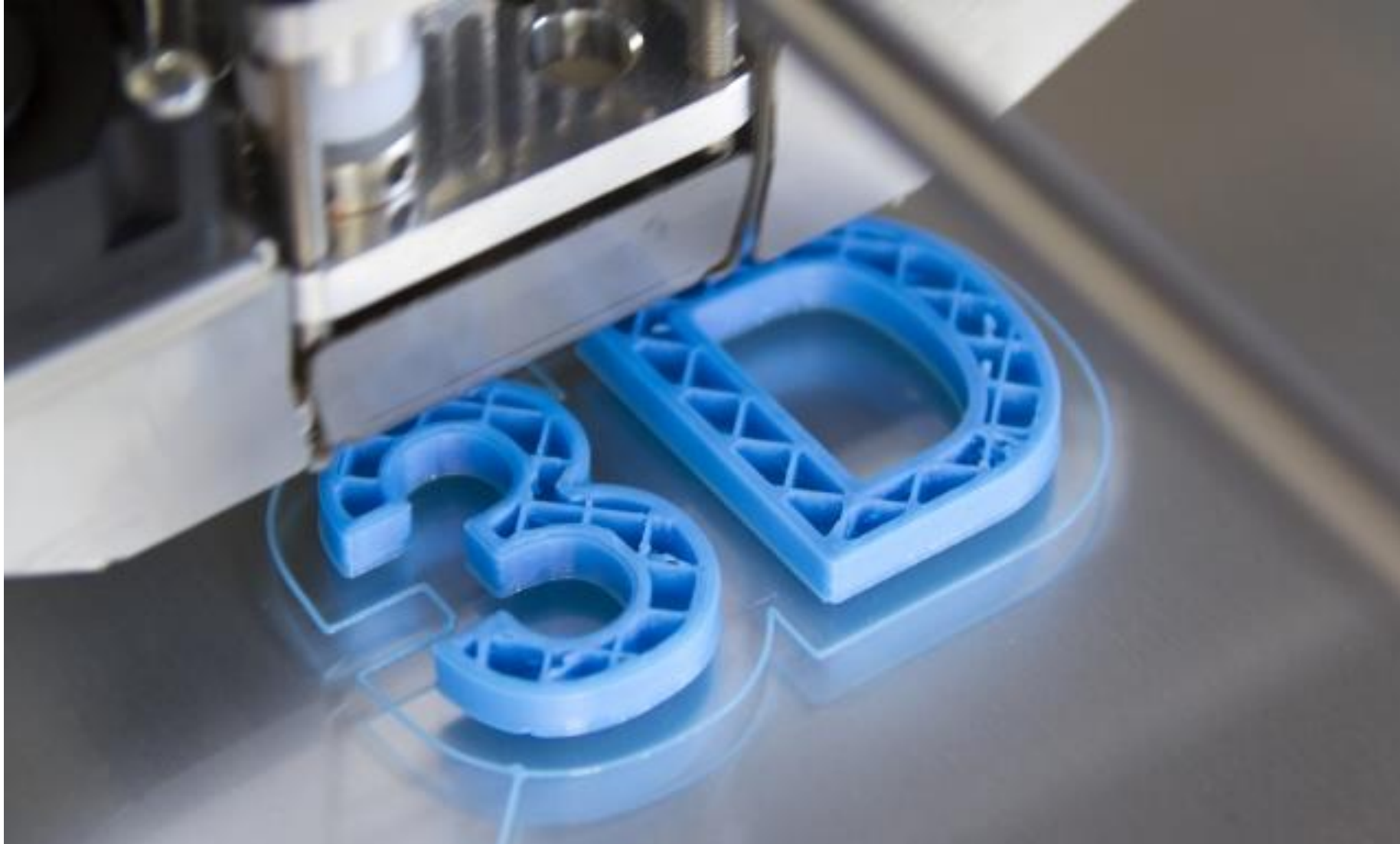


# Logistik 3.0:

## Finding new ways to reach the customer



# Digitale Logistik













**Africa**  
**LIVE** 


## TANZANIA MEDICAL SUPPLIES

Zipline drones to deliver medicine nationwide

 CGTN Africa

 @cgtnafrica

 CGTN Africa

 CGTN Africa



# Digital delivery



„In future we won't sell stuff any more, we'll sell 3D data so people can print their own stuff“

# Printed Parts



Boeing uses 3D titanium parts printed on site for the new 777 Dreamliner

# Printed Homes



# Printed homes



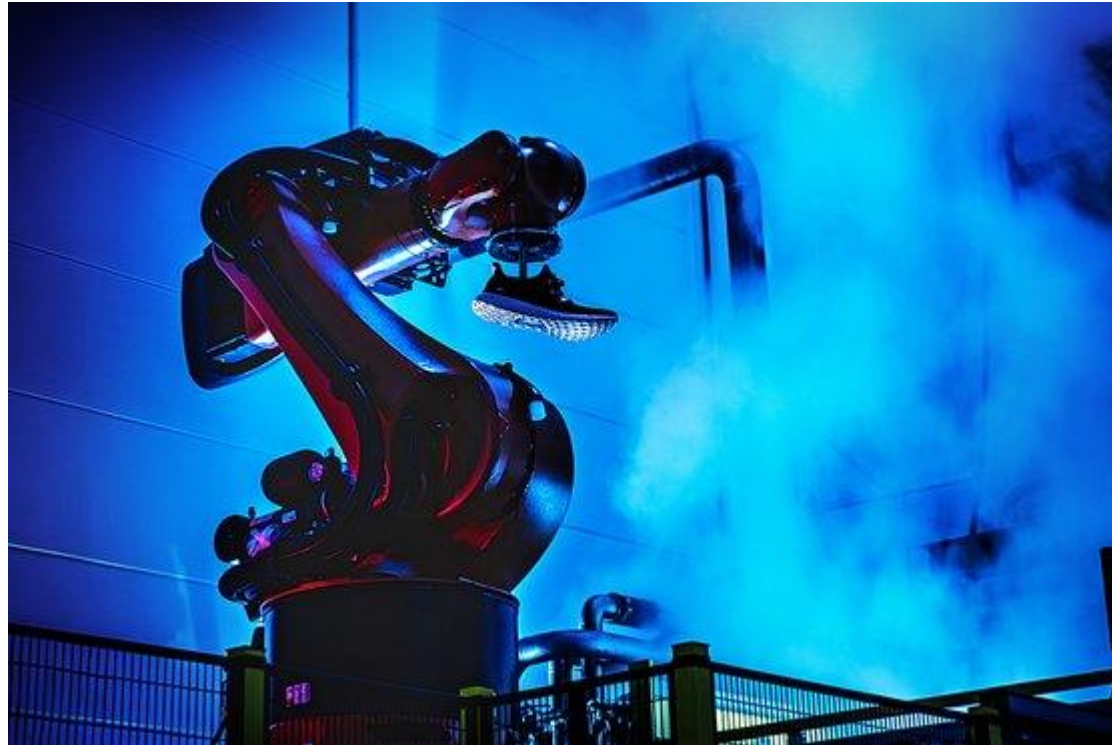
# Bringing Jobs Back

Donald Trump promised to bring back  
Jobs but he's still dead





# Bringing Jobs Back



Adidas Speed Factory

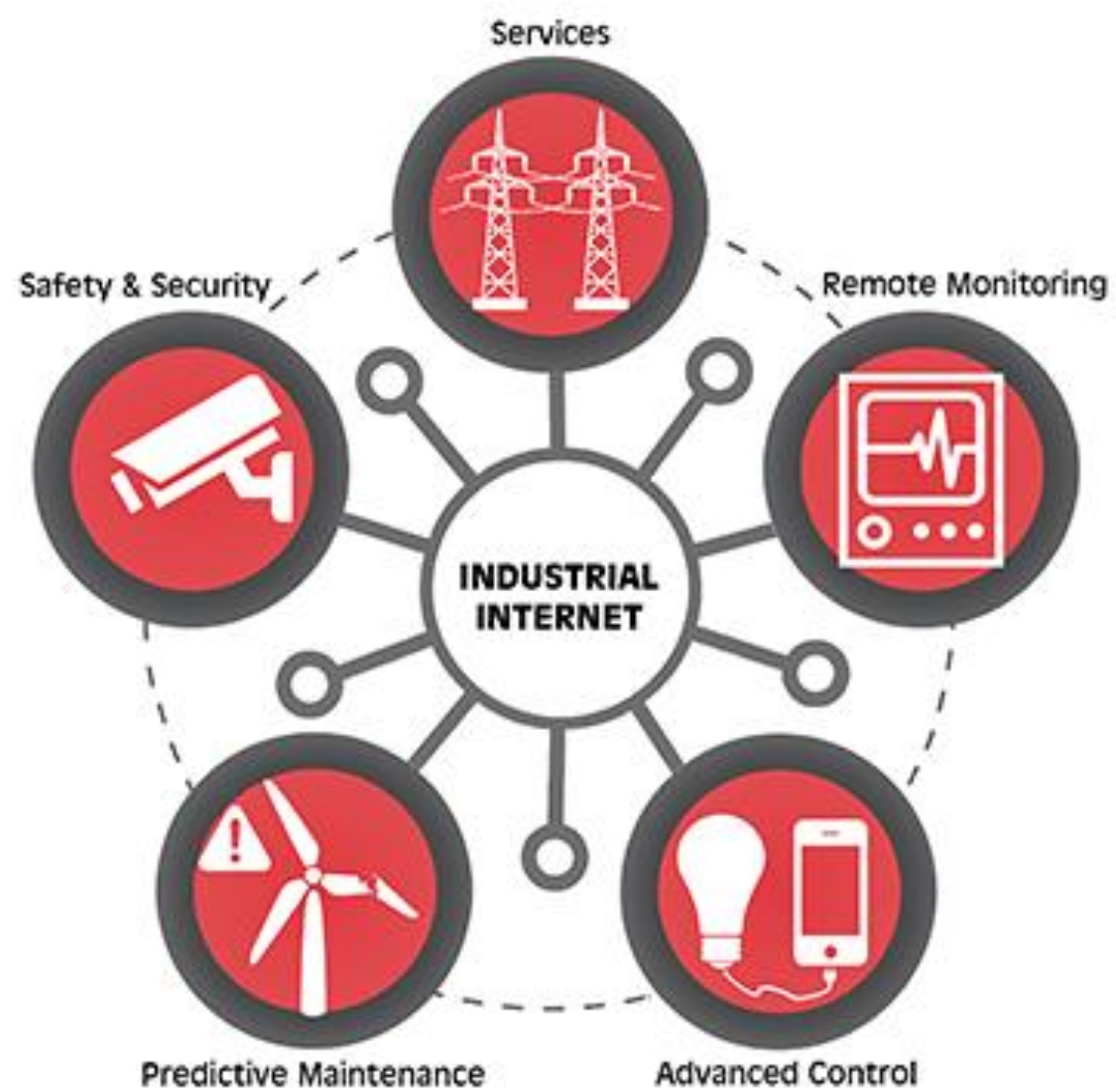




# Let me count the ways...









# Sensors – the eyes and ears of IoT









# PREDICT to PREVENT

WITH INVESTMENT GENERALLY LIMITED FOR MODERNISING T&D EQUIPMENT, UTILITIES HAVE TO SQUEEZE MORE POWER FROM AGING GRIDS WHILE THE NEED FOR STEADY QUALITY GROWS. MITCH BEEDIE EXPLAINS HOW PREDICTIVE MAINTENANCE CAN HELP SUPPLIERS TO PREVENT PROBLEMS IN TRANSMISSION

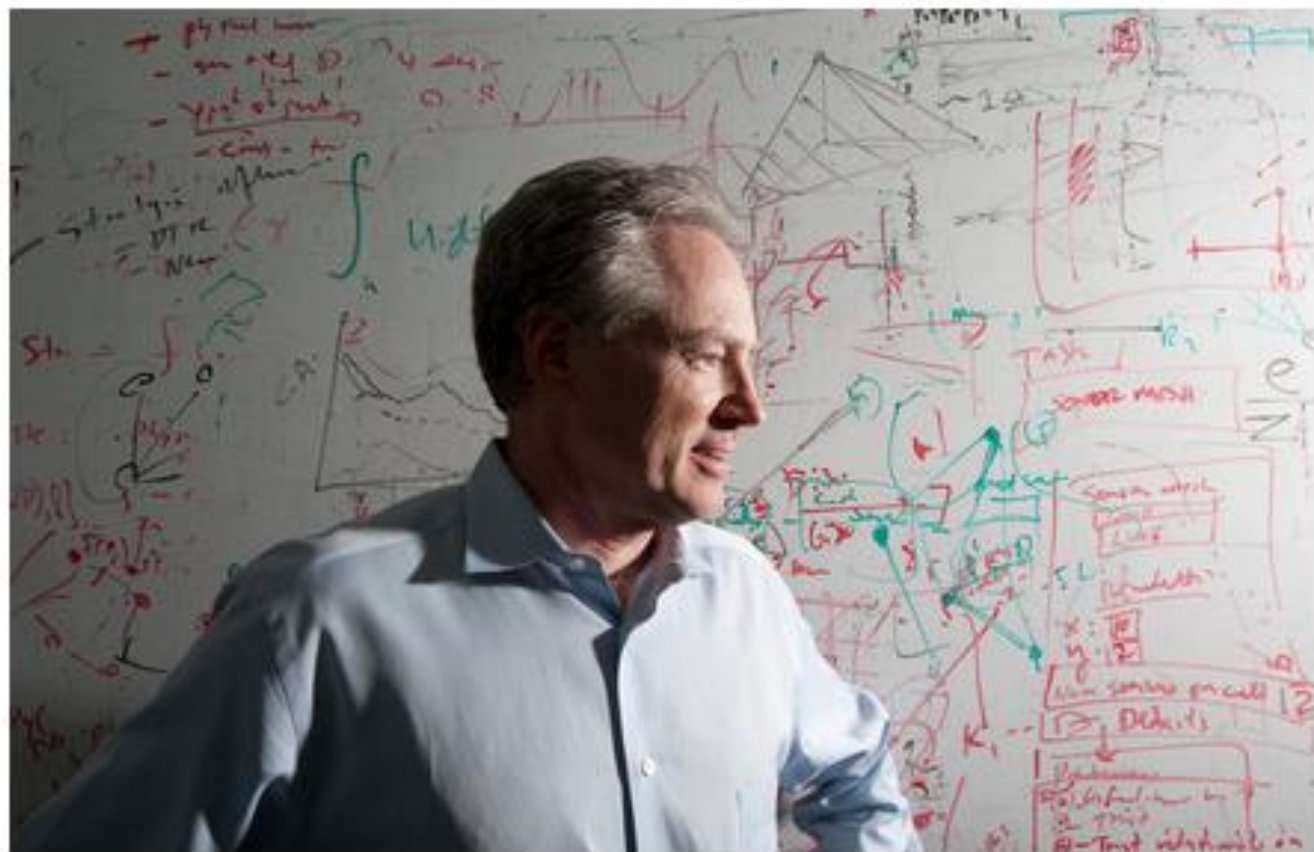


# Predictive Analysis



## Microsoft Finds Cancer Clues in Search Queries

By JOHN MARKOFF JUNE 7, 2016



Dr. Eric Horvitz is one of the Microsoft researchers who conducted the study.

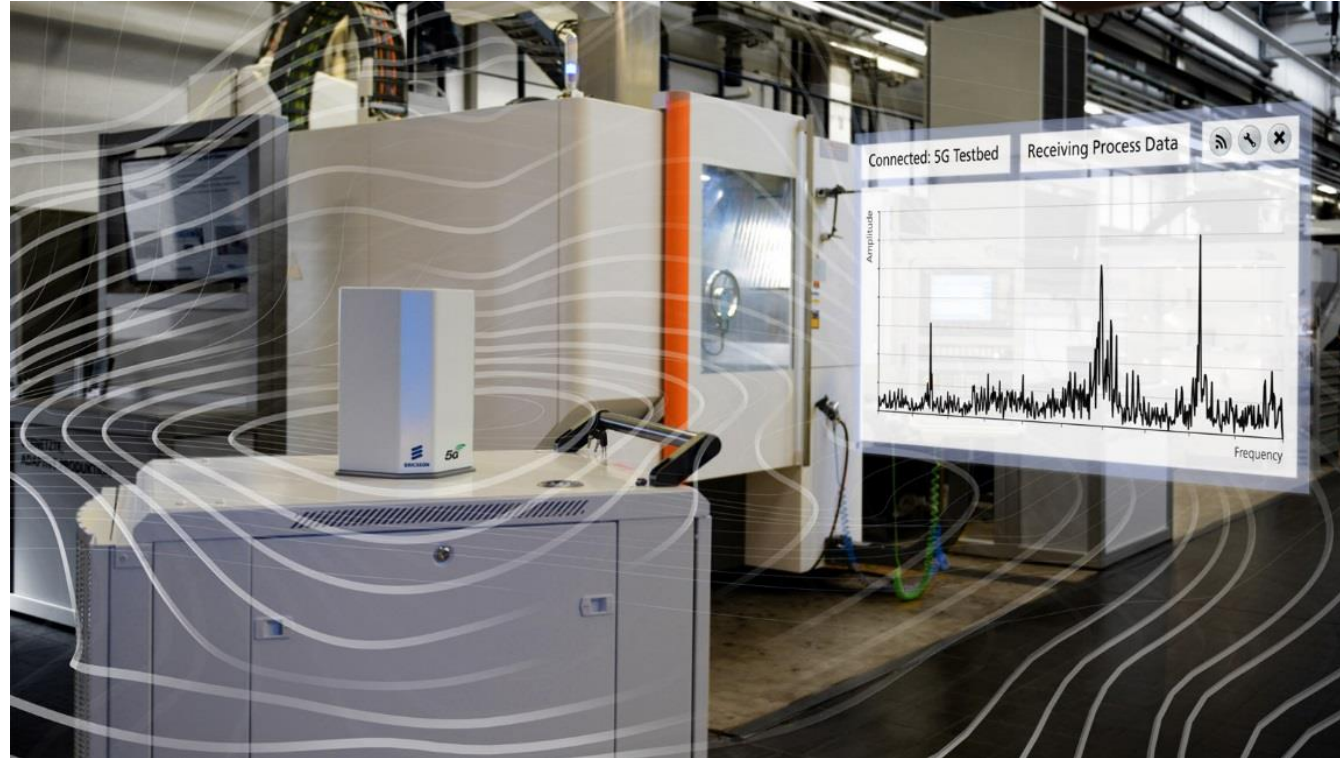
Kevin P. Casey for The New York Times







# Prescriptive Analysis



Fraunhofer IPT High  
Performance  
Networked Adaptive  
Production  
(Hannover Fair 2018)

# Do we use the latest technologies in our company?



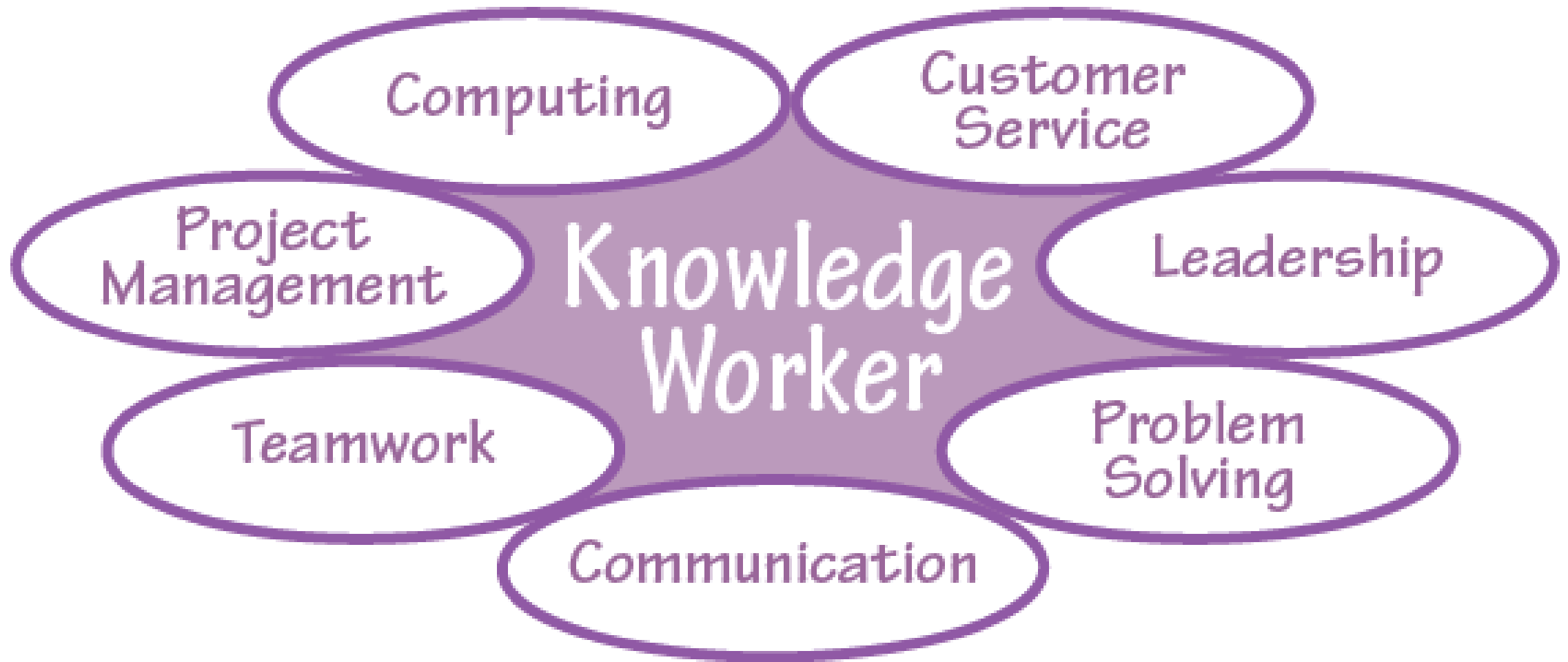


# Das Digital Unternehmen braucht Wissensarbeiter!



"WILSON, WHAT EXACTLY IS A  
KNOWLEDGE WORKER AND DO  
WE HAVE ANY ON THE STAFF?"





**In vielen Kompetenzenfelder zu Hause**

GENERATION



**1945 -1960**

„Baby Boomer“

**1961-1980**

„Generation X“

**1981-1995**

„Generation Y“



Bevölkerungskohorten

# Was will Generation Y?

2020: über 50% der Arbeitnehmer in Deutschland



1. Herausfordernde Arbeit
2. Vergütung
3. Kollegiales Arbeitsumfeld
4. Arbeitsstandort in der Nähe des Wohnortes
5. Karrieremöglichkeit
6. Work-Life Balance
7. Weiterbildungs- und Entwicklungsmöglichkeiten

Quelle: Kienbaum-Studie „Was motiviert die Generation Y im Arbeitsleben?“

## **Generation Y**

**Homeoffice** ☒

**Sabbatical** ☒

**Elternzeit** ☒

**Flexible  
Arbeitszeiten** ☒

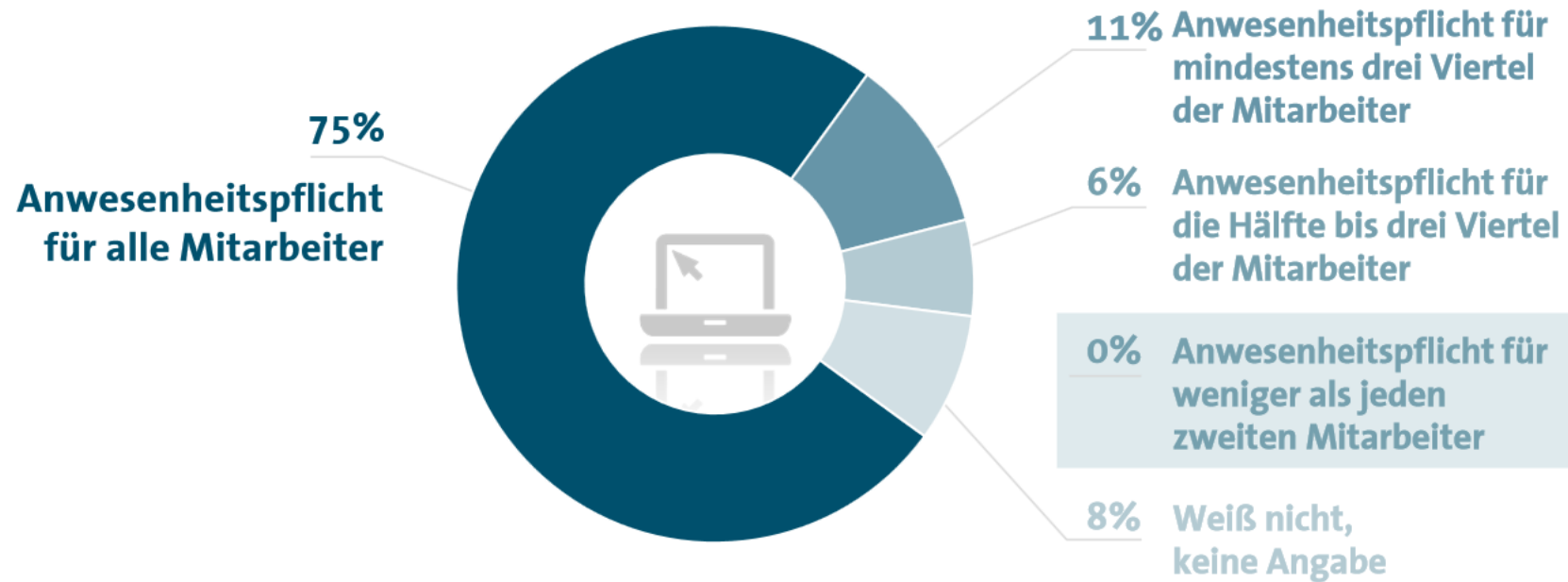
**Karriere** ☐

**Stress** ☐



# Büroarbeitsplatz mit Anwesenheitspflicht ist heute Standard

Wieviel Prozent Ihrer Mitarbeiter haben Anwesenheitspflicht und arbeiten an klassischen Büroarbeitsplätzen?



# Gen Y's ideal boss

Most pline for an Alex Ferguson style coach or mentor, while 40 per cent want a strong Thatcher-type leader



**51%**

Coach/  
mentor



**40%**

Leader



**34%**

Advisor



**30%**

Confidante/  
discuss private  
and work  
matters



**16%**

Friend



**10%**

Director/  
allocator  
of work

Source: Hays report - Gen Y and the world of work

**If you found out  
your boss  
was a robot,  
would you obey  
its directives?**



PRODUCTIVITY

# People Prefer Robot Bosses, Study Shows



Nina Zink  
ENTREPRENEUR STAFF  
Staff Writer



**"Workers were more likely to say that the robots 'better understood them' and 'improved the efficiency of the team.'"**

August 25, 2014

2 min read

**MIT Computer Science and Artificial Intelligence Lab (CSAIL),**  
Here's a question: would you rather have a human boss or a robot boss? Researchers at the Massachusetts Institute of Technology found when humans and robots teamed up



**Today, more than three million workers globally are being supervised by robobosses. The number will grow exponentially!”**

Frances Karamouzis, vice president and distinguished analyst at Gartner.



# How good are we at digital leadership?

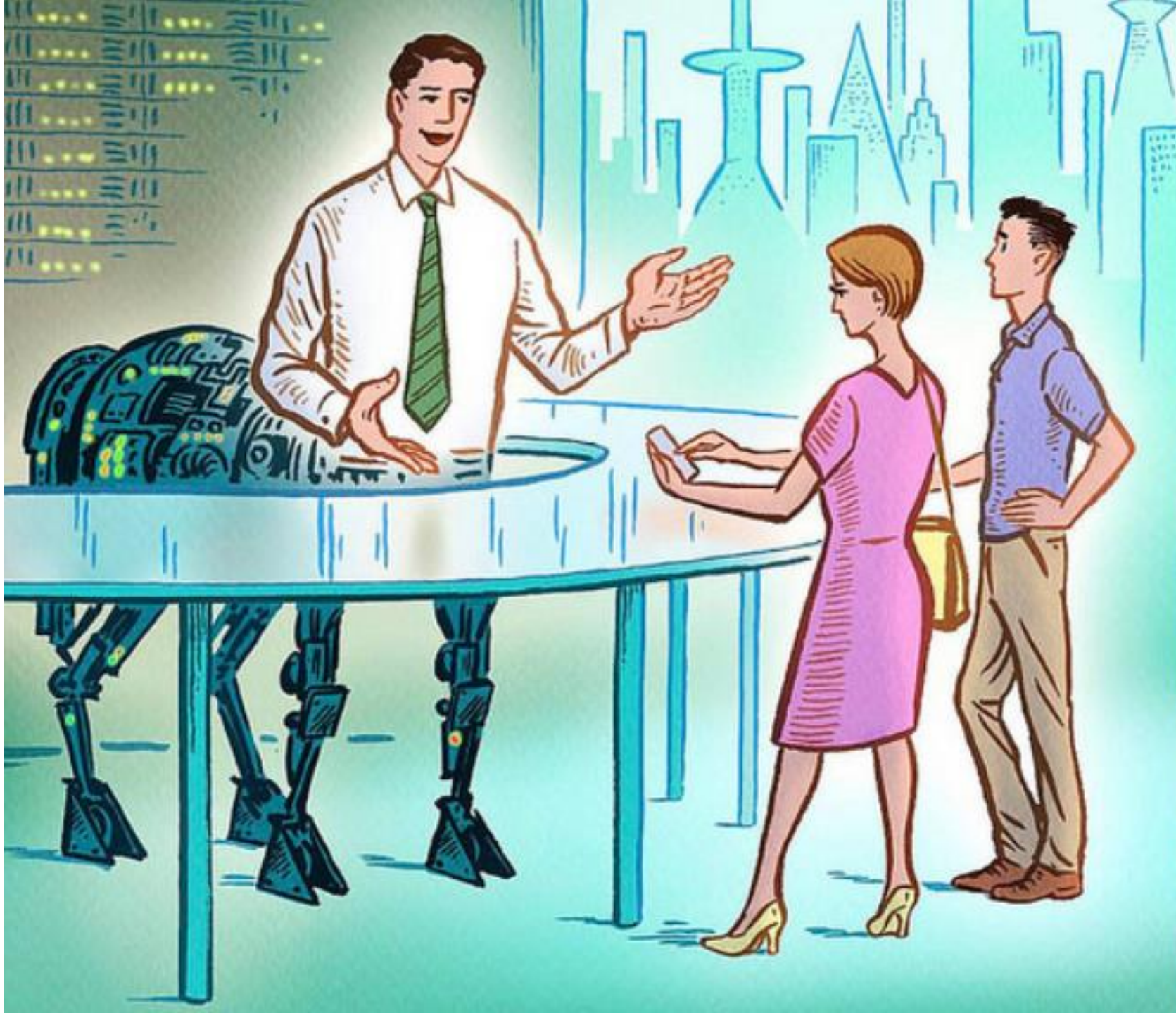


# Data is the new oil, and AI is the new electricity















# Speaking to/with machines 'like with a friend'

Powered by machine learning and natural language processing



# How far should we take this?









**Technology is morally neutral – until we apply it**



**Security | Social Contracts | Ethics: Collective Benefits**

# SMART INDUSTRY

powered by **AVNET** **SILICA**

The IoT Business Magazine

7.50 EUR | 2018

## WORKING WITH AR AND VR

**ROBOT 2020**  
The Voices of IoT

**BEYOND THE HYPE**  
The Future of IoT

**BETTING  
THE FARM**  
Smart  
Agriculture

## SELF-DRIVING CARS GETTING THERE







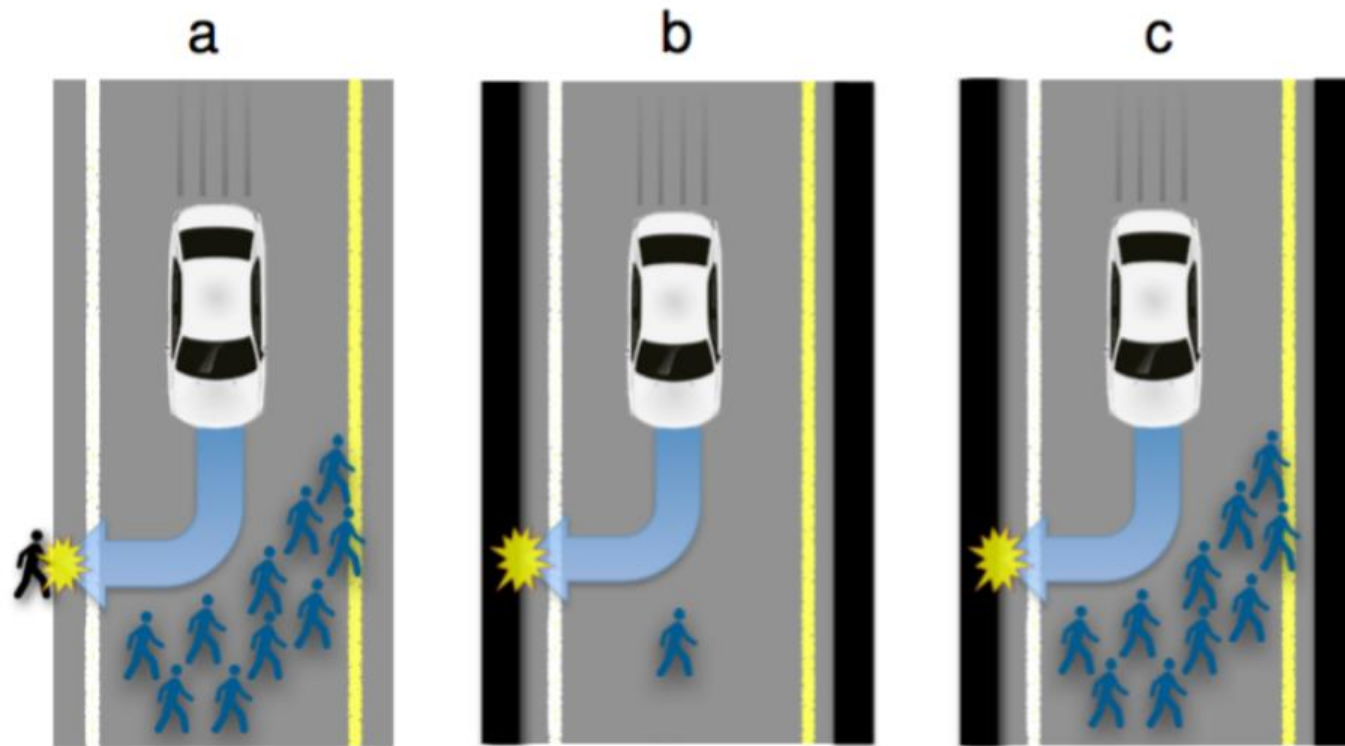


TEMPE

**SELF-DRIVING VEHICLE HITS BICYCLIST**

**abc 15**  
ARIZONA

# „Maschine Ethics“



# „What Ethics?“



Prof. Janina Loh





Aristotele-Audi



Bentham-Bentley



Kant-Chrysler



**HUMANITY WILL CHANGE MORE IN THE NEXT 20 YEARS  
THAN IN THE PREVIOUS 300 YEARS**



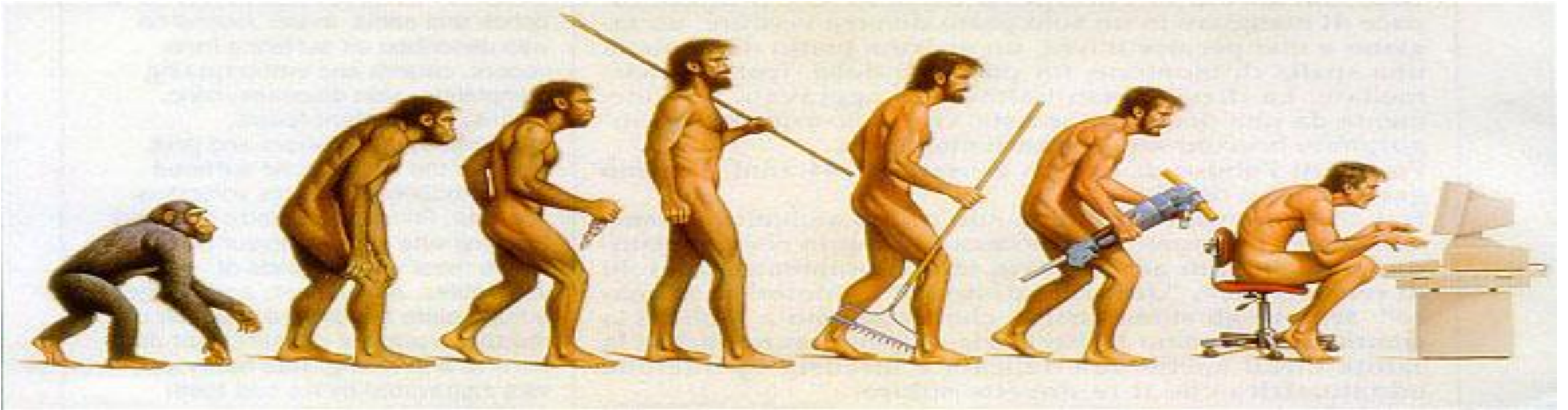


The biggest question of all:

Are you ready?



You can't stop change from happening



...but you can slow it down (for a while)

**"If you're not part of the solution you must be part of the problem."**

**- Eldridge Cleaver**

*Thanks!*

*Slides: [www.cole.de](http://www.cole.de)*

*Mail: [tim@cole.de](mailto:tim@cole.de)*



*tc1066*



*@TCole1066*



*SuperTimCole*