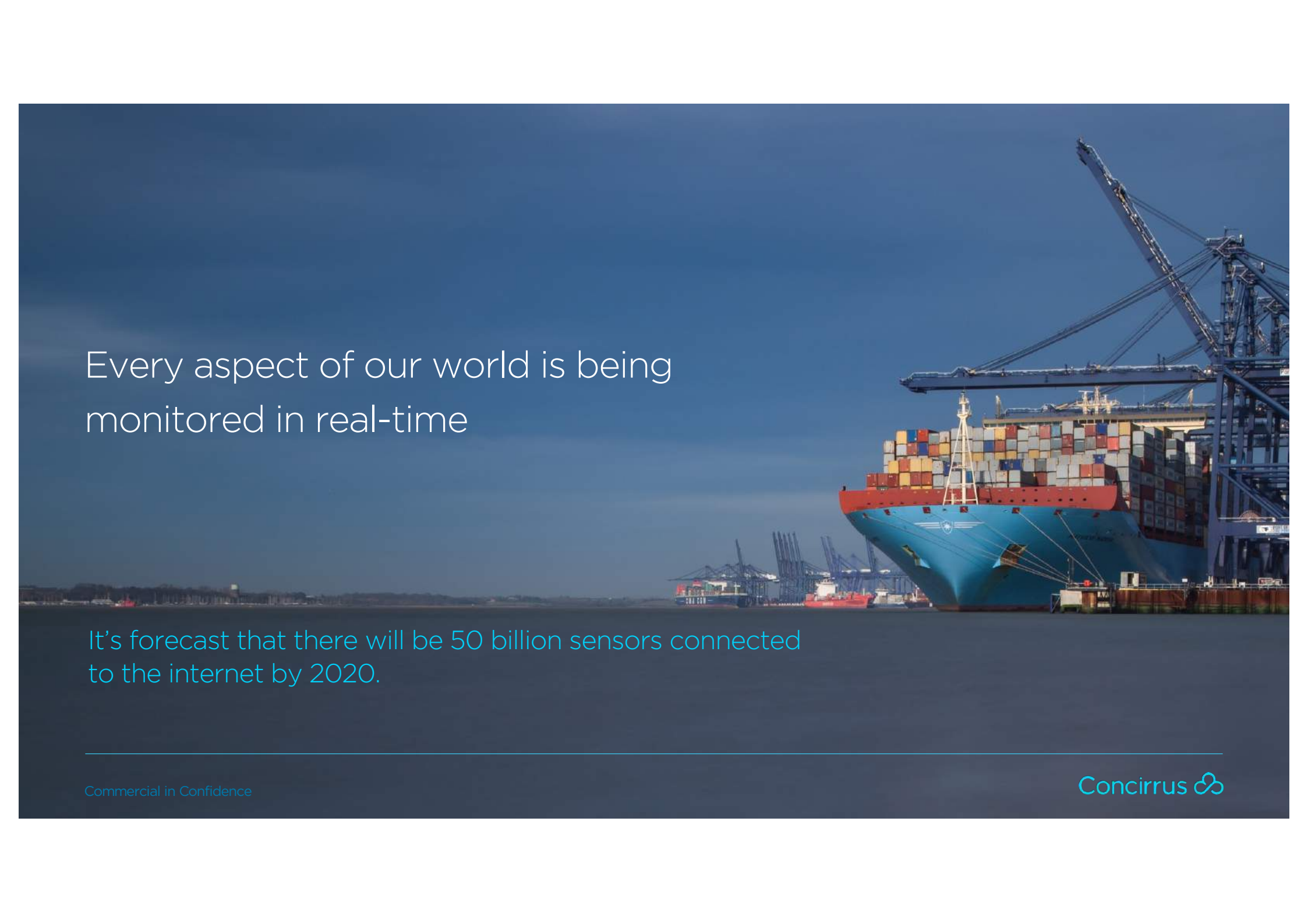


# The Internet of Things

Everything you ever wanted to know and a few things you didn't

Andrew Yeoman

Concirus 



Every aspect of our world is being  
monitored in real-time

It's forecast that there will be 50 billion sensors connected  
to the internet by 2020.

150 devices added per second

By 2020 economic value will be \$1.46trillion rising to \$14.2 trillion by 2030

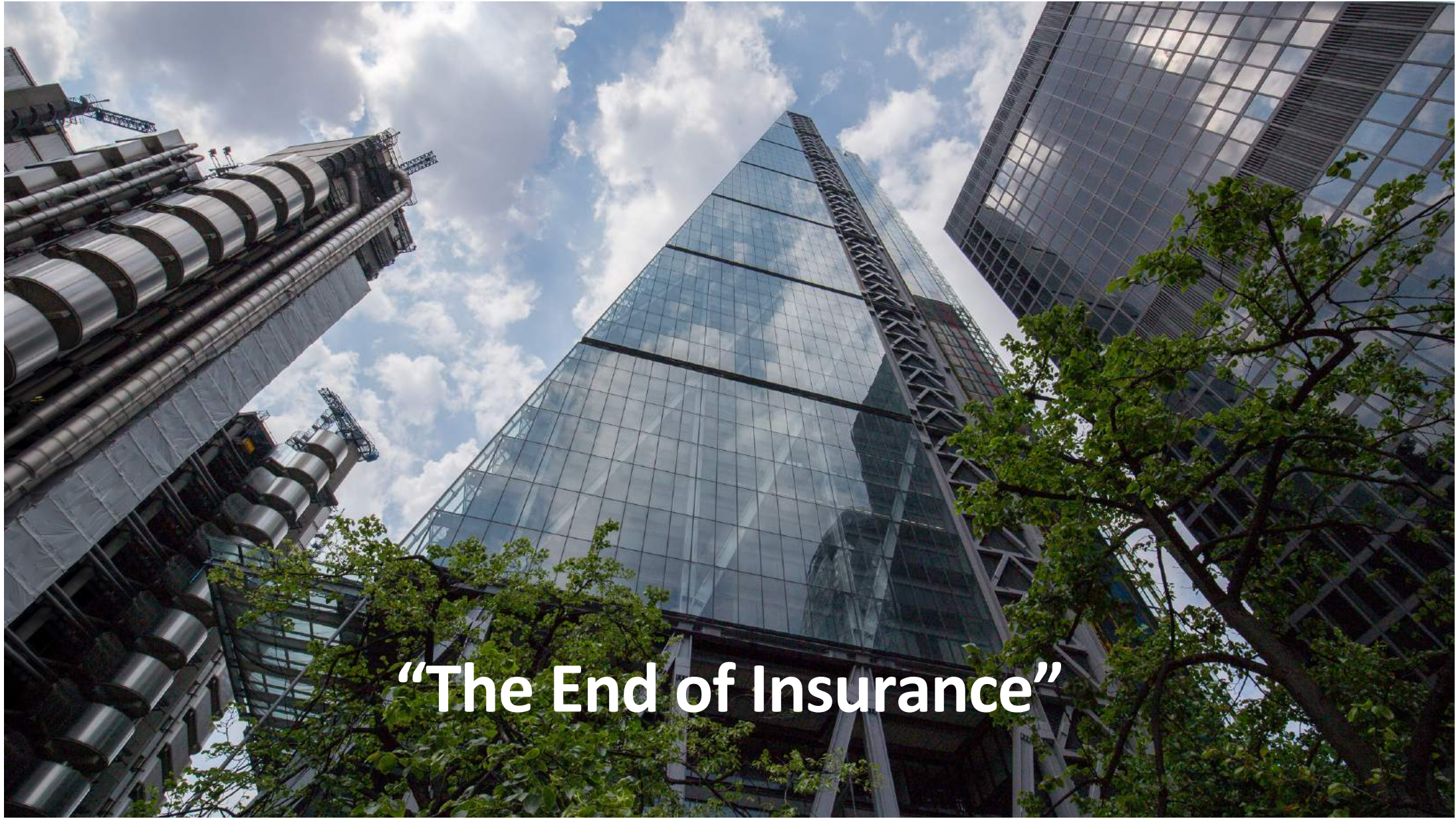
Global manufacturers will invest \$70bn in 2020 in IOT solutions

>50% of enterprises pursuing IOT projects



We now live in an age where much of what was  
unknown or unknowable can now be known

This changes the fundamentals of business



**“The End of Insurance”**

**In my head...**



What actually happened...

EXIT

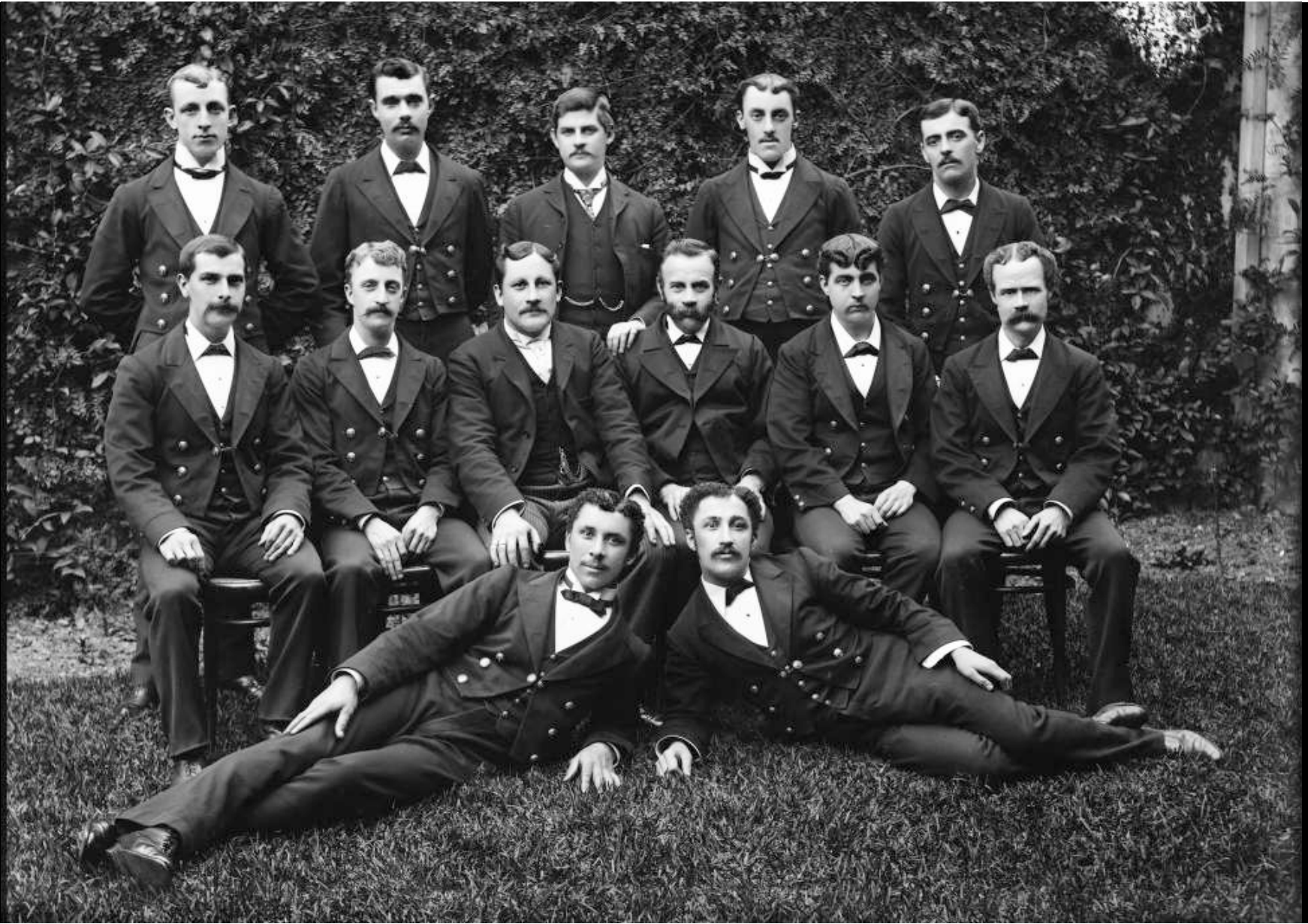
A photograph of a door with the word "EXIT" written in red tape. The door is surrounded by wooden framing and has a chain and a lock visible. The tape is red with a black pattern. The door is slightly ajar, and a white rectangular object is visible at the bottom. The background is a plain, light-colored wall.

Me thinks this  
needs AI & ML

*Robo  
Underwriter*









**EXIT**

Without  
IOT



ASSUMPTION

PROCESS

KNOWN

With  
IOT







9:48 [Signal strength icons]

- Multimedia
- Radio
- Telephone
- Navigation
- Office
- ConnectedDrive
- Vehicle information
- Settings

Position

▲ N SIEGFRIED-MARCUS-STRASSE, SALZBURG...  
Latitude:  
47° 47' 50"N  
Longitude:  
13° 00' 39"E  
Height ---





New  
business models  
emerge

**WHAT DO WE WANT?**

Knowledge



**WHEN DO WE WANT IT?**

Now!







U B E R

TAXI

nest

DONE

AIRWAVE

29<sup>5</sup>

AWAY

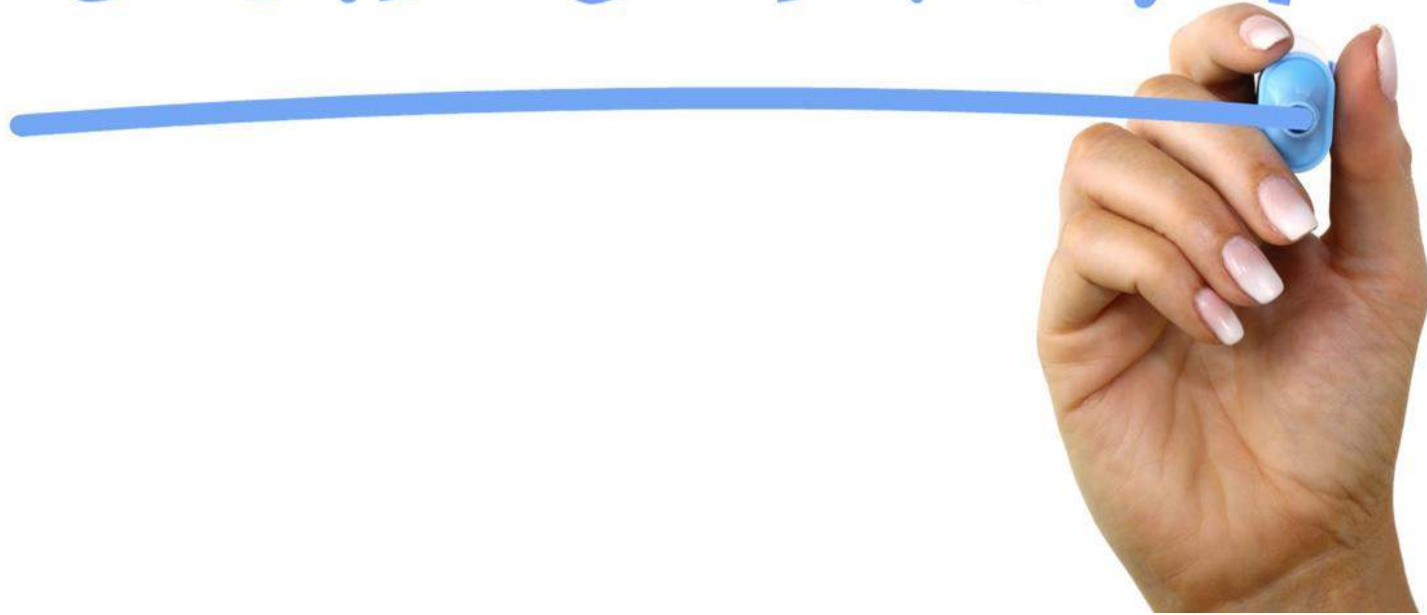
LEAVINGS

SCHEDULE

ENERGY



QUESTION



# Dinorwig Power Station



Image courtesy: First Hydro

A silhouette of a castle under construction at sunset. The scene is dominated by dark, jagged shapes representing the castle's towers and walls against a bright, hazy sky where the sun is setting. A construction crane is visible on the left side. The overall mood is dramatic and atmospheric.

• CORONATION ST. •














Security





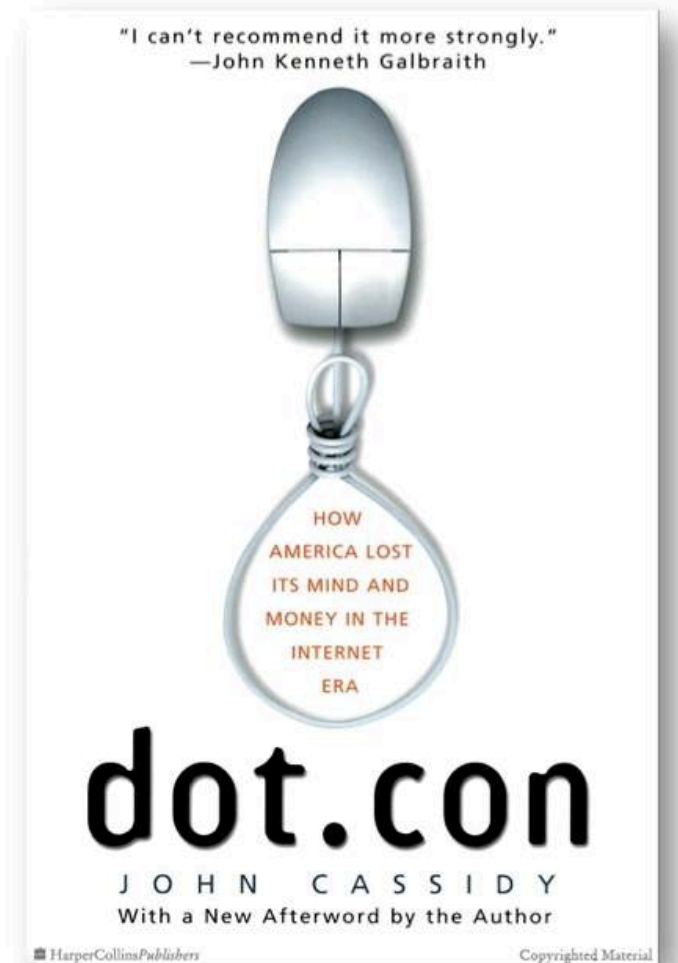


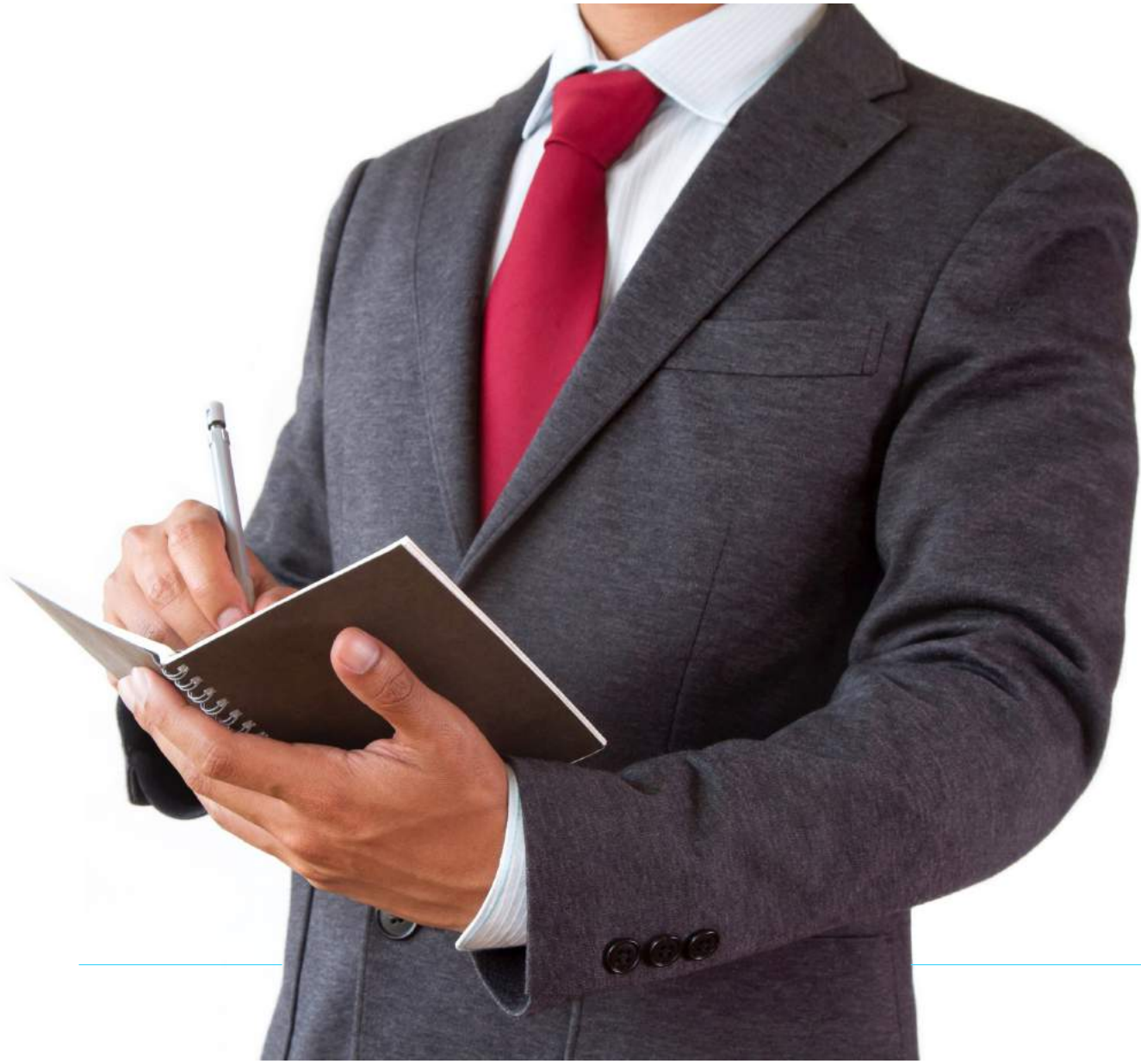
**MORAL  
DILEMMA  
AHEAD**



CONCLUSION

- Written in 2002 and looking back on the Internet after bubble burst
- Concludes:
  - “The Internet, it transpired was not a “disruptive technology” ....”
  - “It is difficult to think of a single example in which an Internet company has supplanted a major ‘old economy’ firm”
  - “...mistaken premise that the Internet represented a revolutionary new business model, which it didn’t”





Them





Us



Something new?

In the future there will be two types of companies:  
Those that integrate IoT into their business models...  
...and those that used to exist.



The future belongs to those that create it

[andy@concirrus.com](mailto:andy@concirrus.com)

@concirrus