



כיצד IoT משנה מודלים עסקיים בעולם התעשייה המסורתי

צביקה וינשטוק EMBA, B.Sc.

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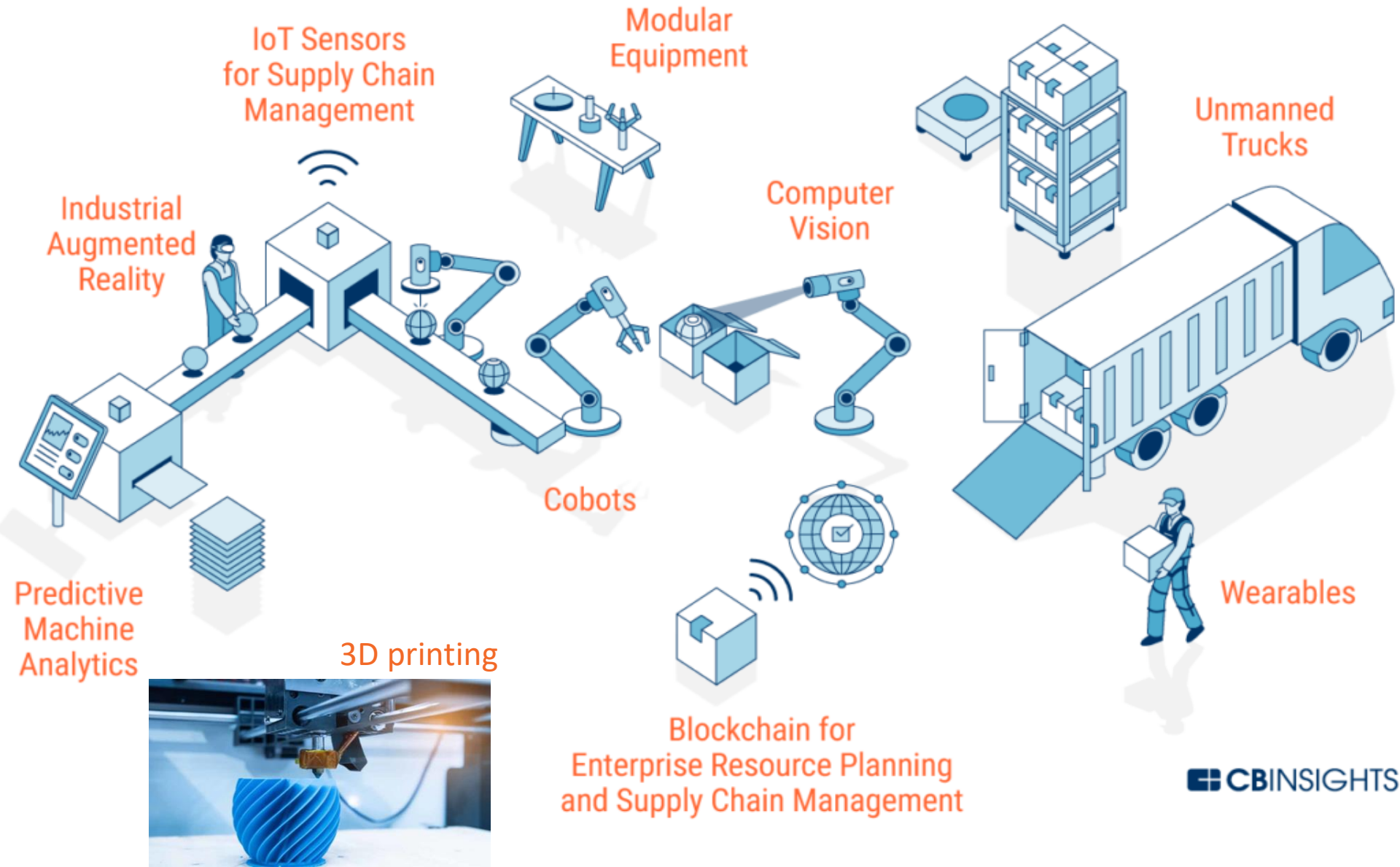
C-YourVision - פיתוח חדשנות בארגונים

your **Advisory** of Innovation
(Adaptive Org)

Growth Engines ✓
Business ScaleUp ✓
Smart Products(IOT) ✓

חדשנות מודלים
עסקיים ותפעוליים
תעשיה 4.0

FACTORY OF THE FUTURE



Industry 4.0 : Business Operation + Business Growth



BUSINESS OPERATIONS

Productivity improvements

Risk reduction



PLANNING: Predicting changes and responding in real time



FACTORY: Creating a digital link between operations and information technology



SUPPORT: Automating and scaling aftermarket operations



BUSINESS GROWTH

Incremental revenue

New revenue



PRODUCTS: Creating or augmenting smart products and services



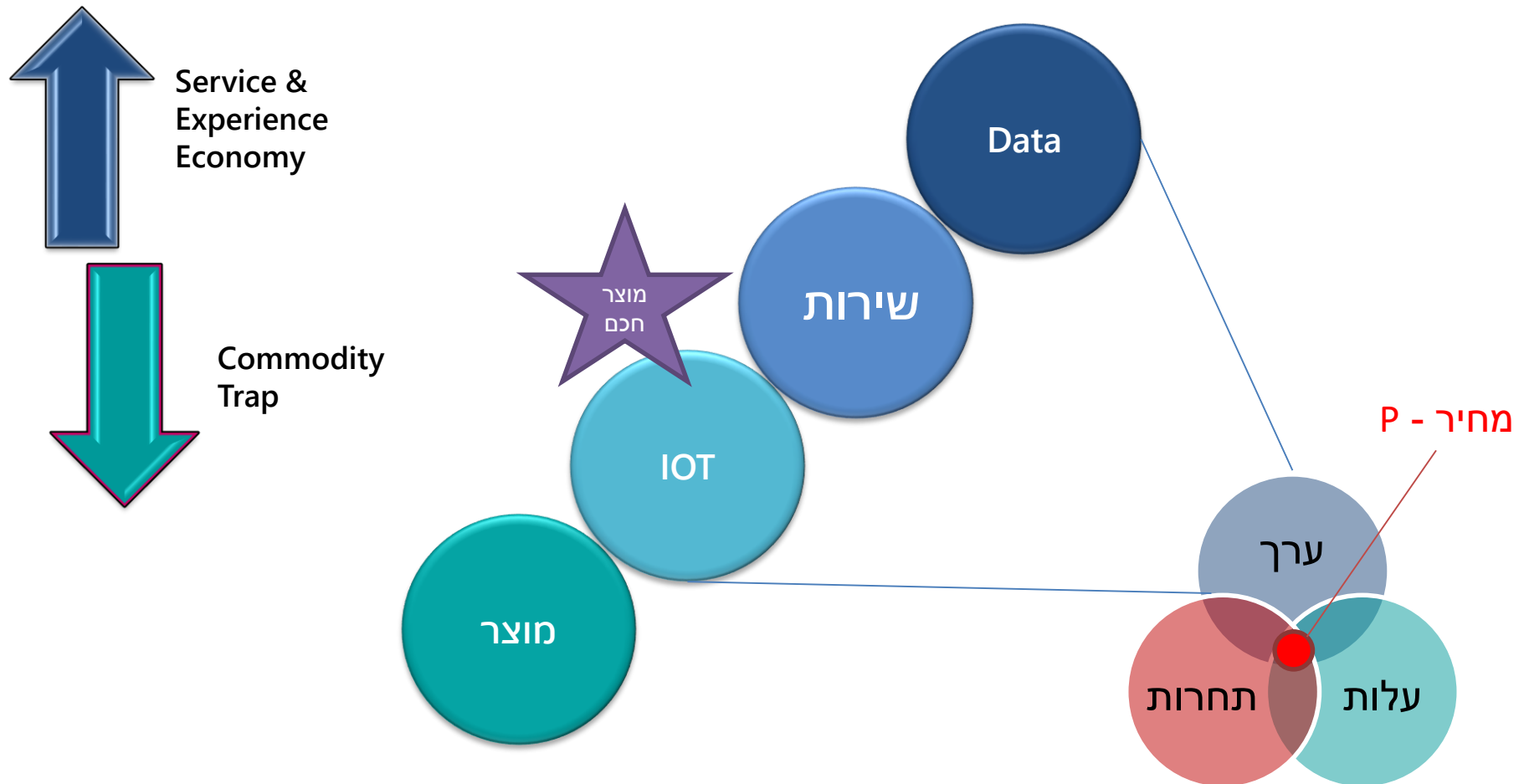
CUSTOMERS: Connecting and integrating in new ways



ENGINEERS: Accelerating innovation and design cycles

Source: Deloitte analysis.

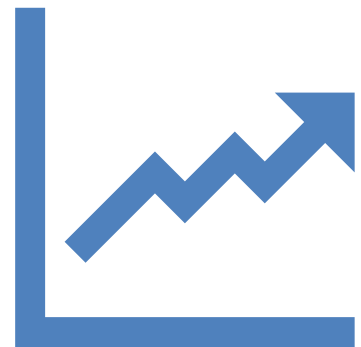
השאיפה ליצירת ערך



Zion Market Research has published a new report titled “IoT Monetization Market By Component” According to the report, **the global IoT monetization market** was USD 80.2 billion in 2018 and is expected to reach around **USD 1,533 billion by 2025**, at a **CAGR approximately 52.4%** between 2019 and 2025.

Infoholic's market research report predicts that the **global IoT monetization** market will grow at a **CAGR of more than 20%** during the forecast period 2019-2025.

Allied Market Research published a report, as per the report, the **global IoT Monetization Market** was estimated at \$44.19 billion in 2017 and is expected to hit **\$1,361.3 billion by 2025, registering a CAGR of 53.6% from 2018-2025.**





IoT Monetization Models

Hardware Premium

Sleep Number 360™ Smart Bed



The ADI-P Controller For the Mini Sigma & Sigma Pro Series

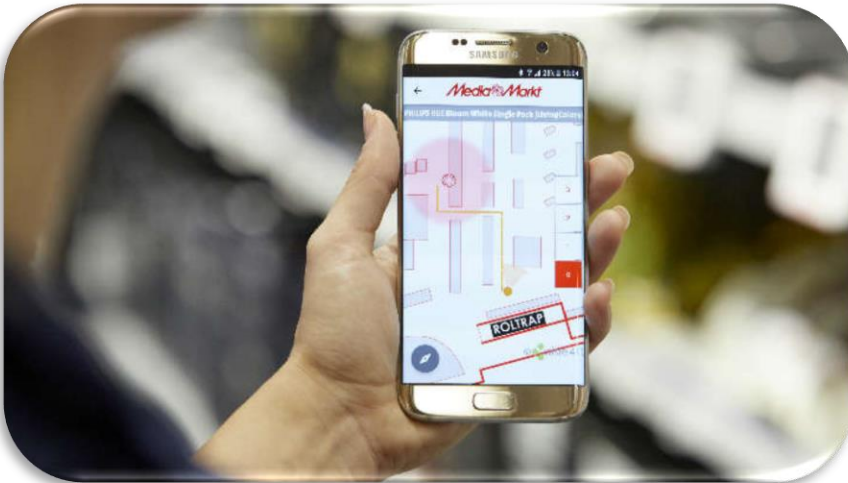
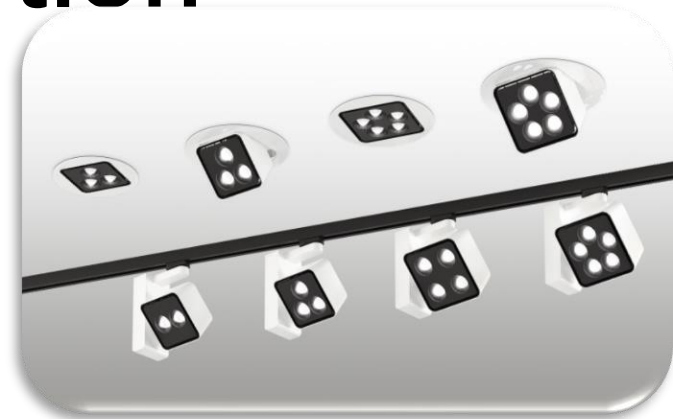


Service Subscription

PHILIPS

Retail Solutions **measurable magic**

Light and Multi sensorial Retail Solutions



PHILIPS For professionals For consumers United Kingdom

Products System areas Services Cases Education Support

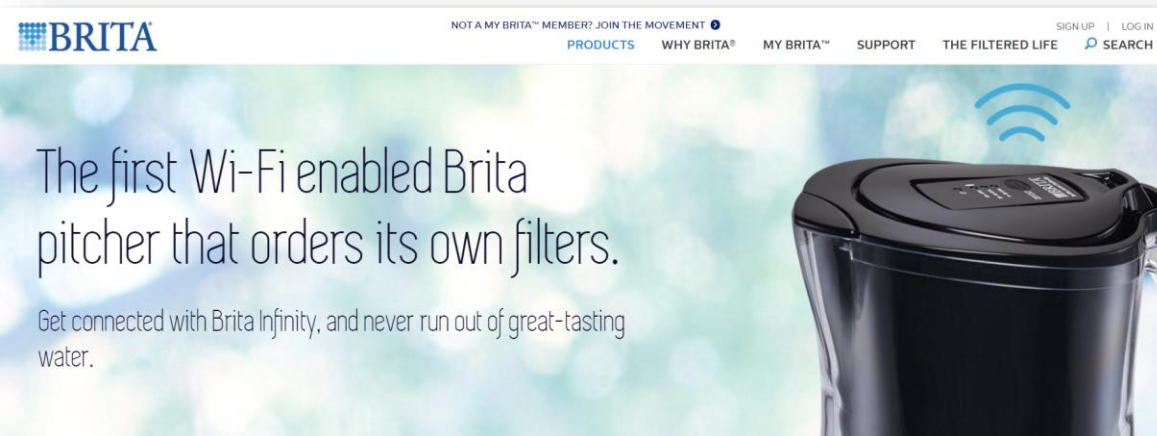
Home Education Connected lighting

Discover the power of connected lighting

With a focus on quality of light, enhanced efficiency and data-driven insights, connected lighting brings LED lighting and information technology together to take light beyond illumination. And with the ability to collect and share data, it has the power to transform how we live.

Quality of light when and where it's needed <small>Personalizing the experience</small>	Energy savings up to 80% <small>For a sustainable future</small>	Data-driven insights inform decision-making <small>With knowledge comes power</small>
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The "Razor Blade" Model



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Data Monetization

Press Release 2019-02-26
Continental and Hewlett Packard Enterprise Launch Blockchain-Based Data Monetization Platform



New platform fuels sharing of vehicle data to improve driver safety, convenience, by providing unprecedented level of data sovereignty

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HILTI CONNECT

Hassle-free tool service directly at your fingertips

[Find out more >](#)



SMART TOOLS

Connected tools help your teams increase productivity

[Find out more >](#)

WHAT DO WE MEAN BY THE INTERNET OF THINGS (IOT)?

Rockwell Automation's Predictive Maintenance as a Service Helps Prevent Unplanned Downtime

NOKIA

IoT analytics

What We Do

Technology

About Us

Blog



All Nokia sites ^

Wind farm analytics

Nokia Wind farm analytics help wind energy generating companies minimize unplanned downtime, lower operating costs, improve capital planning efficiency, and make informed, risk and return-based decisions.

Pay for result



[Home](#) > [Why Enlighted](#) > [GEO® Program](#)

ENLIGHTED GEO® PROGRAM

Enlighted's Advanced Lighting Control System with LED fixtures can save organizations up to 90% of their lighting energy costs. This can translate into hundreds of thousands of dollars a year. But many companies lack the capital budget and staff to complete these improvements. Now with Enlighted's Global Energy Optimization (GEO®), the system can be installed with no initial costs or risks up front.

Enlighted offers the ONLY lighting-as-a-service, cloud-based intelligent sensor system in the world

Enables customers to upgrade their facilities without capital spending, obtaining a lease or exposing themselves to risk.

Pay as you Go

metromile

Pay a low base rate

Your car is covered and fully insured even when it's parked.

Low rates start at \$29.

Then just pennies per mile

With pay-per-mile, your bill is based on how far you drive.



example

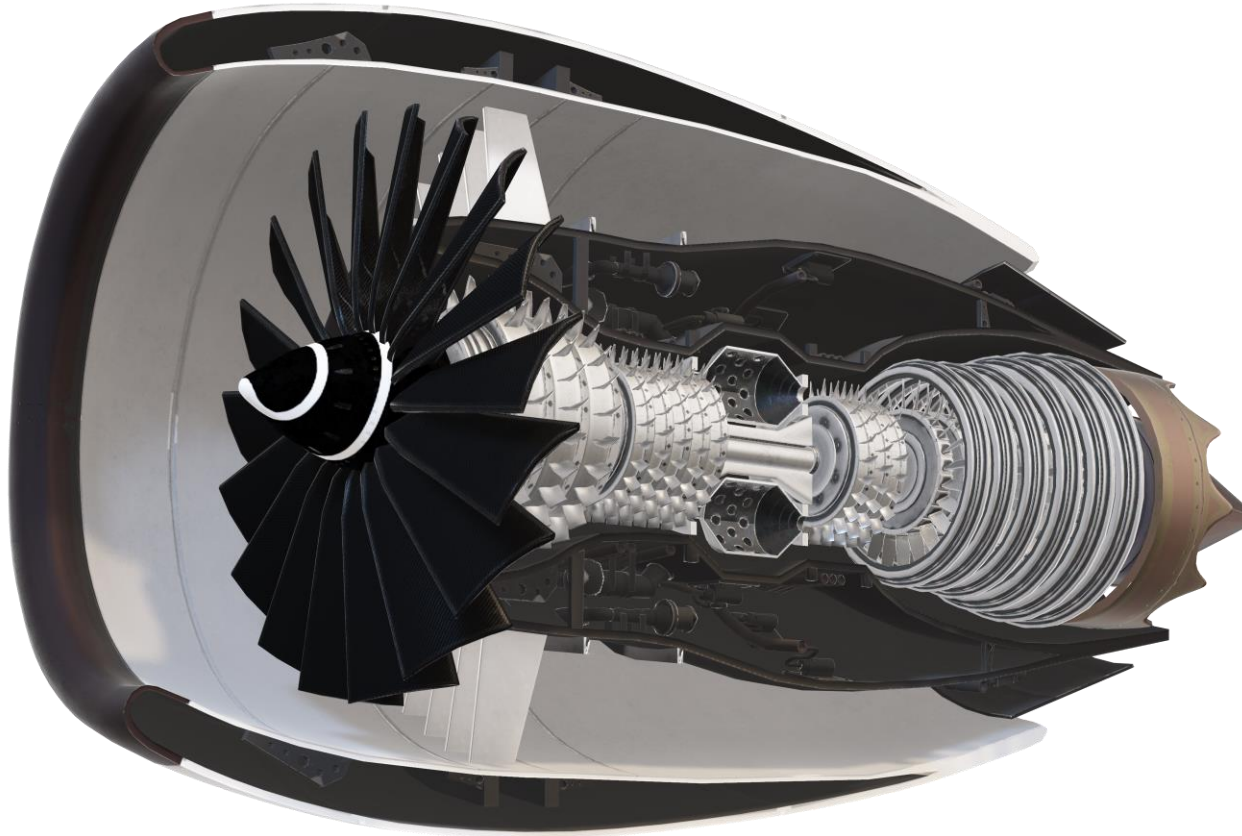
$$\begin{array}{ccccccc} \$29 & + & (450 \times 6\text{¢}) & = & \$56 \\ \text{monthly rate} & & \text{miles} & \text{cost} & \end{array}$$

"Power by the Hour"



Rolls-Royce®

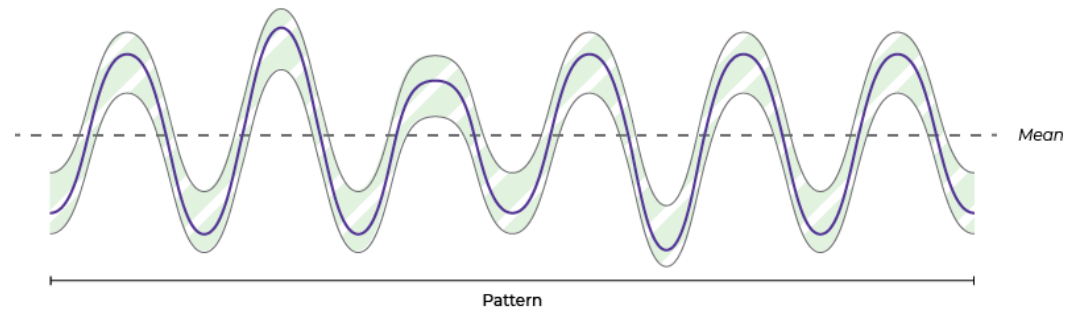
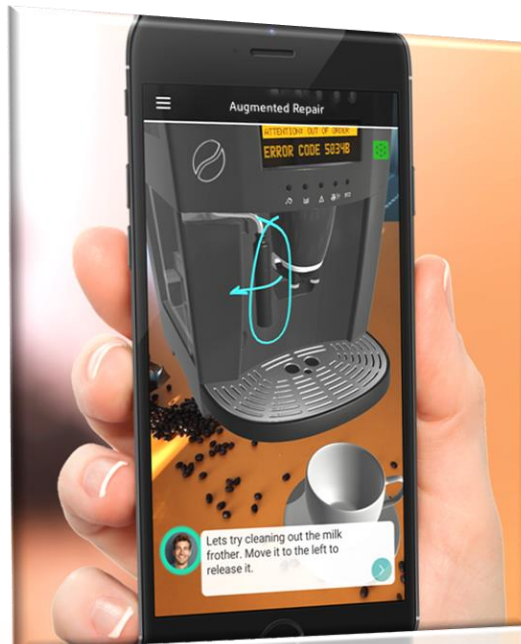
Subscription + Service + As you Go



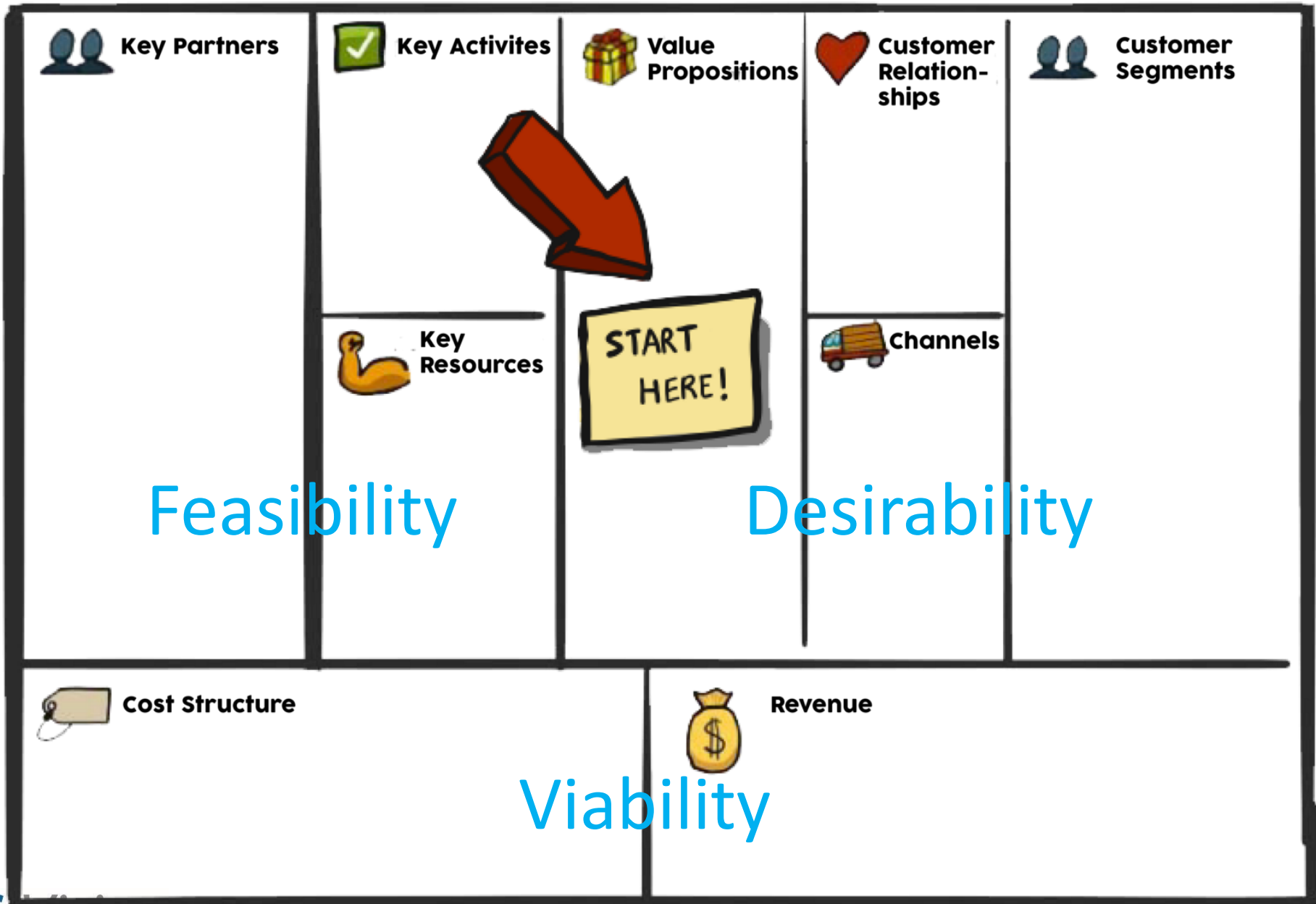
Quality – Aspects

מוצר – תוצר – שירות

- Customer satisfaction
- Cost Savings
- Long term reputation
- Corrective → Preventive
- Competitive Advantage



The Business Model Canvas



השירותים של C-urVision

Lean Innovation Management

- ✓ עבודה עם דרג המנהלים הבכיר – **Advisory of Innovation**
- ✓ איתור ופיתוח **מנועי צמיחה** לארגון
- ✓ ליווי תהליכי **טרנספורמציה דיגיטלית (IOT, IIOT, Industry 4.0)**
- ✓ **הנחיה וליווי** תהליך החדשנות בארגון – מאסטרטגיה ועד יישום בפועל
- ✓ **הקניית מתודות** ויצירת **התרבות האירגונית** לחדשנות – **סדנאות**
- ✓ **עזרה בגיוס כספים** לנושאי החדשנות

תודה רבה !



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C-Your Vision - Innovation for Growth