



**March 27 & 28, 20178**

**San Francisco, CA, USA**

*Building the IoT Ecosystem – Platforms, Architectures, Applications & Connectivity*

Enterprise **IoT adoption** is no longer just hype, with industry sectors such as manufacturing now clearly demonstrating the **cost savings, efficiency** and **customer experience benefits** of investing in **IoT platforms** and **services**.

How to **'do/build IoT'** however is still a challenge for enterprises. The myriad of **IoT platforms** and choices is slowing enterprise IoT adoption and development down; the lack of **standardization**, questions over **security** and **diverse connectivity** options are preventing the deployment and integration of IoT software and hardware, as quickly as competitive markets demand.

[IoTBuild](#) is the only event to bring the key **IoT Platforms players together**, to present on a vendor neutral stage, the different platform choices to enterprises and device makers.

Over two days, [IoTBuild](#) will present tried and tested, end user case studies and host candid, open discussion. The audience of **C and VP level business and IT decision-makers**, who are now investing in IoT solutions and building smart devices, and the **system architects, software engineers, software and hardware product and development leads** building and implementing them, will leave the event with a clear path to market for their IoT plans.

IoTBuild keeps a strict **60-40% end user- vendor** ratio, and keeping to the Internet of Business' model, delivers 'quality over quantity', so networking and learning is kept focused!

**Two conference tracks** of end user case studies, **interactive group work**, plus **expo floor content theaters, start-up showcases, demos, drinks** and a **meet-ups**.

It is the only agenda to present real insight into **IoT platforms, services, connectivity** and **security** options. The event's discussion and lessons in the **skills set** and **human resource requirements** brought by investment in new technologies, is also not to be missed.

## Day 1: March 27, 2018

8:00am Welcome Registration, Refreshments & Networking in the Expo Area

8:45am Chair's Opening Remarks

8:55am IoBMixr Ice-breaker

### BUILDING THE ENTERPRISE IoT ECOSYSTEM

9:05am **What IoT Means in Business Terms: Leveraging Technology to Compete in Today's Markets**  
Rebecca Minkoff continues to lead by example when it comes to integrating high tech to better customer satisfaction and generate sales.

IoT is no longer a choice for businesses that want to stay competitive, and this session will set the scene for the two days as it gives one of the best real-life examples of the market advantage enabled by connected technologies.

*Ye Jin, Director, Global Customer Experience & Strategy, Rebecca Minkoff*

9:25am **Smart Platform Choices = Smart Business Processes & Operations**  
Join this session to gain tried and tested insight into the power the right IoT platform choice can give your business.

There is a myriad of IoT platform and solution offerings, but what does it mean to your real-life business and IT operations when you choose the right one?

How does an IoT platform integrate with your current IT infrastructure and what are the core features you should be looking for from your IoT platform partner? Is there such a thing as an end-to-end product?

To what extent can a platform's analytical and communications abilities improve the outcomes of different business scenarios?

*Please email [lucya@iob-media.com](mailto:lucya@iob-media.com) for further speaker updates*

9:45am **IoT PLATFORMS PANEL: Widening your Ecosystem & Fostering Open Development**

With the complexity and increasing number of IoT Platform choices, we offer a balanced discussion and lessons in establishing your IoT platforms and value chain.

Have your questions for our panelists prepared, after hearing their views on:

- **Choice:** How do you choose? What check boxes do you need to in place to ensure you invest in an IoT platform that offers interoperability across your present and future IoT devices and stack?
- **Integration:** Gain technical insight in selecting the optimal platform for your legacy systems, that can be scaled easily and quickly.



- **Skills & Change Management:** How to lead technology choices within a business. Which platform is best for your engineering, development teams, and partners? How do you integrate new technology as quickly as possible without causing disruption to your business?

**Moderator: Scott Day, CEO, Transformational Strategies LLC**

*Chief Architect Predix, GE Digital*

*Zeljka Lemaster, Director of Software Engineering, ShotSpotter*

*Laiq Ahmad, Chief Enterprise Architect & Chief Technologist, Pacific Gas & Electric Company (invited)*

10:20 – 11:00 Break & Networking | 1-2-1 Meetings

## BUILDING INNOVATION THROUGH TECHNOLOGY

**11:00am** **Thinking 'Beyond the Box': Building your Future IoT Revenue Stream**  
Gain insight into building your own IoT ecosystem, that will take you beyond just building a connected product, and lead to sustainable and scalable revenue streams.  
*Stephen Saunders, Senior Manager Terminal Operations, Cincinnati/ Northern Kentucky International Airport*  
*Bharat Saini, CTO, Hipaax*

**11:20am** **Session Reserved for Diamond Sponsor**  
*Senior Representative, PTC*

**11:50am** **SOFTWARE CENTRIC PANEL: How to Tackle Innovation & Put it Technology at the Heart of Your Organization**  
*Listen, then have your questions ready for enterprise end users as they speak to:*

- How to gain Boardroom buy-in for new technology and business products
- Moving from the 'buy off the shelf' mentality towards developing internally
- How to deepen partnerships with software companies, to gain valuable customer insight, whilst remaining in control of your customer
- Creating a new partner support system to make you a technology first business

**Moderator: Tom Glover, Head of Things, ThoughtWorks**

**Hamid Montazeri, Director of IoT Architecture & Software Engineering, Stanley Black & Decker**

*For panellist opportunities please email [lucya@iob-media.com](mailto:lucya@iob-media.com)*

12:20 – 1:40pm Lunch & Networking | 1-2-1 Meetings



| BUILDING YOUR IoT BUSINESS STRATEGY  | IoT DATA ANALYTICS & EDGE COMPUTING  |
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| <p><b>1:40pm Developing &amp; Integrating Custom, Connected Devices to Solve Customer Needs</b></p> <p>There are a lot of choices when deciding to bring connectivity to your device but which one will solve your customers' needs?</p> <p>Should you take an open or proprietary approach to connectivity? How do you balance security and convenience? And what are the trade-offs between performance and battery life or power consumption?</p> <p>Gain insight from one of the world's leading safety and security product manufacturers to hear how they are working to deliver the richest customer experience across the world, by bringing connectivity to their mechanical products and developing a comprehensive IoT strategy.</p> <p><i>Todd Graves, Senior Vice President, Engineering &amp; Technology, Allegion</i></p> | <p><b>1:40pm Leveraging Data Analytics &amp; Edge Computing for Commercial Gain</b></p> <p>Data is fantastic, but what do you do with it? What you do with the data that collects on your IoT platform is central to staying relevant as a business.</p> <p>Join this innovation leader from the oil and gas industry to discover how to leverage AI and machine learning to draw insights and make cost savings.</p> <p>Understand edge computing and how it fits in with your data analytics planning.</p> <p><i>Shyam Krishnaswamy, Sr. Manager, Technology Innovation, Corporate Strategy, Innovation &amp; Sustainability, Exelon</i></p> |
| <p><b>2:00pm Building New Revenue Streams from New Software</b><br/>With new software, comes new partnerships and a supply chain.</p> <p>Hear how you optimize your software to enhance your IoT innovation.</p> <p>Get an overview of how to configure hardware and software, and monetize it to drive growth.</p> <p>Learn what the optimal end user experience should look like, key lessons in entitlement management, licensing and protection.</p> <p><i>Please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a> for further speaker updates</i></p>   | <p><b>2:00pm Where is the Edge &amp; How to Monetize Data at the Edge?</b></p> <p><i>Please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a> for further speaker updates</i></p>   |



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| <p><b>2:20pm</b>    <b>PANEL DISCUSSION: How to Build and Deliver IoT Business ROI</b></p> <p>Making a business dream a reality, and quickly, is a challenge faced by technical leaders and their teams more and more frequently as companies need to strive for the competitive, digital edge.</p> <p>With different IoT opportunities carrying unique technology challenges, our innovation leaders share their success stories in addressing the complexities of integration of new:</p> <ul style="list-style-type: none"> <li>- Software</li> <li>- Security protocols</li> <li>- Data analytics tools and governance</li> <li>- Skills and employee practice</li> </ul> <ul style="list-style-type: none"> <li>- <b>Karen Lu, General Manager, Alibaba Cloud North America</b></li> <li>- <b>Christopher Dow, CTO, August Home</b></li> <li>- <b>Bill Sinclair, CTO, Cartasite</b></li> <li>- <b>Mark Malchiondo, VP Software Engineering, ecobee</b></li> </ul> | <p><b>2:20pm</b>    <b>PANEL: Discussing Real-Life Cases for Different IoT Edge Computing</b></p> <p>The panel members all bring different examples of how edge computing is supporting their businesses' needs.</p> <p>Take away key lessons in architecting for different situations which employ a mix of:</p> <ul style="list-style-type: none"> <li>- Embedded agents</li> <li>- Gateways</li> <li>- WiFi</li> <li>- Cellular communications</li> </ul> <p><b>Moderator: Noah Harlan, Founder &amp; Partner, Two Bulls, &amp; Director, EdgeX Foundry, President of the former AllSeen Alliance</b></p> <ul style="list-style-type: none"> <li>- <b>Eric Bauer, Principal Software Architect, GE Transportation</b></li> <li>- <b>Shyam Krishnaswamy, Sr. Manager, Technology Innovation, Corporate Strategy, Innovation &amp; Sustainability, Exelon</b></li> </ul> <p><i>For panellist opportunities please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a></i></p> |
| <p><b>2:50 – 3:30pm: Break &amp; Networking   1-2-1 Meetings</b></p>   |   |
| <p><b>IoT BUSINESS MODELS &amp; ROI</b></p>  | <p><b>EDGE X FOUNDRY WORKSHOP</b></p>   |
| <p><b>3:30pm</b>    <b>Transforming from a Durables Business to a Connected Ecosystem Player</b></p> <p>As traditional consumer durables manufacturers become connected product and service providers, they are challenged with understanding consumer expectations, and then managing their product development and lifecycle management processes to match these new expectations.</p> <p>Organizational challenges arise as the old lines between IT/ Business team and Engineering functions blur.</p>   | <p><b>3:30pm HELD FOR EDGE X FOUNDRY</b></p>  |

Hear how Chamberlain has overcome challenges and successfully gained recognition as a connected, key IoT player.

Benefit from key lessons in:

- Product development process and pace
- Safety and security
- Customer experience, service level and quality
- Achieving ROI

*Mark Karasek, CTO & Exec VP of Engineering,  
Chamberlain Group*

**3:50pm** **PANEL DISCUSSION –**  
*Reserved for PTC, Diamond Sponsor*

**3:50pm** **HELD FOR EDGE X FOUNDRY**

**4:20pm** **Translating Data into Business Process  
Improvements**

- Design process and timescales
- Hurdles to watch out for and steps to overcoming
- Effects on human resource strategy
- Data capabilities and added features brought by sensor technology
- Impact on business decision-making and influence on profit streams

*Fulvio Manente, Head of IT, Estapar Estacionamentos*

**4:20pm** **HELD FOR EDGE X FOUNDRY**

## 4:40 -5:25pm IoT INNOVATION PITCH: EXPLORING YOUR OPTIONS IN THE START-UP WORLD

Flexibility is key when making IoT purchasing decisions. Choosing open standards, and avoiding vendor lock-in ensures that you can take advantage of the innovation brought by new start-ups entering your market.

Hear from our panel of VCs on how to make the right judgement call on investing in new SaaS and PaaS offerings from market entrants.

Then listen to three pitches from selected start-ups, and gain advice of what questions you should be asking them when deciding on whether to work with new solution providers.

**Judges:** *Rick Sherlund, Partner, Perella Weinberg Partners*  
*Itamar Novick, Founder & Managing Partner, Recursive Ventures*

## 5:25pm Close of Day One & Networking Evening

## Day 2: March 28, 2018

8:15am Refreshments & Networking in the Expo Area

9:00am Chair's Opening Remarks

## SPEEDING UP ENTERPRISE IoT ADOPTION

### 9:10am CIO & CTO PANEL DISCUSSION: How to Drive Digital Transformation Across Organizations

Technology is now changing every business process, and there is no question that the CIO and CTO are central to a business' market strength, rather than supporting functions.

Game-changing, new solutions and services that weren't even dreamed a few years ago are now possible but challenges still exist within organizations in terms of business buy-in, security and human change management.

What does tech 'innovation' and 'transformation' look like in real life business situations, and what steps do CIOs and CTOs need to take to bring ROI from investment in new IoT technologies?

We bring this panel of pioneering CIO and CTOs to learn their successful approaches to:

- Investing in platforms that enable new value chains and integrated ecosystems
- Shifting mindsets from cost management to driving business transformation and accelerating growth
- Managing security and resource concerns

**Moderator:** *Trent Salvaggio, Executive Director, IoT Talent Consortium*  
*Jon Walton, CIO, County of San Mateo*



**9:40am Leading IoT Platforms and the Importance of IT & OT Convergence in IoT**

The ability to turn marketing dreams into business reality, and quickly, relies on support from many different functions within an organization. Distinguishing the job title that manages a business' overall 'IoT strategy' is often difficult as digital transformation often requires input from across the business.

Hear in this session key tips in leading technology change and nurturing collaboration between marketing, sales, IT, analytics and OT teams when first setting your IoT goals.

Then deep dive into why IoT Platforms are pivotal to new technology implementation, and cross- team collaboration. Pinpoint what it takes to deliver IoT as a business, examining the ways in which IT and OT teams should be working together, despite remaining autonomous.

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**10:00am KEYNOTE PANEL: 'We're just not speaking the same language'- Exploring the Billion-dollar Industry's Path to Interoperability**

*As IoT moves beyond 'fun, consumer' hype and enterprises are rolling out connected devices on a large scale, it is important to make the right connectivity and standardization choices.*

*Our panellists outline and present the current state of the industry, educating the audience on wise purchasing decisions to speed up their digital transformation.*

- What are the most widely used IoT technologies so far?
- The current standards being developed on and which ones you should choose
- How to collaborate with your solution partners to forward innovation
- What can be done to speed up collaboration and eventual universal interoperability?

- **Sai Yagnyamurthy, Director, Global Strategy, Ford Motor Company**
- **Cesare Garlati, Chief Security Strategist, prpl Foundation**

**10:30 – 11:10am: Break & Networking | 1-2-1 Meetings**

**ESTABLISHING THE BEST IoT SERVICES & SECURITY**

**IoT ARCHITECTURE & DEVELOPMENT**

**11:10am** Session held for **Tara Walker, Technical Evangelist, Amazon Web Services**

**11:10am** **Defining the Reference Architecture for IoT**

Standardization is cited as the key challenge slowing down enterprise adoption of IoT, and despite moving towards collaboration to resolve interoperability problems, we are still some years away from standardized solution offerings.





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|  | <p>Creating reference architectures can help the move towards standardization, and help take ambiguous business ideas into a real solution.</p> <p>Join this session to deep dive into:</p> <ul style="list-style-type: none"> <li>- Current IoT architectures: what do they look like and how should you design your IoT stack?</li> <li>- Guidelines on building a concrete IoT architecture</li> <li>- Designing for specific use cases: defining the functional goals and then building technical specifications</li> </ul> <p><i>Christopher Dow, CTO, August Home</i></p>  |
| <p><b>11:30am Deciding on Partners &amp; Establishing your IoT Ecosystem</b></p> <p>It is one thing to 'build' for IoT but another to operate and run it; it is an even bigger thing to lead your business towards one that is not just a purchaser of technology, but a 'tech' company itself.</p> <p>Getting your partner ecosystem right from the off-set is key to your transformation.</p> <p>Gain answers to the key questions you should be asking:</p> <ul style="list-style-type: none"> <li>- How many solution providers are too many? Understand how to avoid future fragmentation within your IoT systems             <ul style="list-style-type: none"> <li>- Start-ups and legacy vendors, how should you approach both?</li> </ul> </li> <li>- Deciding on the tools to optimize your operations with</li> <li>- Calculating the best TCO (total cost of ownership) and negotiating long-standing SLAs</li> </ul> <p><i>Mark Malchiondo, VP Software Engineering, ecobee</i></p> | <p><b>11:30am Realizing the Core Characteristics of Efficient IoT Development &amp; Leveraging PaaS</b></p> <p>Do have insight into whether your development team is working efficiently and effectively?</p> <p>With non-development tasks still taking from the production of core applications, this session sets the foundation for today's IoT application development environment.</p> <p>Presenting a blueprint for IoT application development, the sessions confronts the obstacles IoT development still face.</p> <p>Speed up your team's production with education in the hardware acquisition, configuration, security, scalability, data analytics and administrative technical functions when developing.</p> <p>Additionally, realize the foundations that new cloud native applications will lay for continuous delivery and DevOps strategy.</p> <p><i>Please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a> for further speaker updates</i></p> |
| <p><b>12:00pm PANEL DISCUSSION: How do you evolve IoT Trends &amp; Security Simultaneously?</b></p> <p>IDC estimates that 90% of organizations which implement the IoT will suffer an IoT-based breach</p>   | <p><b>12:00pm How to Keep Your Developers Happy: Understanding what Developers are Using for IoT</b></p> <ul style="list-style-type: none"> <li>- Understanding the new standards for IoT</li> </ul>   |

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| <p>of back-end IT systems by the year 2017.</p> <p>With the increase in data points and analytics brought by AR, AI, drones and robotics, how can you advance the protection given to data throughout its lifecycle?</p> <p>Interview business and security experts, and leave with essential knowledge in responding and recovering from breaches as quickly and seamlessly as possible. Then discover the advanced security and encryption methods entering the market.</p> <p><b>Moderator:</b> <i>Ryan Dean, Principal, Altman Vilandrie &amp; Company</i></p> <p><i>-Jeff Huegel, Chief Architect Global Cyber Security, General Manager, AT&amp;T</i></p> <p><i>For panellist opportunities please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a></i></p> | <ul style="list-style-type: none"> <li>- Getting to grips with the new terminology and architecture for IoT offerings.</li> <li>- How to ensure you respond to your developers' 'next big thing': how to implement future technology changes in a quick and orderly manner</li> </ul> <p><i>Ian Skerrett, VP of Marketing, Eclipse Foundation</i></p> |
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**12:30 – 1:15pm Lunch & Networking**

| BUILDING BUSINESS BUY-IN FOR NEW TECHNOLOGY   | CONNECTIVITY & INTEROPERABILITY  |
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| <p><b>1:15pm Reducing Maintenance Error with Wearable Technology &amp; AR</b></p> <p>Maintenance and assembly error is an undesirable yet prevailing issue within the aerospace industry. Despite the costs and setbacks associated with maintenance errors, emerging technologies are not often enough employed to limit these errors; wearable technology and smart tools have great potential for streamlining the maintenance and assembly process.</p> <p>Gain key insight into GE Aviation's recent pilot study which assessed the utilization of wearable and AR technology to minimize errors, improve product quality, and increase mechanic efficiency.</p> <p>Learn the benefits brought by hardware and software in an operational setting and measure the effectiveness of the technology.</p> <p><i>Ted Robertson, Engineering Manager, GE Aviation</i></p> | <p><b>1:15pm Discussing Challenges &amp; Costs of the Diverse &amp; Different LPWAN Options</b></p> <p>Exploring the NB-IoT, LoRa and Sigfox hype!</p> <p>Is there a connectivity struggle in the IoT industry? Does the breadth of connectivity options with differing capabilities and features, available for even more different use cases, present us with a problem?</p> <p>Hear the intricacies and cost impacts associated with today's communication standards. Question the panel over features and restrictions of each option.</p> <p><i>Amir Haleem, CEO and Co-Founder, Helium Systems, Inc.</i></p> |



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| <p><b>1:35pm Session Reserved for Diamond Sponsor</b><br/><i>Senior Representative, PTC</i></p>   | <p><b>1:35pm Matching the Business Case with the Right Wireless Protocols</b></p> <p>Journey through the decision-making process for choosing a wireless protocol.</p> <p>Hear great examples of the fundamental challenges facing the IoT market, as potentially complex interoperability and functionality problems, threaten businesses' customer experience delivery and ratings.</p> <p>Fully understand the cost and standardization implications as you weigh up different single and multi-protocol choices.</p> <p>Hear how to ensure you are up to speed with the technology and new voice service integration requirements, so that your customers don't have to think beyond their seamless end user experience.</p> <p><i>Please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a> for further speaker updates</i></p> |
| <p><b>1:55pm PANEL: Everything you Need to Know about IoT &amp; Blockchain</b></p> <p>Hype around blockchain is not undeserved; its ability to offer secure and controlled protection and access to your data is real. However, as a 'new technology', knowledge of its potential is not wide spread within enterprise Board Rooms.</p> <p>Take away the necessary facts on blockchain's place in your future IoT platform from use cases in:</p> <ul style="list-style-type: none"> <li>- The distributed ledgers' leading characteristics within enterprise infrastructure</li> <li>- How blockchain's decentralized nature marries with IoT's security needs</li> <li>- The effect of blockchain on enterprises' IoT ecosystems and economies</li> </ul> <p><b>Moderator:</b> <i>Neil Shepherd, Principal, The Boston Consulting Group</i></p> <p><b>Panelists:</b> <i>David Huseby, Security Maven, Hyperledger Project</i></p> | <p><b>1:55pm PANEL: Determining the Service Provider's Role in the Future of IoT Platforms &amp; Services</b></p> <ul style="list-style-type: none"> <li>- What role should connectivity providers be taking in the IoT value chain to capture the biggest share of the market?</li> <li>- Discussing technical, business and strategic challenges faced by connectivity providers entering the market</li> <li>- How are connectivity limitations affecting IoT applications?</li> </ul> <p><i>Please email <a href="mailto:lucya@iob-media.com">lucya@iob-media.com</a> for further speaker updates</i></p>  |

**Jared Harwayne-Gidansky, Deputy Global Head,  
North American Lead Emerging Business &  
Technology, BNY Mellon**

2:25 – 3:00pm Break & Networking

## HANDS ON LABS

### ROOM A

3:00 – 4:00pm

#### **New Technology + IT Change Management & Skills Sets**

Join this panel of transformation leaders to hear tested advice in:

- Changing HR programs and recruitment techniques as you build your IoT teams
- Upskilling staff and human change management – don't let resourcing fail your technology investment
- Rallying the team and collaboratively transitioning Operations and IT departments to achieve business goals that benefit the enterprise

*Ask questions and discuss in an informal setting with peers.*

**Facilitator: Trent Salvaggio, Executive Director, IoT Talent Consortium**

4:00 – 5:00pm

#### **Building on Open Standards in a Closed Environment**

When engineering on open standards, how do you ensure that control within your closed environment is maintained?

Gain insight into matching the use case to the right design, and the flexibility afforded by open standards.

Hear best practice and updates on tool and component choices.

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### ROOM B

3:00 – 4:00pm

#### **Securing IoT Applications**

**Facilitator: David Moore, CEO/Founder, Fuzz Station**

As the Internet of Things grows so have security incidents. From botnets of compromised cameras to the infamous Jeep hack, the need for IoT application security is gaining increased awareness.

During this round table, we will discuss topics in IoT application security including: Passwords/access protection, web/API security, unencrypted data (at rest and in transit), crashes and issuing security updates.



We will present a summary of issues, questions and solutions back to the audience after the IoT Innovation Pitch.

**4:00 – 5:00pm System Engineering 4.0**

Without the right system engineering practices and solutions for the connected devices that make up your business' IoT, you won't have an IoT.

Gain fail safe advice and hear tried use cases in the fundamentals of IoT system engineering.

Identify the ways in which system engineering itself must evolve to meet the needs of the connected world.

Key lessons in:

- Defining, understanding, evaluating, optimizing product architectures and design
- Testing for and eliminating errors
- Quality control for products and systems
- Planning and managing project workflow
- Achieving insight into engineering data

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**5:00pm Close of IoTBuild US 2018**

