



# IOT VALUE ROADMAP VERSION 2.0

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## IoT Value Roadmap

Version 2.0

This guide is designed to help organizations create value in a smart, connected world. It defines the key IoT and AR/VR use cases and links them to their business impact across the enterprise. Start your connected journey here.

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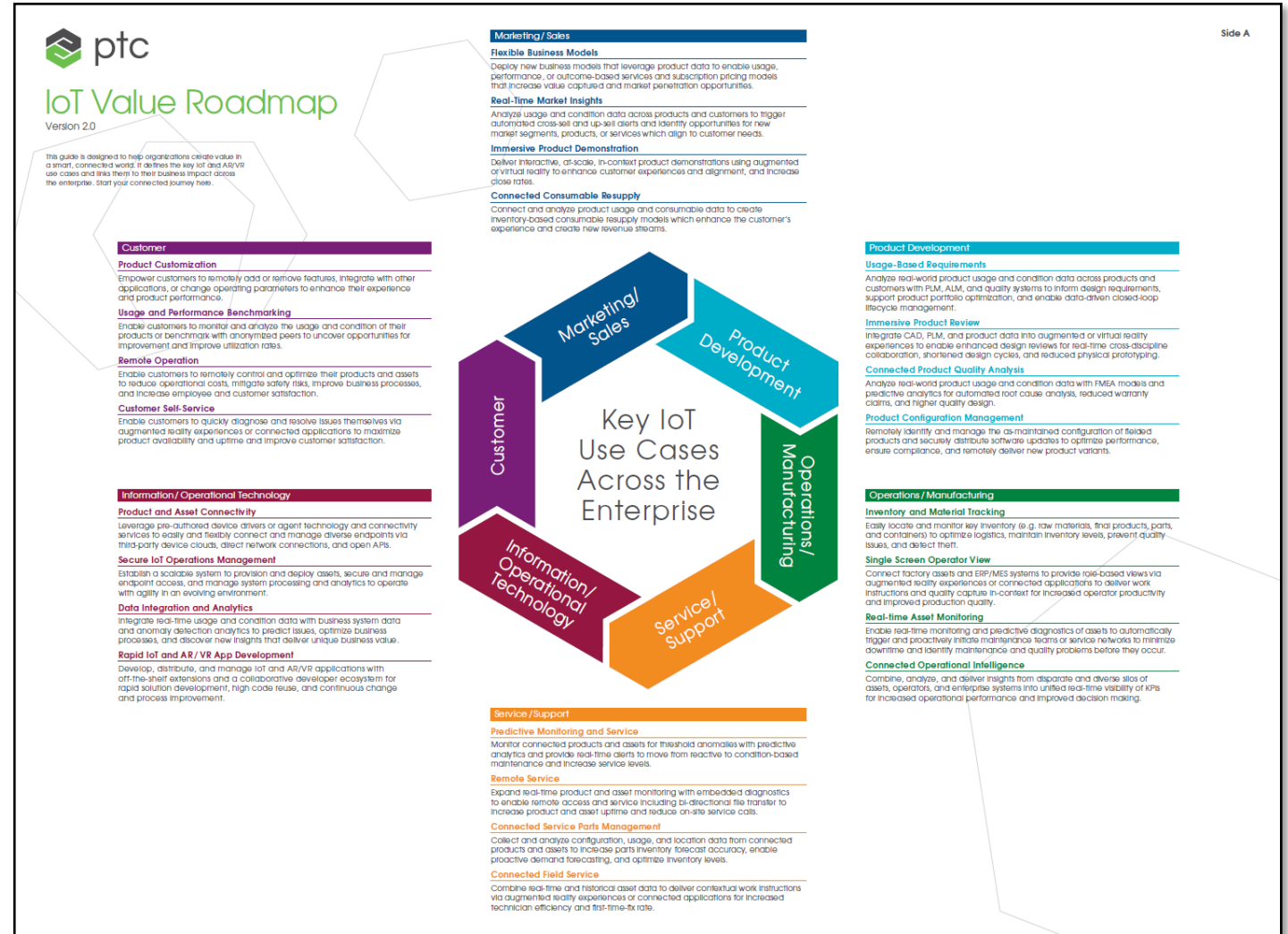
# IOT VALUE ROADMAP OBJECTIVES

- Poster sized discussion guide to help organizations identify and prioritize IoT and AR/VR use cases
- Defines the top 24 IoT use cases based on hundreds of customer interactions
- Links IoT use cases to the common business value impact and relevant metrics

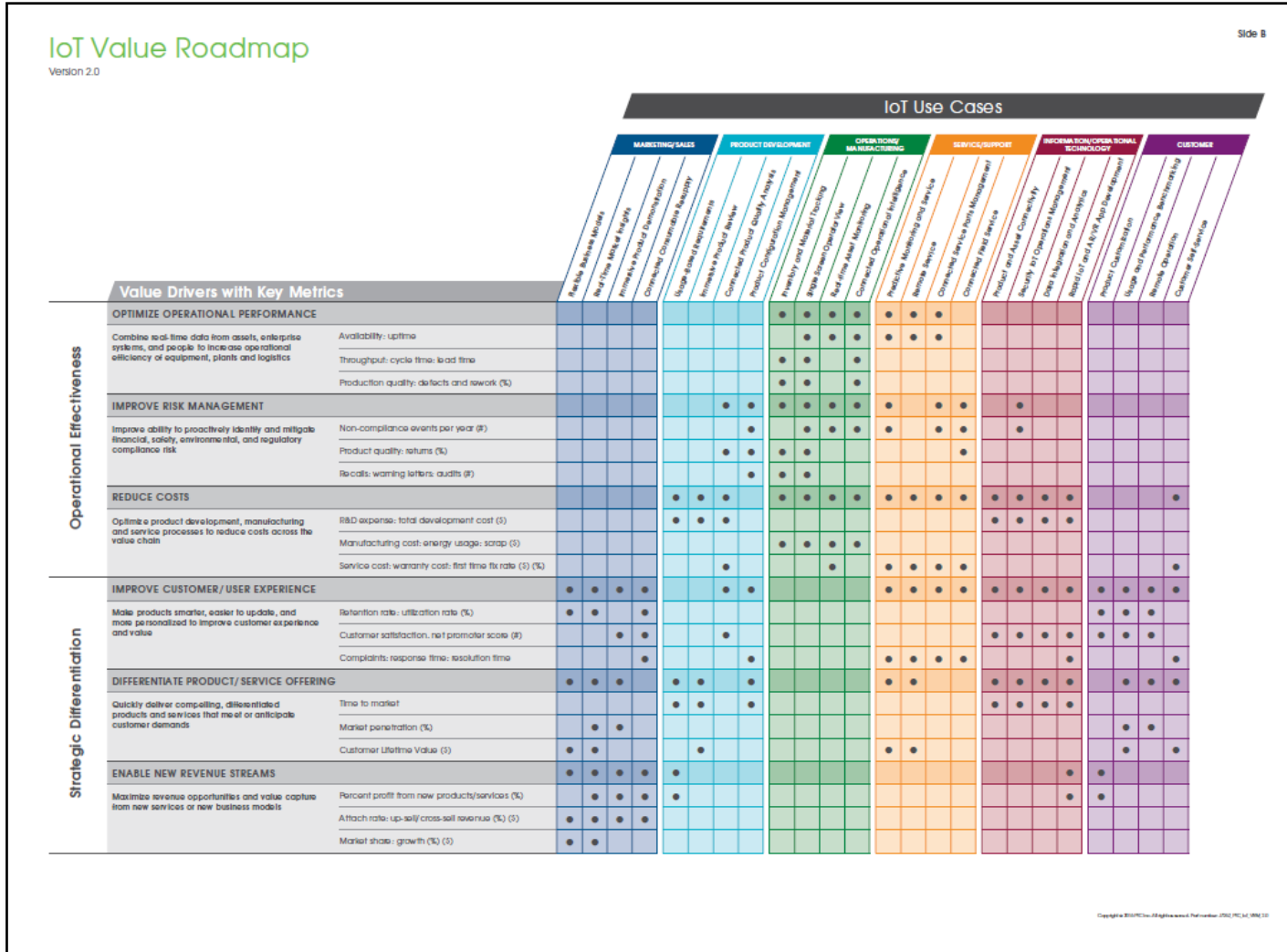
# IOT VALUE ROADMAP – SIDE A



- Covers 6 critical business functions that can be transformed with IoT
- Prioritizes top 4 use cases for each function based on prevalence and value
- Includes IoT and AR/VR capabilities to enable these use cases



# IOT VALUE ROADMAP – SIDE B



- Defines 6 critical Value Drivers for Operational Effectiveness and Strategic Differentiation
- Identifies common Metrics used to measure progress towards these Value Drivers
- Links Value Drivers and Metrics to the IoT use cases across business functions

## Description

Monitor connected products and assets for threshold anomalies with predictive analytics and provide real-time alerts to move from reactive to condition-based maintenance and increase service levels.

## Value Drivers

- Optimize Operational Performance
- Reduce Costs
- Improve Customer / User Experience
- Differentiate Product / Service Offering

## Measures

- Availability; uptime
- Non-compliance events per year
- Service cost; warranty cost; first time fix rate
- Complaints; response time; resolution time
- Customer Lifetime Value



Major provider and partner for the global printing industry, with about 12,500 employees and € 2.5B

## The Challenge

The trend towards digital communications is having a major impact on the printing industry. Overall, the printing industry has considerable excess capacity resulting in consolidation and price wars.

## Results

Today, Heidelberg generates about 40% of its sales from services, consumables and spare parts and it continues to reorient its product portfolio towards global growth segments, especially consumables and services.



Major provider and partner for the global printing industry, with about 12,500 employees and € 2.5B

## The Challenge

The trend towards digital communications is having a major impact on the printing industry. Overall, the printing industry has considerable excess capacity resulting in consolidation and price wars.

## Results

The combination of predictive monitoring and automated notification reduced response time by 50%. Today, Heidelberg generates about 40% of its sales from services, consumables and spare parts.



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# WORKSHOP

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- Connect with colleagues on IoT and AR/VR use cases
- Engage with PTC experts by function of interest
- Take a copy of the IoT Value Roadmap

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# WORKSHOP LEADERS

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- Engineering:** Mike Fallon
- Manufacturing/Operations:** Sam Cessna
- Marketing/Sales:** Mike Cousino
- Service:** Elio Trolio

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# QUESTIONS OR COMMENTS

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- ❑ Please contact us directly:
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  - Jon Lang, [jlang@ptc.com](mailto:jlang@ptc.com)
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The image features several colorful geometric shapes, primarily triangles and lines, scattered across the white background. A large, multi-colored triangular shape is prominent on the right side, composed of various shades of blue, green, yellow, orange, pink, and purple. Several thin, colored lines (blue, pink, green, orange) radiate from the center towards the edges. The text 'LIVE WORX 16' is centered in the upper half, with 'LIVE' in a thin, outlined font and 'WORX 16' in a bold, solid black font. A small 'TM' trademark symbol is positioned to the right of the '16'.

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