



# IoT in Action



## IoT in Action, Nuremberg, Feb 25 - Event Agenda

Session	Speakers
<p>9:30 – 10:15AM</p> <p><b>Executive Keynote:</b> How do you accelerate IoT and optimize opportunities to grow revenue and profitability? Success in IoT requires a mindset in innovation, in business model and in partnership. Søren Lau, General Manager EMEA IoT Device Experience at Microsoft, will share how Microsoft is enabling partners across the IoT value chain to design, build and scale repeatable IoT solutions from edge to cloud.</p>	<p>Søren Lau, General Manager EMEA IoT Device Experience, Microsoft</p>
<p>10:15 – 11:15AM</p> <p><b>Intelligent Edge and Intelligent Cloud, Addressing the Challenges of IoT Security with Azure Sphere:</b></p> <p>Learn how organizations around the world are building and securing the next generation of end-to-end IoT solutions. The rapid evolution of IoT capabilities affords unprecedented opportunities for business innovation and also new risks to manage. Learn how you can simplify your IoT journey, secure your solutions from device to the cloud and take advantage of more choice and openness to create enterprise-grade IoT and edge solutions.</p>	<p><b>Intelligent Edge and Intelligent Cloud:</b> Christoph Berlin, Principal Group Program Manager, Azure Industrial IoT, Microsoft</p> <p><b>Addressing the Challenges of IoT Security with Azure Sphere:</b> Ken Woodberry Deputy Managing Director, Azure Sphere, Microsoft</p>
<p><b>Morning Break   11:15 - 11:45AM</b></p>	
<p>11:45 - 12:30PM</p> <p><b>Building Intelligent Edge Solutions with Microsoft IoT and other Technology Programs:</b> Learn how innovations in IoT Edge technologies, Cognitive Services and Artificial Intelligence can be easily leveraged to enhance IoT solutions – from simple to complex scenarios. Learn how Distributors, SIs and OEMs can work together to design, build and deploy scalable, repeatable solutions.</p>	<p>Carl Coken, General Manager, IoT, Partner Devices &amp; Solutions, Microsoft</p> <p>Jürgen Schwertl, IoT Solution Architect, Partner Devices &amp; Solutions, Microsoft</p>
<p>12:30 - 1:30PM</p> <p><b>The 4 Steps of Digital Transformation:</b> Learn about the four stages of digital transformation which companies go through as they leverage the capabilities of the Intelligent Cloud and the Intelligent Edge. Learn how to develop profitable, sustainable and scalable business models in a variety of partnership and commercial scenarios. Learn how to save money for you and your customers, and how to monetize new opportunities.</p>	<p>Andrew Smith, Senior Director, Strategy &amp; Operations, IoT Device Experience, Microsoft</p> <p>Bernard Günthner Managing Director, S&amp;T Technologies GmbH</p>
<p><b>Lunch   1:30 - 2:30PM</b></p>	
<p>2:30 – 5:00PM</p> <p><b>Building Your Intelligent Edge: Optional Track 1</b></p> <p>Building on the morning keynote, learn how other companies have approached business model transformation, and learn how the four stages of digital transformation can apply to your organization. Discuss issues and ideas with a panel of industry experts.</p>	<p>Andrew Smith, Senior Director, Strategy &amp; Operations, IoT Device Experience, Microsoft</p>



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Session	Speakers
<p>2:30 – 5:00PM</p> <p><b>Building Your Intelligent Edge: Optional Track 1</b> <i>(continued from previous page)</i></p> <p>Building on the morning keynote, learn how other companies have approached business model transformation, and learn how the four stages of digital transformation can apply to your organization. Discuss issues and ideas with a panel of industry experts.</p>	<p><i>(Continued from previous page)</i></p> <p>Oliver Niedung, IoT Principal, Consumer &amp; Device Sales, Microsoft</p> <p>Bernard Günthner, Managing Director, S&amp;T Technologies GmbH</p> <p>Ivan O’Connor, Head of IoT, Action Point</p> <p>Martin Grossen, Supplier Business Manager Microsoft Embedded / IoT Europe, Avnet Silica</p> <p>Richard Lee, Deputy Sales Manager, Askey</p>
<p>2:30 – 5:00PM</p> <p><b>Building Your Intelligent Edge: Optional Track 2</b></p> <p>We dive into recent Microsoft IoT Product innovations, from intelligent edge to intelligent cloud, and advancements in AI that create new reference architecture opportunities. Experience connecting edge devices like buttons, sound sensors, industrial wearables and an AI camera to a range of cloud technologies such as Azure IoT Central, Azure IoT Hub, Stream Analytics as well as Machine Learning and AI at the edge.</p>	<p>Carl Coken, General Manager, IoT, Partner Devices &amp; Solutions, Microsoft</p> <p>Maarten Struys, IoT Solution Architect, Microsoft</p>
<p>2:30 – 5:00PM</p> <p><b>Azure IoT Central: Optional Track 3</b></p> <p>Azure IoT Central lowers the barrier to entry to IoT, unlocking new business opportunities and new customer types. Discover how easy it is to build an IoT application stepping through an IoT Central lab. Learn about IoT in a Day “Event in a Box” to drive your IoT business.</p>	<p>Marcello Majonchi, Senior Program Manager, Azure IoT Central, Microsoft</p>
<p>All Day</p> <p><b>Partner-Customer Matchmaking:</b> Use our online Matchmaking Tool to meet partners and customers who are looking for new partnership opportunities to design, build and deploy new IoT solutions.</p>	
<p>All Day</p> <p><b>Sponsor Partner Solution Showcase:</b> Explore our Partner IoT Solution Showcase that will demonstrate the strength in innovation the Microsoft IoT Partner ecosystem is driving in key verticals in collaboration with Microsoft partner ecosystem.</p>	