IoT in Action
Orlando

Sally Frank, Healthcare IoT Advisor
Global Black Belt | Americas
Welcome!
Key Expectations of the day

Learn

Grow

Connect
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
</table>
| 9:30–10:00 AM     | Welcome and Executive Keynote                                           | Sally Frank, Healthcare IoT Advisor, Global Black Belt, Americas, Microsoft  
|                   |                                                                         | Michael Kuptz, GM Americas Device Experiences, Microsoft               |
| 10:00–10:45 AM    | Intelligent Edge and Intelligent Cloud &                                | Aditi Dugar, Product Manager, Azure IoT Solutions, Microsoft           
|                   | Addressing the Challenges of IoT Security with Azure Sphere            | Josh Nash, Principal Product Planner, Azure Sphere, Microsoft           |
| 10:45–11:15 AM    | Solution Showcase Networking                                            |                                                                        |
| 11:15–12:00 PM    | Building Intelligent Edge Solutions with Microsoft IoT and other Technology Programs | Peter Hoffmeister, Senior Director of IoT Ecosystem, Technical Sales, Microsoft  
|                   |                                                                         | Daisuke Nakahara, Architect, Microsoft                                
|                   |                                                                         | Ben Kotvis, Managing Architect, Insight Digital Innovation            |
| 12:00–12:45 PM    | The 4 Steps of Digital Transformation                                  | Morgan Riley, Principal Solution Architect, Microsoft                  
|                   |                                                                         | Tom Harshbarger, Senior Director, Cloud Platform and Services, Synnex   |
| 12:45–3:00 PM     | Refreshments & Solution Showcase Networking                             |                                                                        |
| 11:00–3:00 PM     | Partner-Customer Matchmaking                                            |                                                                        |
Matchmaking

To view your matchmaking schedule, login to the matchmaking portal

https://iotinactionevents.com/matchmaking/login

If you need any assistance, please visit the Help Desk
Thank you to our Showcase Partners!

<table>
<thead>
<tr>
<th>Solution Aggregators</th>
<th>Expo Sponsors</th>
<th>Solution Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five Years Out</td>
<td>Advantech</td>
<td>Insight</td>
</tr>
<tr>
<td>Synnex Corporation</td>
<td></td>
<td>Mobiliya</td>
</tr>
<tr>
<td>Tech Data</td>
<td></td>
<td>Quest</td>
</tr>
<tr>
<td>Avnet</td>
<td></td>
<td>Wipro</td>
</tr>
<tr>
<td>Inram</td>
<td></td>
<td>BlueMetal</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IoT in Action
Michael Kuptz
GM Americas IoT Device Experience
Intelligent Edge & Intelligent Cloud
Partnering with Microsoft on IoT
20+ billion Connected healthcare IoT devices by 2020 (Protenus Breach Barometer report)

10.5% ↑ WW healthcare spending as a percentage of GDP in 2020 (The Economist Intelligence Unit)

$475 billion USD WW cost of patients not taking their medications (Prescriber)

$4 trillion USD WW healthcare spend on the three leading causes of death in 2020 — half of the total (World Health Organization)

$1.2 trillion USD projected global spending on medicine in 2017 (IMS Institutes for Healthcare Informatics)

15% security breaches WW in 2017 involving healthcare organizations (Verizon Data)

14 million projected WW shortage of healthcare workers in 2030 (World Health Organization)

2 billion people aged 60 and over in 2050 (World Health Organization)

2 billion people aged 60 and over in 2050 (World Health Organization)

$1.2 trillion USD projected global spending on medicine in 2017 (IMS Institutes for Healthcare Informatics)

$4 trillion USD WW healthcare spend on the three leading causes of death in 2020 — half of the total (World Health Organization)

$475 billion USD WW cost of patients not taking their medications (Prescriber)

15% security breaches WW in 2017 involving healthcare organizations (Verizon Data)

14 million projected WW shortage of healthcare workers in 2030 (World Health Organization)

2 billion people aged 60 and over in 2050 (World Health Organization)
Create an experience that gives people control over their health data and provide insights that facilitate self-care and family support.

Help care teams connect with patients, increase personal productivity and work together more efficiently.

Harness data to streamline operations and improve care outcomes.

Extend healthcare beyond the healthcare facility and use devices and data insights to provide more personalized treatments.
IoT Enabled Digital Transformation in Healthcare

**Pharma: Ensuring vaccine efficacy**
Using smart refrigerators to ensure life saving vaccines stored in each fridge are kept at the required temperature, delivered at the expected locations, and at the right times.

**Provider: Creating healthier hospitals**
Using IoT to connect sanitization stations in hospitals, Gojo ensures hospital staff adhering to hand washing standards, reducing hospital acquired infections.

**Provider: Providing life saving insights**
Using wearables and IoT to save lives, lower healthcare costs, and provide needed care in remote and underdeveloped regions.
IoT Enabled Digital Transformation in Healthcare

Medical Devices: Optimizing IVD devices
Providing IoT-enabled remote monitoring of in vitro diagnostic devices by collecting operational data, in near-real time, triggering alarms and performing predictive maintenance.

Medical Devices Understanding brain disease
Using Microsoft IoT technology to detect, track, and analyze hyper-localized, minor changes in brain temperature to prevent and research brain diseases.

Medical Devices: Improving diabetes care
Offering diabetic patients the ability to use IoT and a mobile app to better manage their condition by monitoring their behavior and dietary habits.
Patient Continuum of Care

Experience symptoms

Preventive care

Visit the physician in person or remotely

Schedule appointment with lab

Chat with physician or nurse about symptoms

Receive treatment plan

Meet with care team members, as needed

Treat issues

Chat or meet with physician to discuss progress

Access history, lab results, insurance claims

Wellness management

Discuss satisfaction with others

Wellness management
Microsoft’s $5 billion investment in IoT

R&D  Product  Resource  Partner Ecosystem
IoT Healthcare Partner Value Chain

IHV | Device | Connectivity Provider | ISV | Service Provider | SI | Professional Services | Consulting | Customer

---

IoT in Action
Aggregating Healthcare Solutions
Accelerate time-to-value

- Common solution architecture
- "As a service", partner-to-partner
- Scale customer base

Profit, Transform, Innovate

Value realized

Time

IoT in Action
Transformation

Innovation

Profitability

#IoTinActionMS
Thank you