

IoT in Action, Seoul, Jan 17 - Event Agenda

Session	Speakers
<p>10:00 - 10:30AM</p> <p>Executive Keynote: 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. Rodney Clark, VP of IoT Sales 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>Rodney Clark, VP IoT Sales, Microsoft</p>
<p>10:30 - 11:30AM</p> <p>Intelligent Edge and Intelligent Cloud, Addressing the Challenges of IoT Security with Azure Sphere: 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>Intelligent Edge and Intelligent Cloud: Jenna Lee, Head of IoT Solution Architects - APAC + Japan, Microsoft</p> <p>Addressing the Challenges of IoT Security with Azure Sphere: Danielle Damasius, Principal Program Manager, Microsoft</p>
Morning Break 11:30 - 11:45AM	
<p>11:45 - 12:30PM</p> <p>Building Intelligent Edge Solutions with Microsoft IoT and other Technology Programs: 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>Keon Lee, IoT Solution Architect, Microsoft</p> <p>Daisuke Nakahara, Tech Solutions Prof, Microsoft</p> <p>Doosoon Lee, CEO, Doosan Mobility Innovation</p>
<p>12:30 - 1:00PM</p> <p>The 4 Steps of Digital Transformation: 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>Noam King, IoT Sales Strategy Lead, Microsoft</p> <p>Chris Lee, Senior Director, Innoddep</p>
Lunch 1:00 - 2:00PM	



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<p>2:00 - 4:30PM</p> <p>Building Your Intelligent Edge: Optional Track 1, Harmony Ballroom</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>Jean-Sébastien Brunner, Principal Program Manager Lead, Microsoft</p> <p>Il Seok Oh, IoT Solution Architect, Microsoft</p> <p>Chang Seop Lee, IoT Solution Architect, Microsoft</p>
<p>2:00 - 4:30PM</p> <p>Building Your Intelligent Edge: Optional Track 2, Diamond Hall</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>Noam King, IoT Sales Strategy Lead, Microsoft</p> <p>Vince Park, Principle Solution Spec, Microsoft</p> <p>Hakju Kang, CEO, ulalaLAB</p> <p>Chris Lee, Senior Director, Innoddep</p> <p>Jeffrey Kim, CEO, Thingscare</p>
<p>2:00 - 4:30PM</p> <p>Azure IoT Central: Optional Track 3, Allegro</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>Cameron Greene, Senior Program Manager, Microsoft</p>
<p>11:00AM – 5:00PM</p> <p>Partner-Customer Matchmaking: 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>Sponsor Partner Solution Showcase: 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>	