IoT – How Can SMBs Benefit from It?

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McCabe, Co-Founder, SMB Group
@SMBGroup

What is IoT; Opportunity for SMBs

Ethan Wood, VP IoT & OEM Marketing, Dell EMC
@Ethan_a_Wood

Why Dell Technologies IoT; Solutions and Strategy

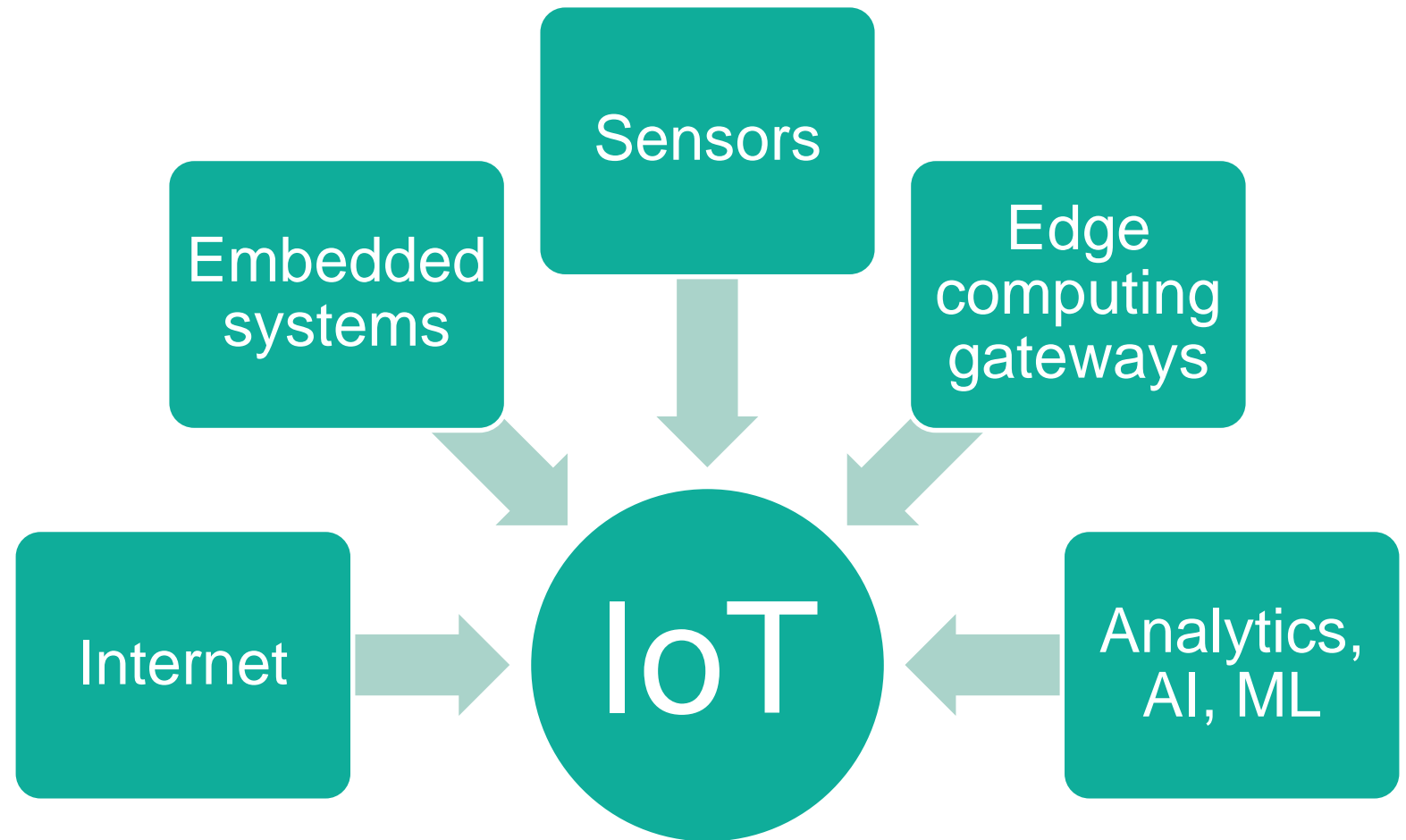**Marti Ogram, Riptide, Co-Founder and VP of Sales and Marketing**
@RiptideIO

Partner perspective; stories from the field

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What Is IoT?

IoT is a smart system that integrates physical and digital components so they can interact with each other.

Sensors in objects or the environment are programmed to send data over a network automatically, so users can monitor, measure, access and manage these assets more efficiently.

Sensors

Embedded systems

Edge computing gateways
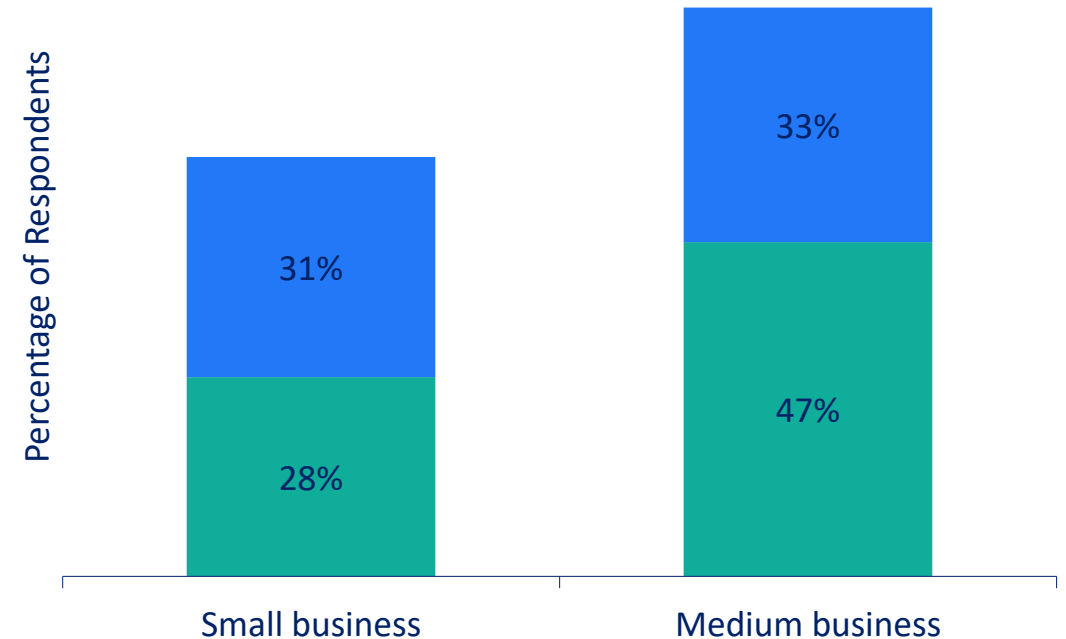
Internet

IoT

Analytics, AI, ML

IoT Opportunities for SMBs

- Replace manual data collection and subjective judgments with automated data collection to precisely monitor what's happening

- Harness information so you can analyze it to improve operational efficiencies, boost performance, increase security, better engage customers and develop new services and business models.

- Use IoT to leapfrog larger, slower-moving organizations!

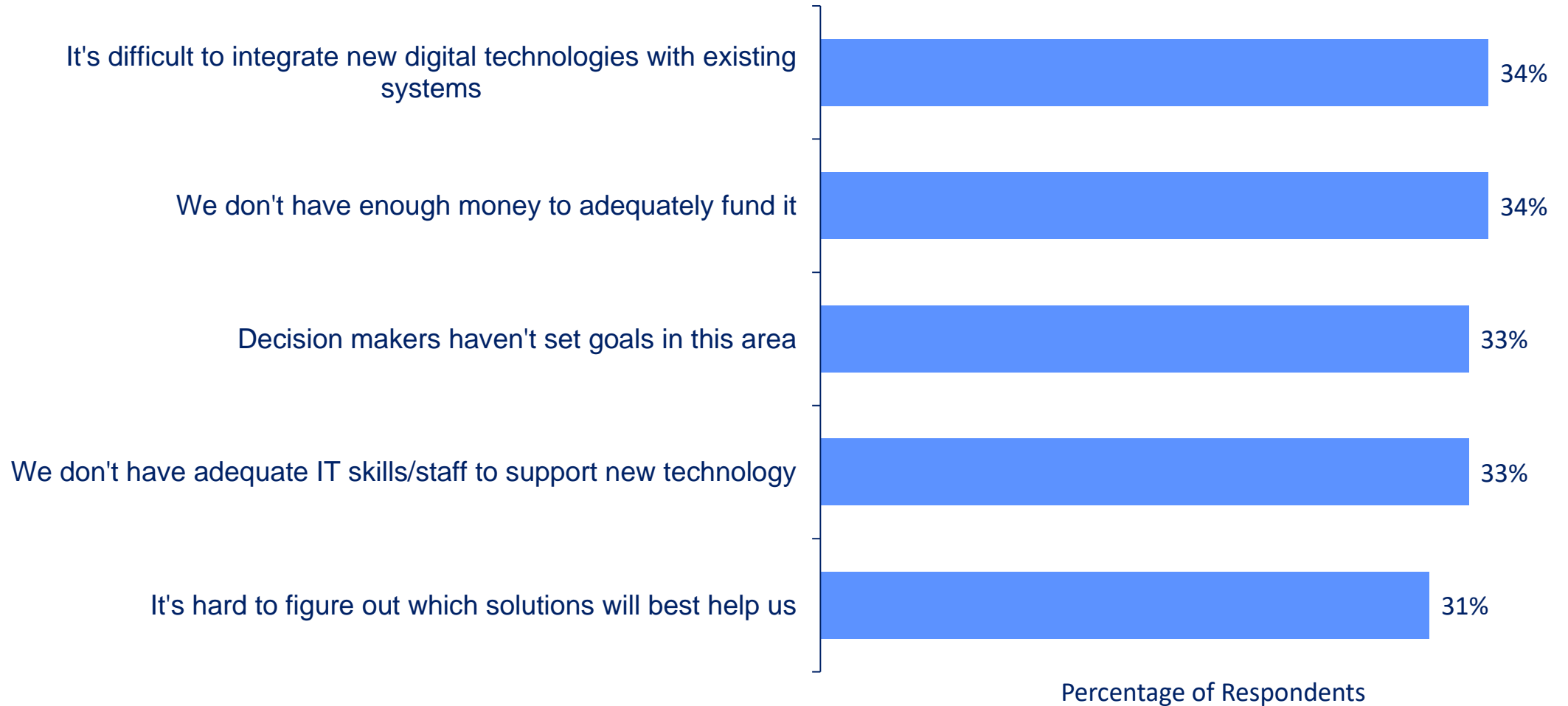**Small and Medium Business IoT Investments and Plans**

■ Currently investing   ■ Planning to invest in next 12-24 months

Percentage of Respondents

Small business: 28% (Currently investing), 31% (Planning to invest)

Medium business: 47% (Currently investing), 33% (Planning to invest)

Source: SMB Group 2017 Digital Transformation Study

IoT Challenges for SMBs

It's difficult to integrate new digital technologies with existing systems — 34%

We don't have enough money to adequately fund it — 34%

Decision makers haven't set goals in this area — 33%

We don't have adequate IT skills/staff to support new technology — 33%

It's hard to figure out which solutions will best help us — 31%

Percentage of Respondents

Source: SMB Group 2017 Digital Transformation Study

Our promise: We accelerate your success
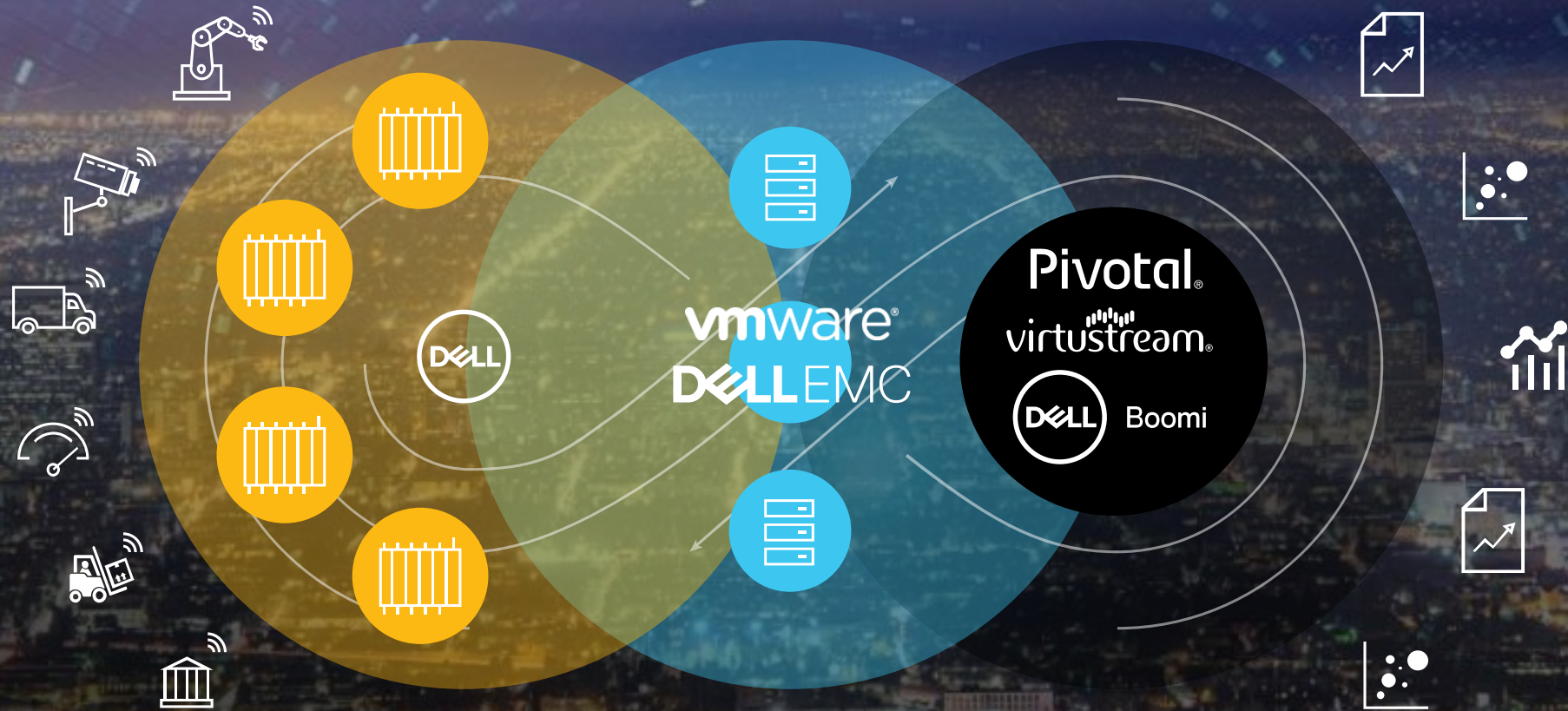
Architect
for continuously better outcomes

On your terms
today and tomorrow

While de-risking
your digital journey

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Architect for **continuously better outcomes**
Broad, open portfolio

Maximize your choices across the IoT continuum

Edge **Distributed Core** **Cloud**

Embedded	Gateways	On-Premise Appliances	Data Center & Cloud	Cloud & App Integration

Data

Insights

DELL | DELL | DELLEMC | DELLEMC virtustream | DELLEMC Pivotal

Manage: **vm**ware

Secure: **RSA** **vm**ware Secureworks

IoT Solutions Partner Program: Sensors, Analytics, System Integration and Deployment

Professional Services, Global Support and Financing

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Dell Technologies IoT Solutions Division
$1Billion Investment through 2020

DELLTechnologies

DELL · DELLEMC · Pivotal · RSA · Secureworks · virtustream · vmware

Centralized IoT strategy

Use-case specific solutions

Unified IoT Solutions Partner Program

Pan-Dell Technologies go-to-market

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Edge computing portfolio

Edge Gateway 3000

Small and low cost

Target uses: Building automation, transportation, energy monitoring, surveillance

Processor: Intel Atom

Environment: -30C - +70C

Edge Gateway 5000

High I/O and expandable

Target uses: Industrial monitoring, oil and gas, marine, building automation

Processor: Intel Atom

Environment: up to -30C - +70C

Embedded Box 3000

Supports Win7 Pro

Target uses: Manufacturing, medical device controller, managed security

Processor: Intel Atom

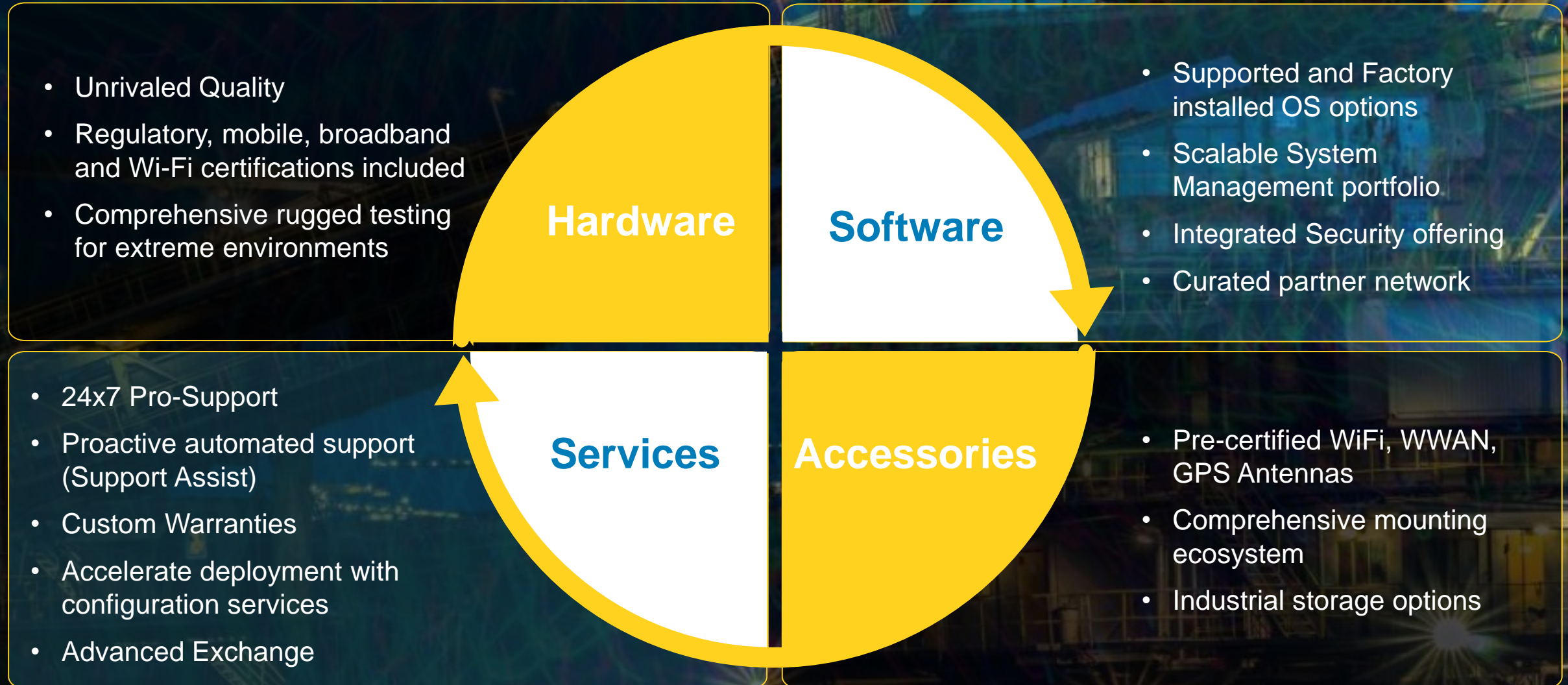**Environment:** 0C - +50C

Embedded Box 5000

Powerful and supports Win7

Target uses: Manufacturing, utilities, surveillance, building management

Processor: Intel Core i

Environment: 0C - +50C

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Cohesive product offering

Hardware

- Unrivaled Quality
- Regulatory, mobile, broadband and Wi-Fi certifications included
- Comprehensive rugged testing for extreme environments

Software

- Supported and Factory installed OS options
- Scalable System Management portfolio
- Integrated Security offering
- Curated partner network

Services

- 24x7 Pro-Support
- Proactive automated support (Support Assist)
- Custom Warranties
- Accelerate deployment with configuration services
- Advanced Exchange

Accessories

- Pre-certified WiFi, WWAN, GPS Antennas
- Comprehensive mounting ecosystem
- Industrial storage options

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On **your terms** today and tomorrow
Driving standards, openness and multicloud support

- Edge interoperability, 75 backing orgs,
  hosted by Linux Foundation, vendor neutral

EDGE X FOUNDRY™

- Fog reference architecture,
  includes focus on 5G architecture

OpenFog™

- Industrial IoT reference architectures,
  best practices, test beds

industrial internet® CONSORTIUM

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De-risk your IoT journey

Curated partners and use-case specific Blueprints

**2017 and 2018 IoT Partner
Ecosystem of the Year**

SENSING

CLIMATE CONTROL

LIGHTING

ENERGY

ACCESS

Cloud-based monitoring and control for small & medium business owners.

Many things could go wrong in brick & mortar:
- **broken air conditioning**
- **lights out**
- **unplanned repairs**

Most of the failure points have been difficult to predict, and take valuable time away from running your business.

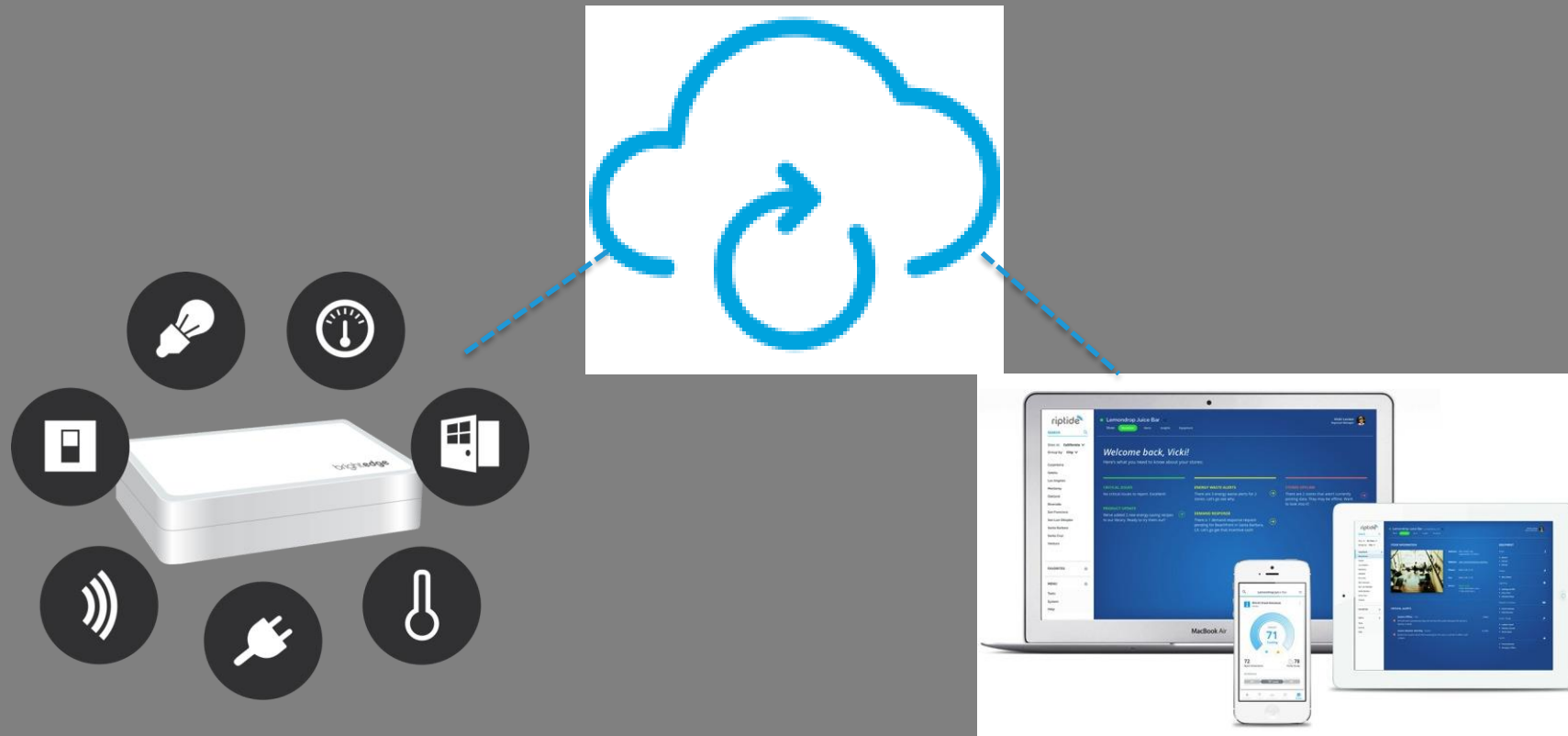There are two key shifts happening now that allow small business owners to run their buildings efficiently:
- **Internet of Things**: lower cost sensors kits make automation affordable.
- **Cloud-based Analytics**: innovations in Big Data & Cloud allowing us crunch & analyze data to find insights.

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About Riptide: 7,500 automated systems for major clients in 7 years.

A curated kit of smart devices and sensors connected to our secure cloud. Monitor and control from anywhere!

Where is IoT Headed?

Resources

- Dell.com/iot

- Dell.com/iotedge

- Delliotpartners.com

- Follow us on LinkedIn: https://www.linkedin.com/showcase/dell-oem-solutions/

- Twitter: @DellEMCOEM

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Questions?

THANK YOU

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