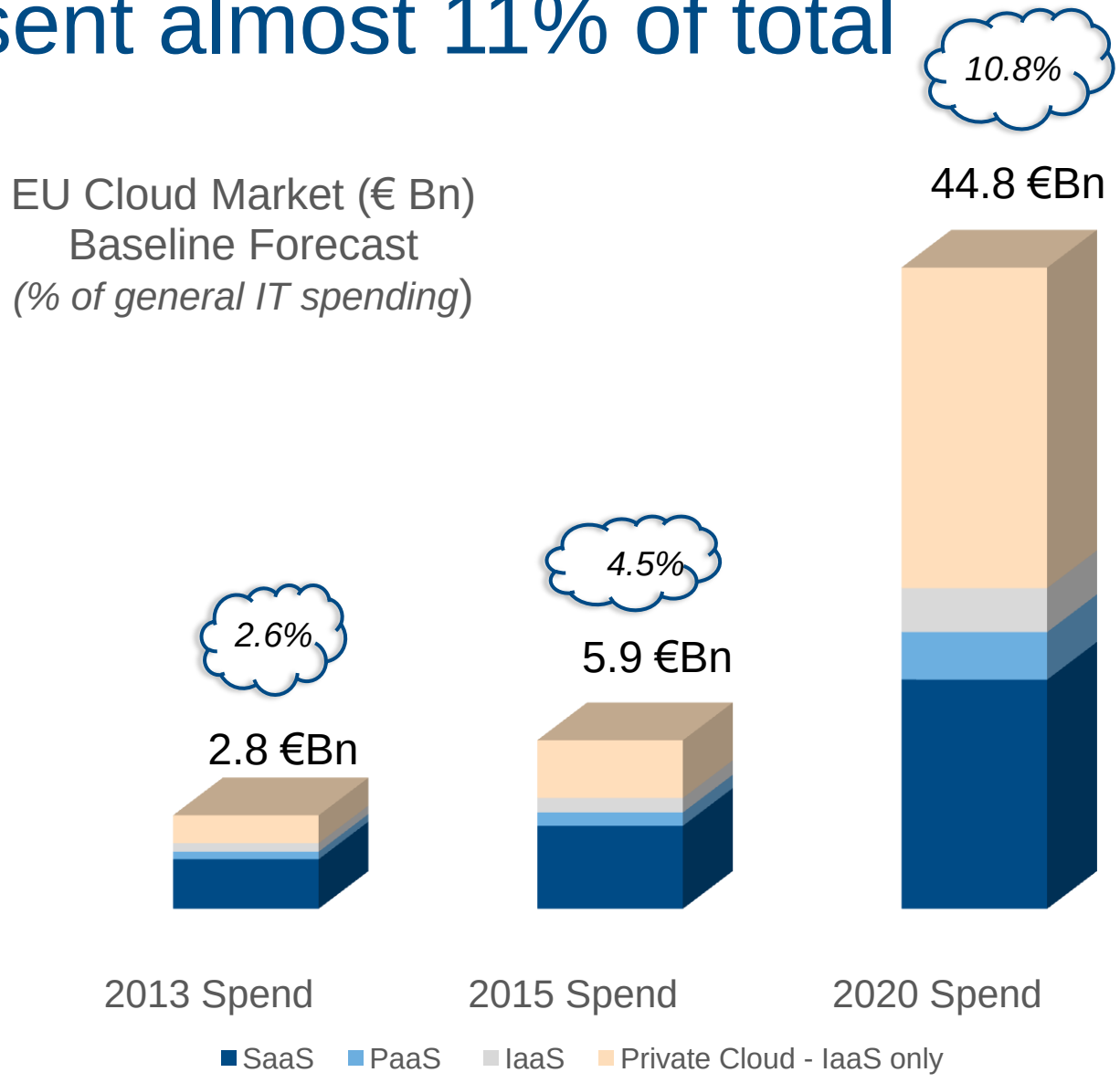


Perspectives on IoT, Cloud and Big Data

Gabriella Cattaneo

IDC European Government Consulting

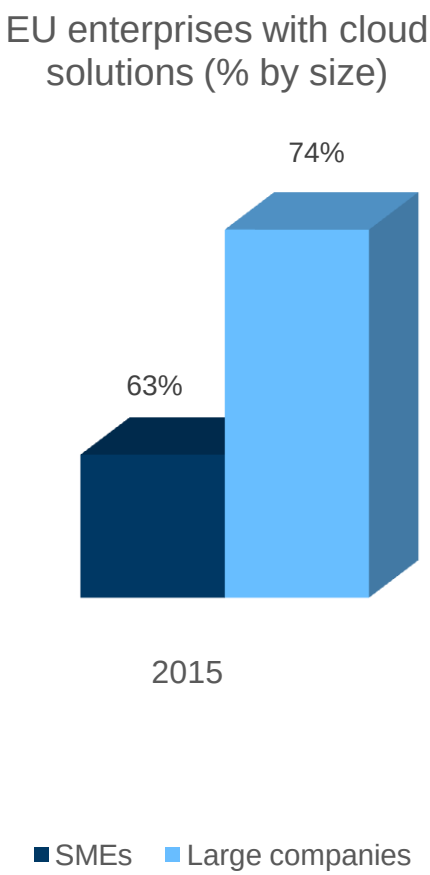
By 2020 Cloud spending in the EU will represent almost 11% of total

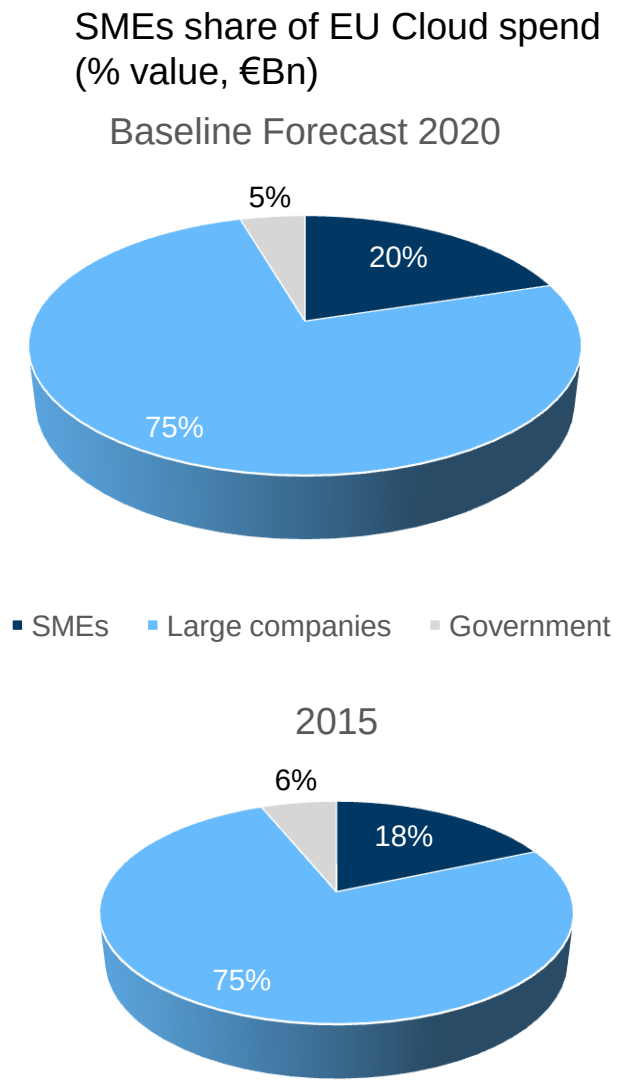


Source: Uptake of Cloud in Europe by IDC on behalf of DG CONNECT, 2014

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EU SMEs adoption of Cloud is projected to grow but slowly





Source: Uptake of Cloud in Europe by IDC on behalf of DG CONNECT, 2014

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Cloud will contribute to grow the EU economy and employment



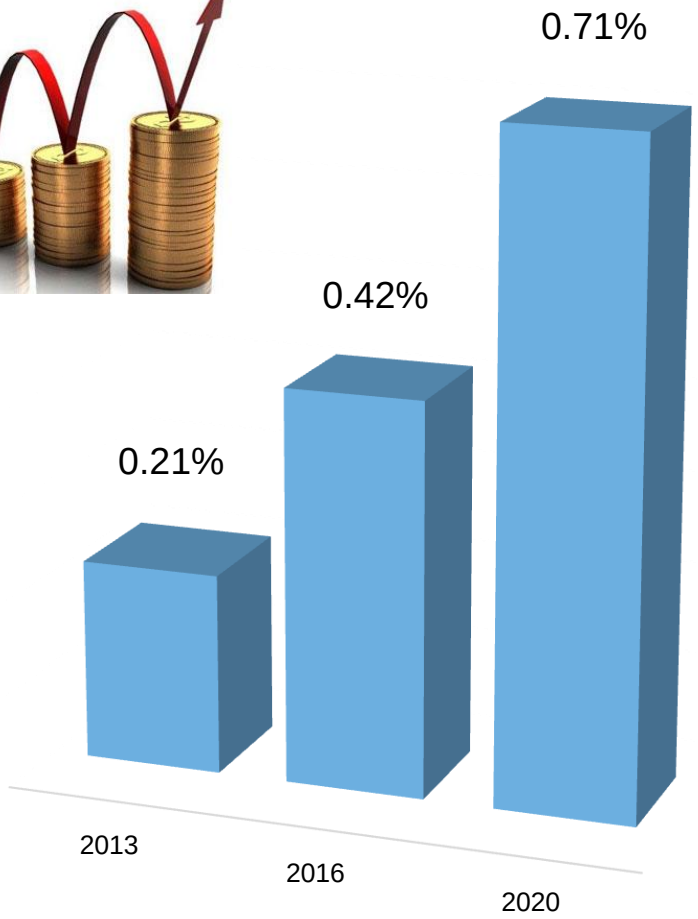
303K new companies...



Up to 1 Mill jobs...(from 2015)

Net New EU GDP from cloud per year (% of GDP) - Baseline Scenario





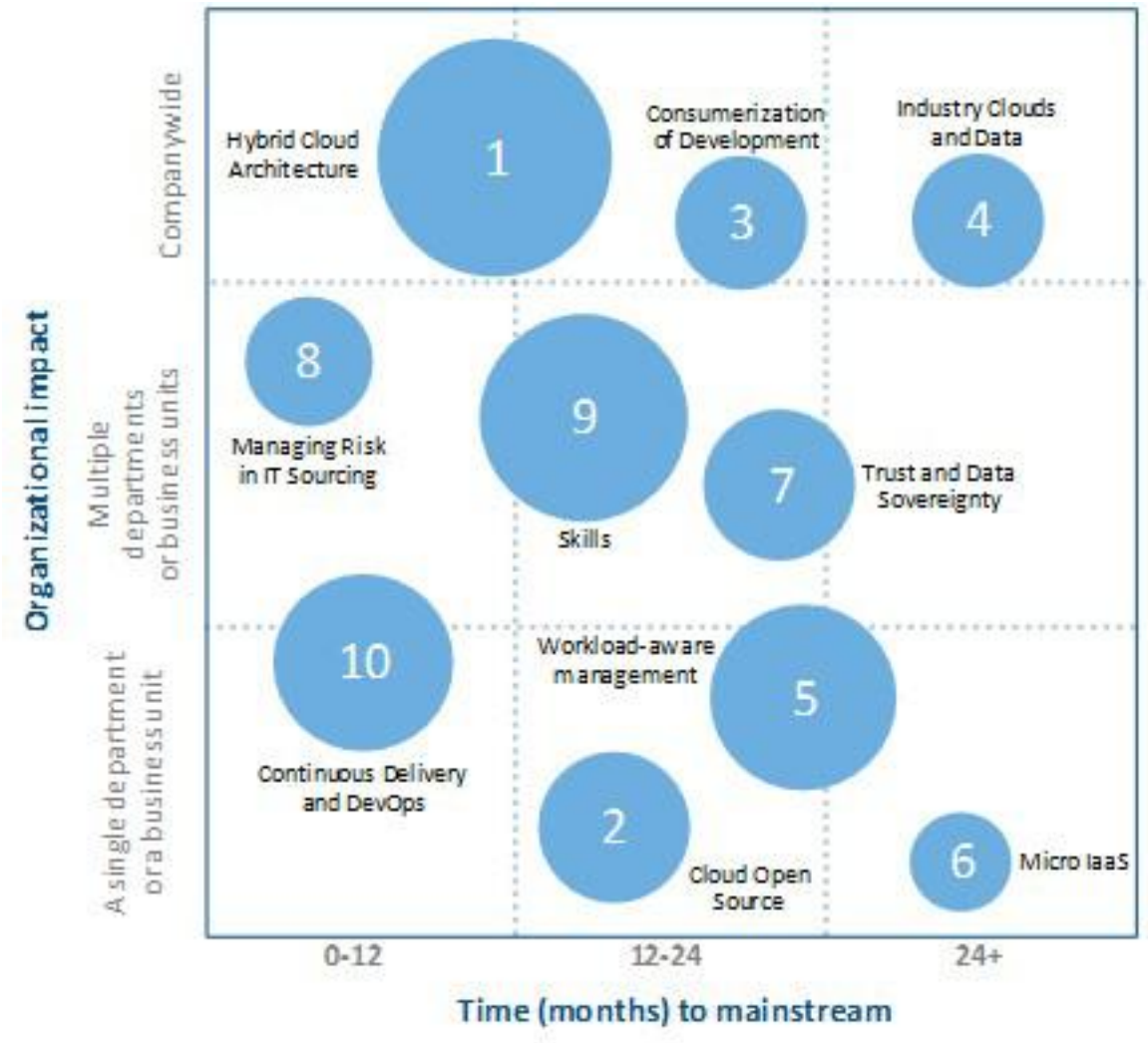
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Source: Uptake of Cloud in Europe by IDC on behalf of DG CONNECT, 2014

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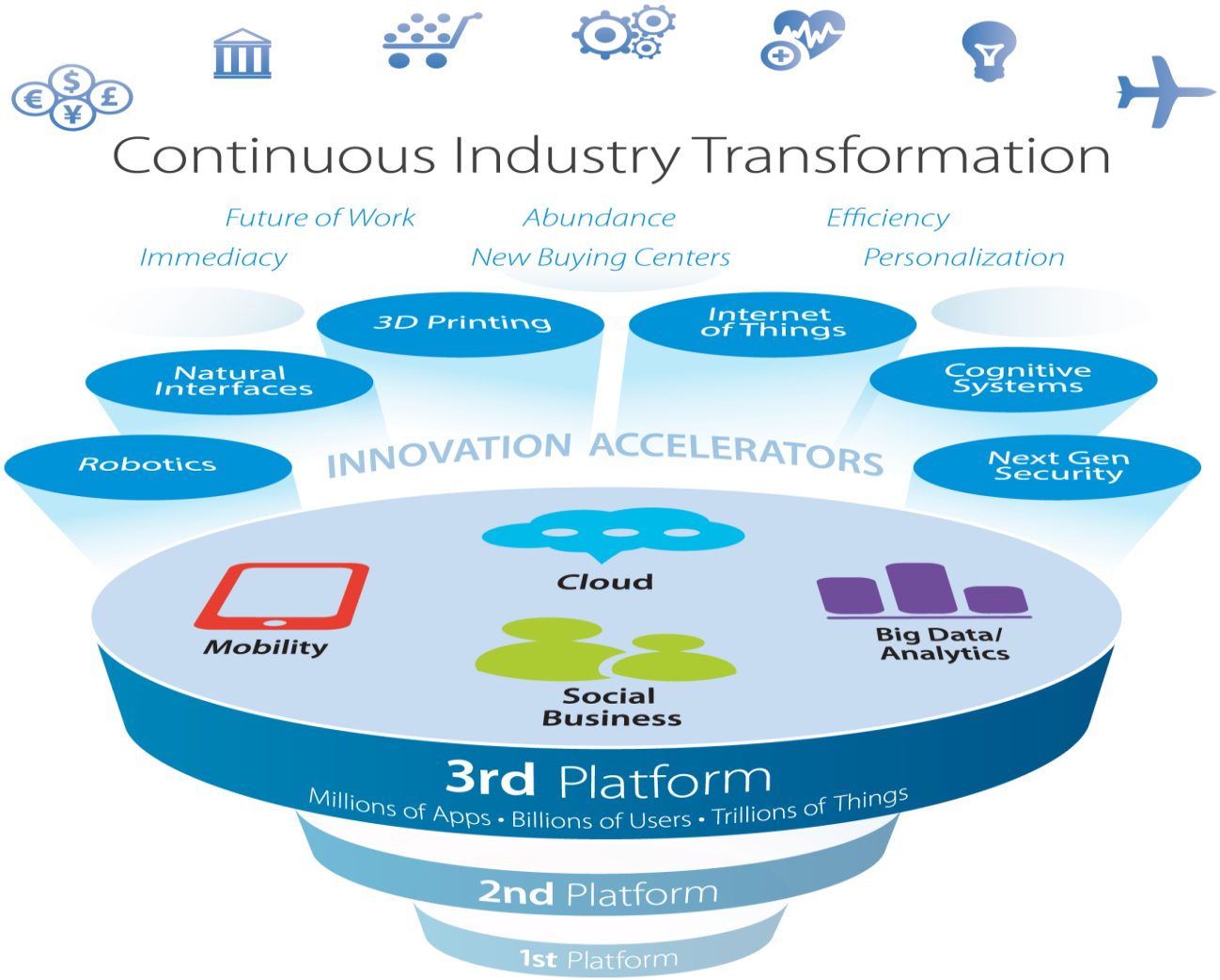
Towards the «innovation stage» of the cloud marketplace

- Enterprises are moving to cloud first strategies
- Cloud-based solutions will triple by 2020
- Public and private cloud will merge into hybrid clouds
- Cloud open source is increasingly relevant and successful



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Cloud is a key element in the Digital Transformation scenario



Source: IDC

In the Hyperconnected World Every Business will become a Digital Business

- "Glocal" Regulation
- Data Integration
- Cyber Security
- Digital Image/Presence
- Brand Reputation
- Digital Products /Services

Reality: Highly complex hyperconnected world without boundaries



- Customer UX
- Business Agility
- Predictable Delivery
- Speed to Market
- Effortless Collaboration
- Continuous Reinvention

Better skills and competences are needed to drive the Digital Transformation

Source: IDC

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IoT Vision in 2020



IoT connections within EU28

6B Units

€ 1,181B Revenues

All EU countries will gain from the IoT revolution (Top 3UK, FR, DE)

IoT will impact all sectors (Top 3 Manufacturing, Finance and Utilities)

EU IoT Industry Ecosystem

An industry ecosystem (components vendors, suppliers creating solutions, service providers, and enterprise users in all sectors of the economy) will have emerged and will measure € billions in Europe alone







Cloud Computing IoT Technologies Big Data

Cloud computing and Big Data/analytics will be central elements of, and key contributors to, enabling the growth of the European and worldwide IoT ecosystems.

Towards hyperconnected society and economy

Security

Trust

Open Standards



SMEs participation

Time and cost savings

Privacy

Interoperability

Digital Single Market

Innovation

IDC Analyze the Future

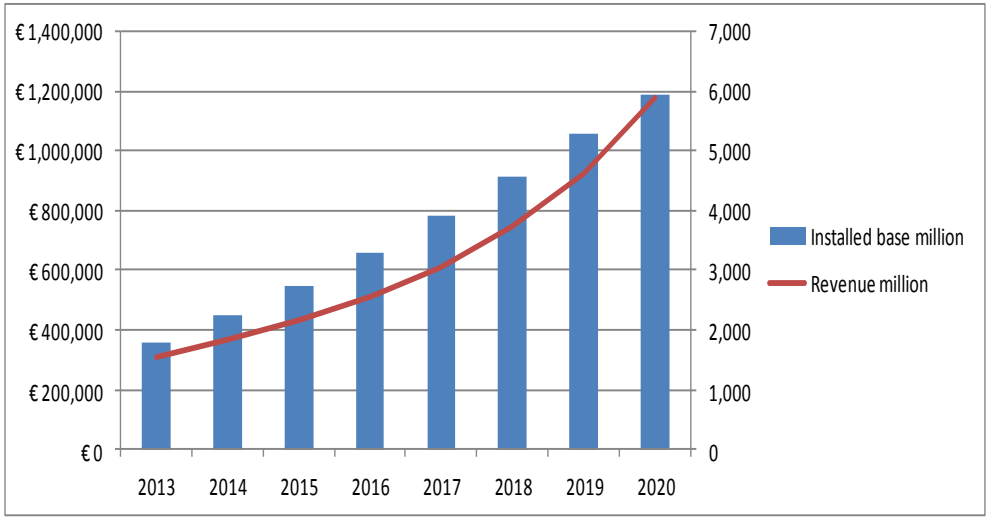
Market Size & Forecast: Baseline Scenario

According to IDC

It will expand with yearly growth rates over 20% in value between 2013 and 2020.

The number of IoT connections within the EU28 will increase from approximately 1.8 bn in 2013 (the base year) to almost 6 bn in 2020.

IoT revenues in the EU28 will increase from more than €307 bn in 2013 to more than €1,181 bn in 2020, including HW, SW and services.

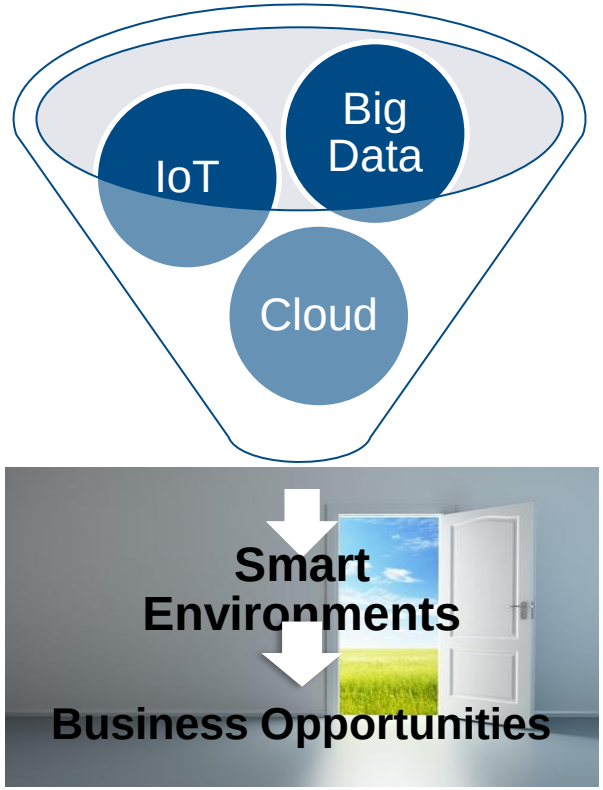


Source: IDC, 2014

IDC Analyze the Future

IoT Smart Environments

A new concept to understand the complexity

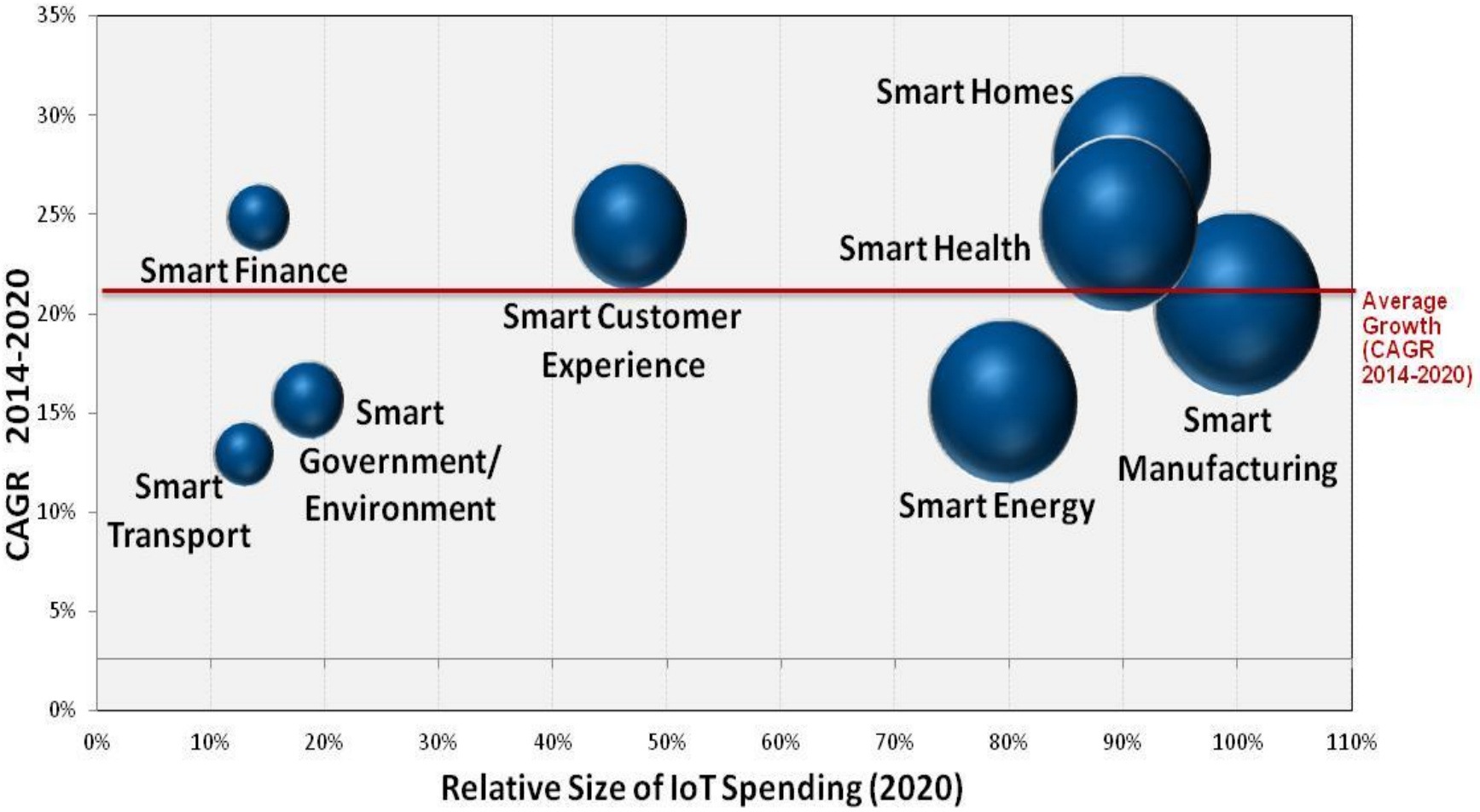


Identified Smart Environments

- Smart Energy/ Utiltiies
- Smart Transport
- Smart Manufacturing
- Smart Health
- Smart Government/ Environment
- Smart Homes
- Smart Customer Experience
- Smart Finance

IDC Analyze the Future

Smart Environments & Business Opportunities: Comparative Assessment



Source: IDC, 2014

IDC Analyze the Future

Thank You!

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