

Vision and Strategy

November 21st, 2014

VISION

Computers will be increasingly
miniaturised and interconnected



Mark Weiser

Chief Technologist, Xerox PARC

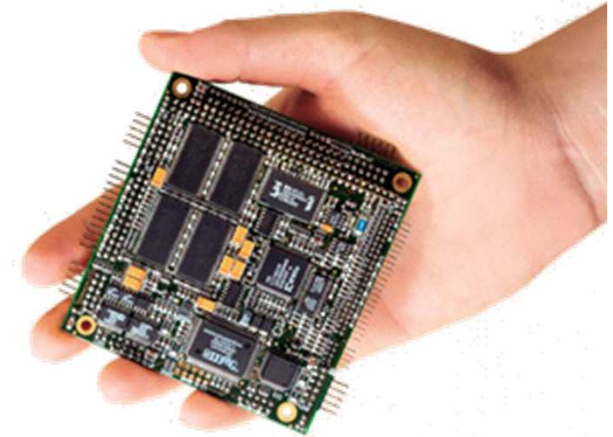
“The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it.”

"The Computer for the 21st Century",
Scientific American, Vol. 265 No.9, pp. 66-75, '91

MISSION in 1992

Embedded PC and LAN

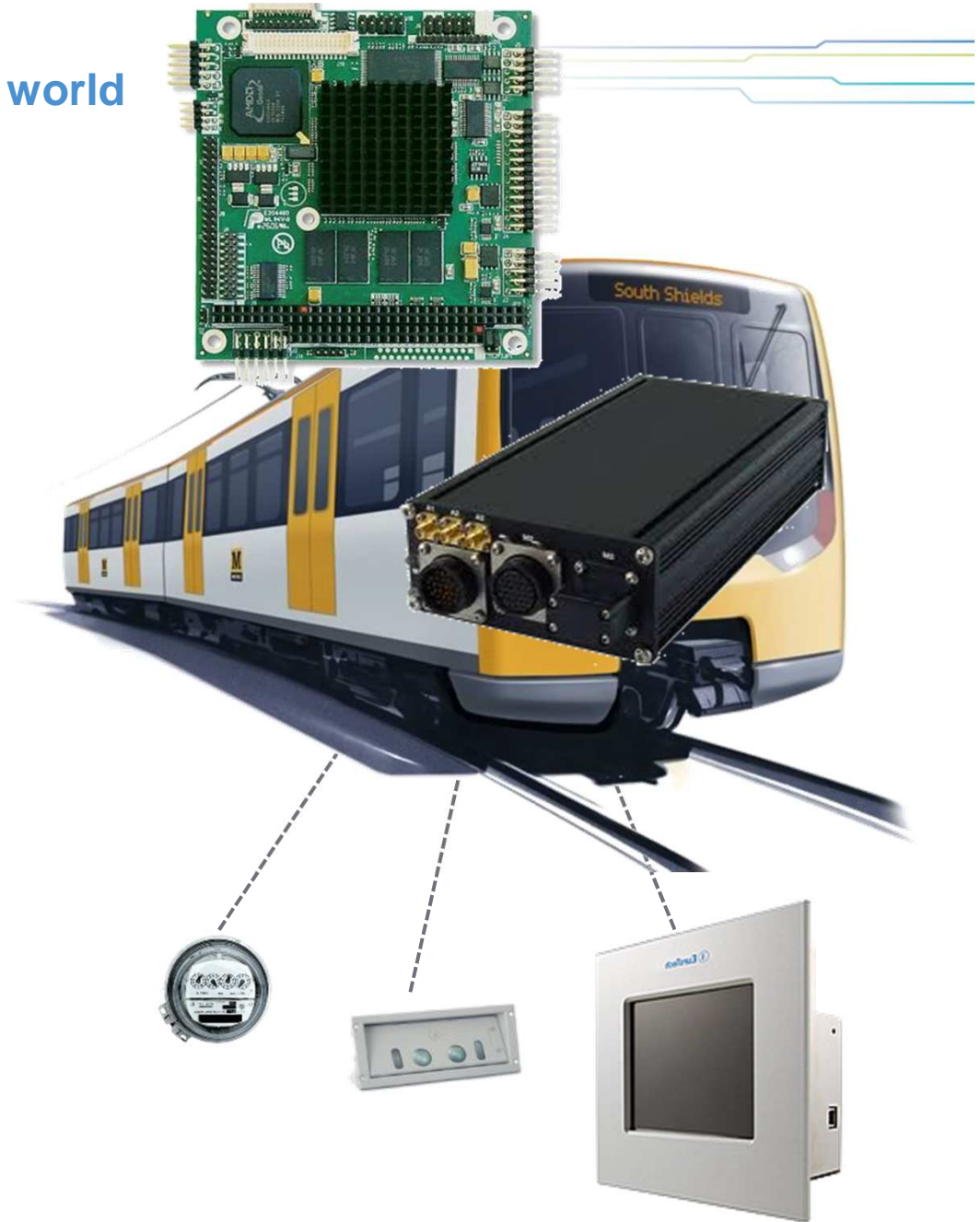
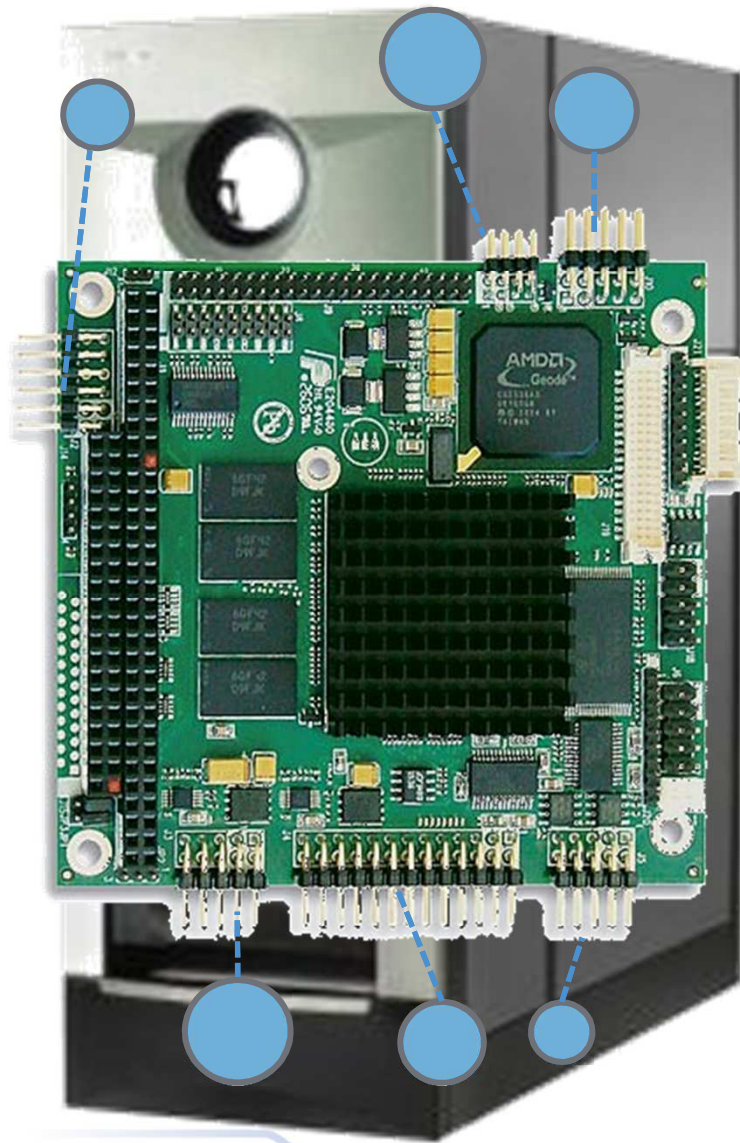
Integrate the state-of-the-art of Computing and Communication technologies to develop **innovative applications**, able to **provide a competitive advantage** to our Customers.



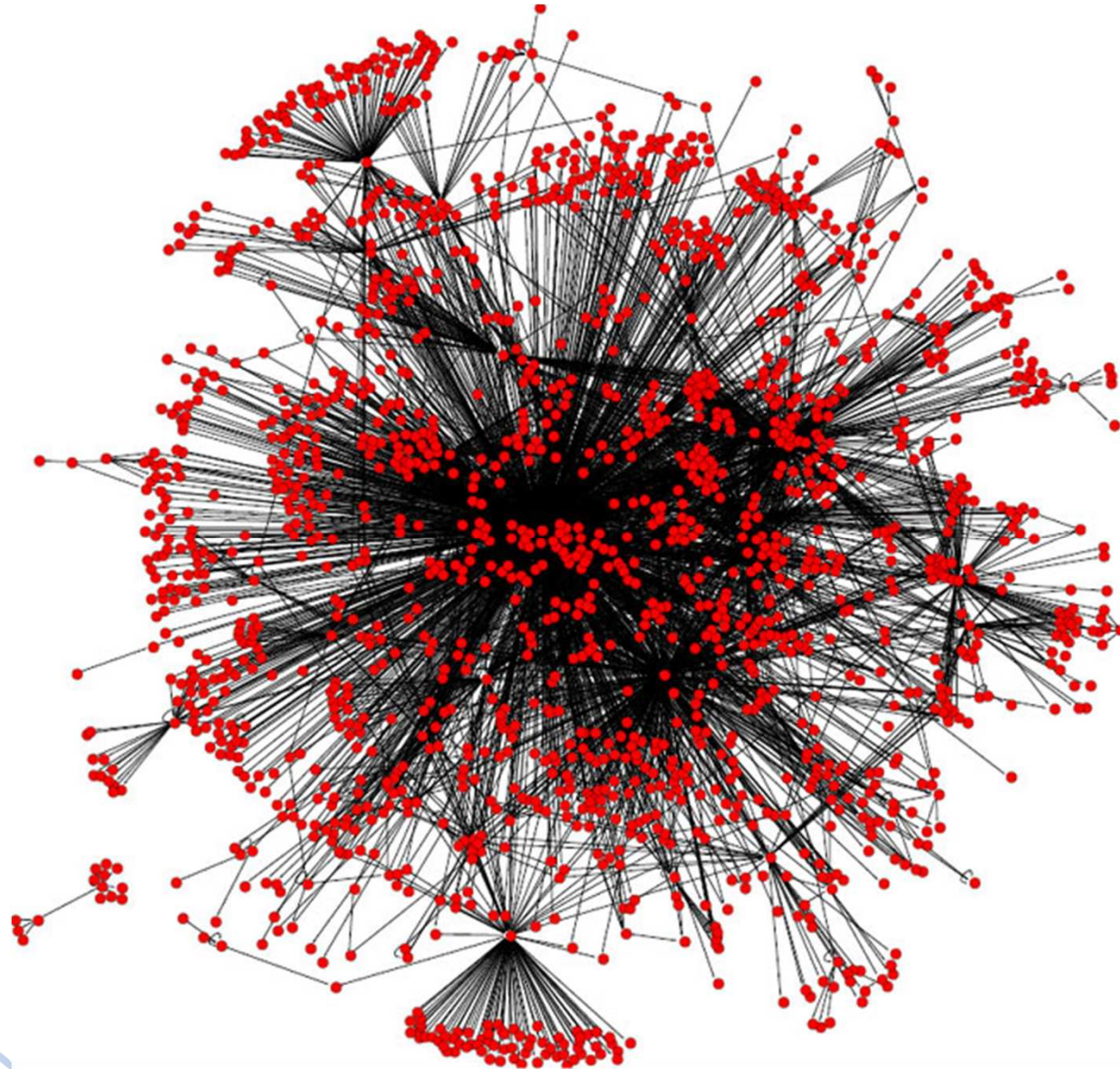
By relying on our expertise in modular **hardware**, our customers are **free to focus on their core competencies** for successful realization of their leading-edge business applications.



The Embedded world: i.e. the small world

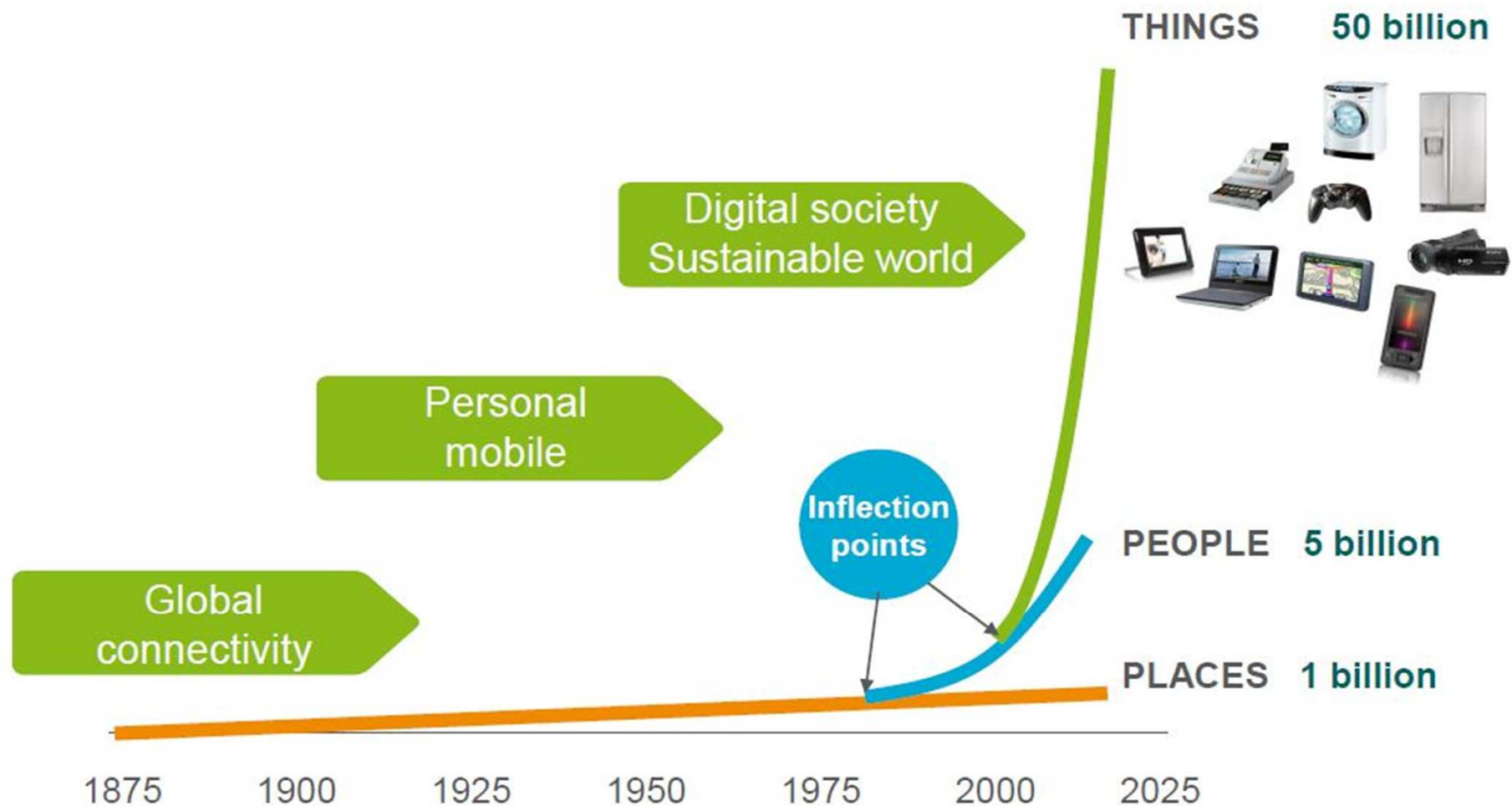


COMPLEXITY



Internet of Things:

Embedded PC and IT integration



The Pervasive world: i.e. the big world



MISSION TODAY

Eurotech offers sophisticated computer and communications technologies that provide a **competitive advantage to its customers.**

Embedded PC and Cloud

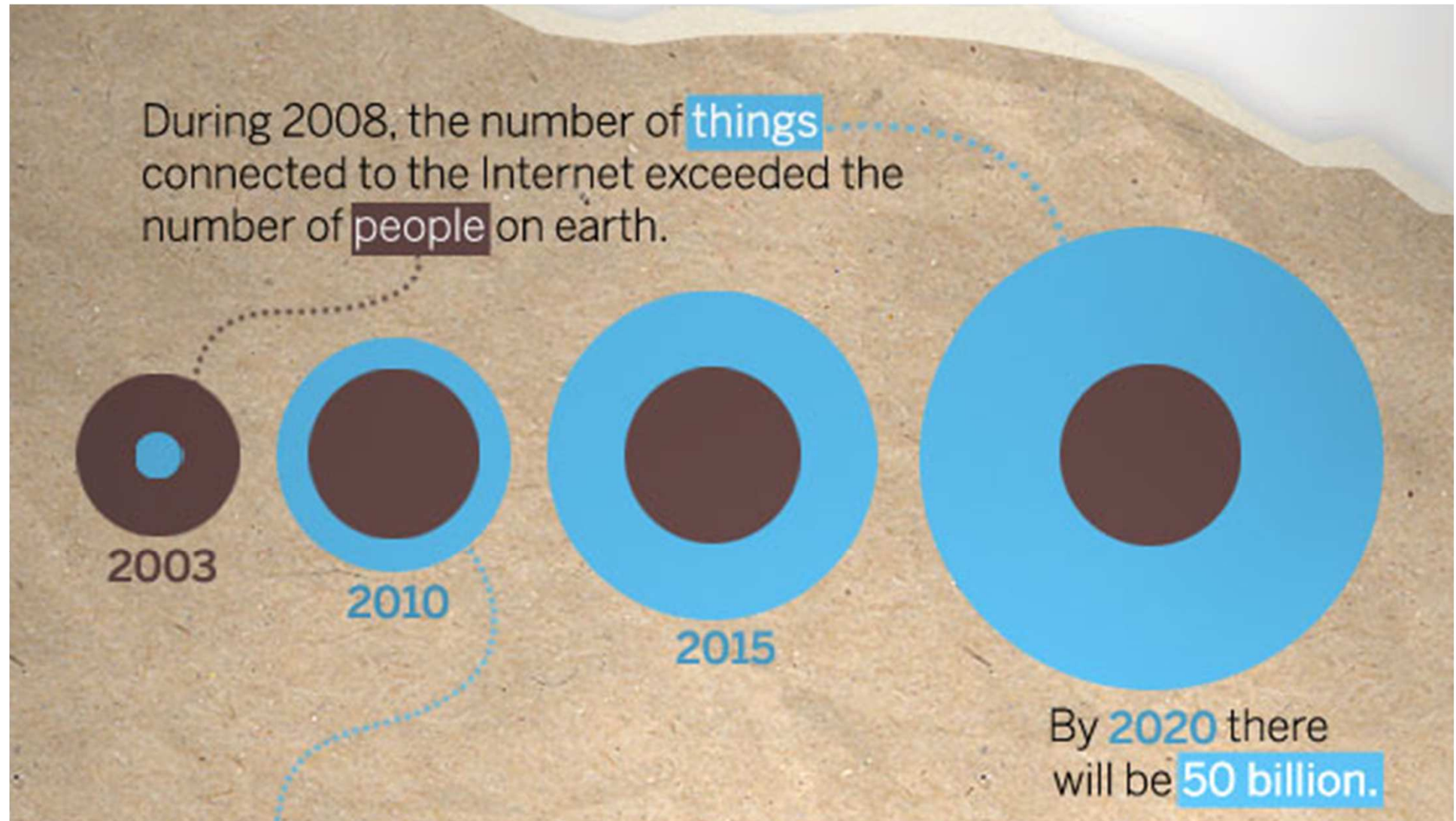


hardware, software and services



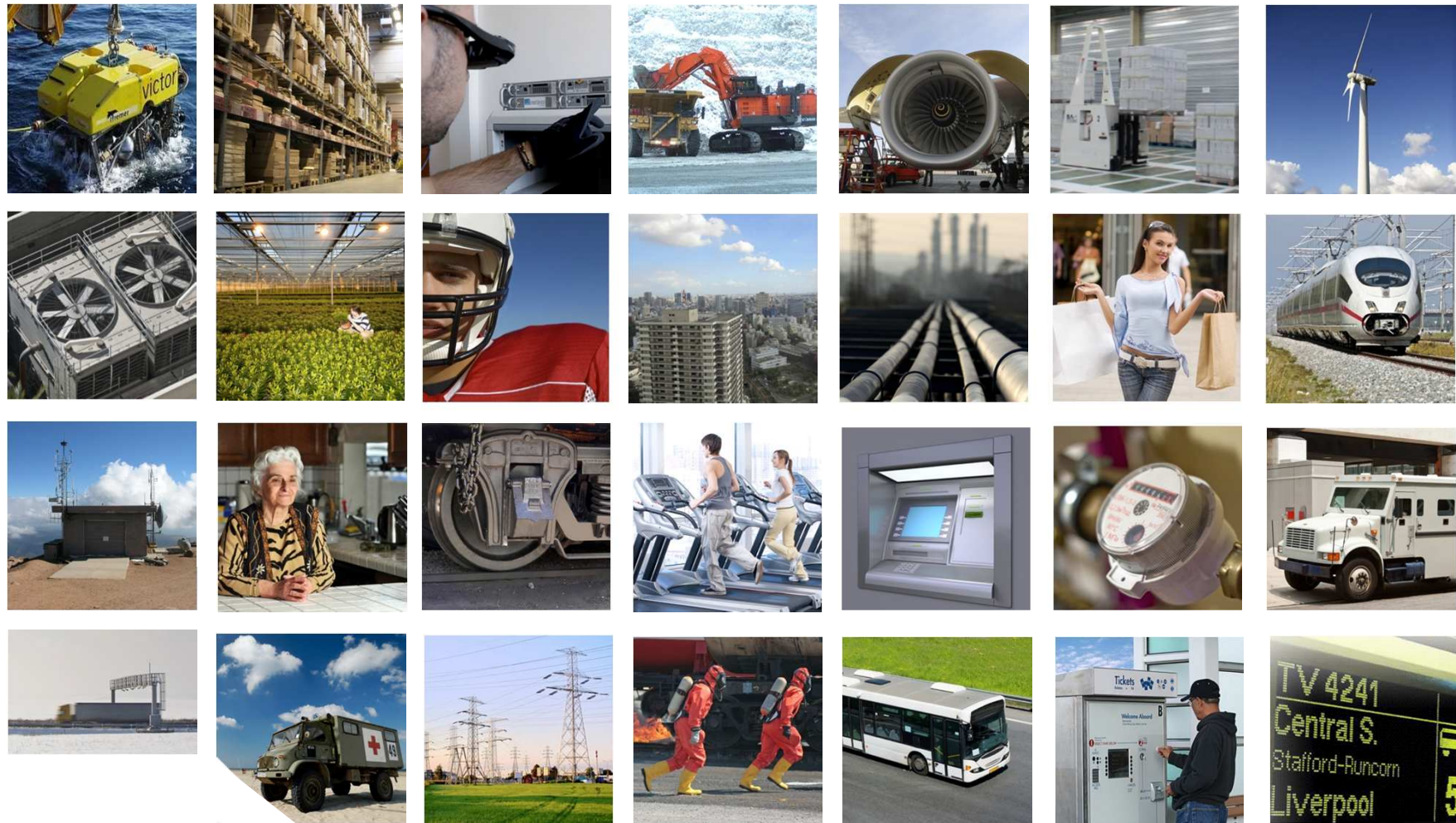
... for a new Smart World

OPPORTUNITY



The Internet of Things

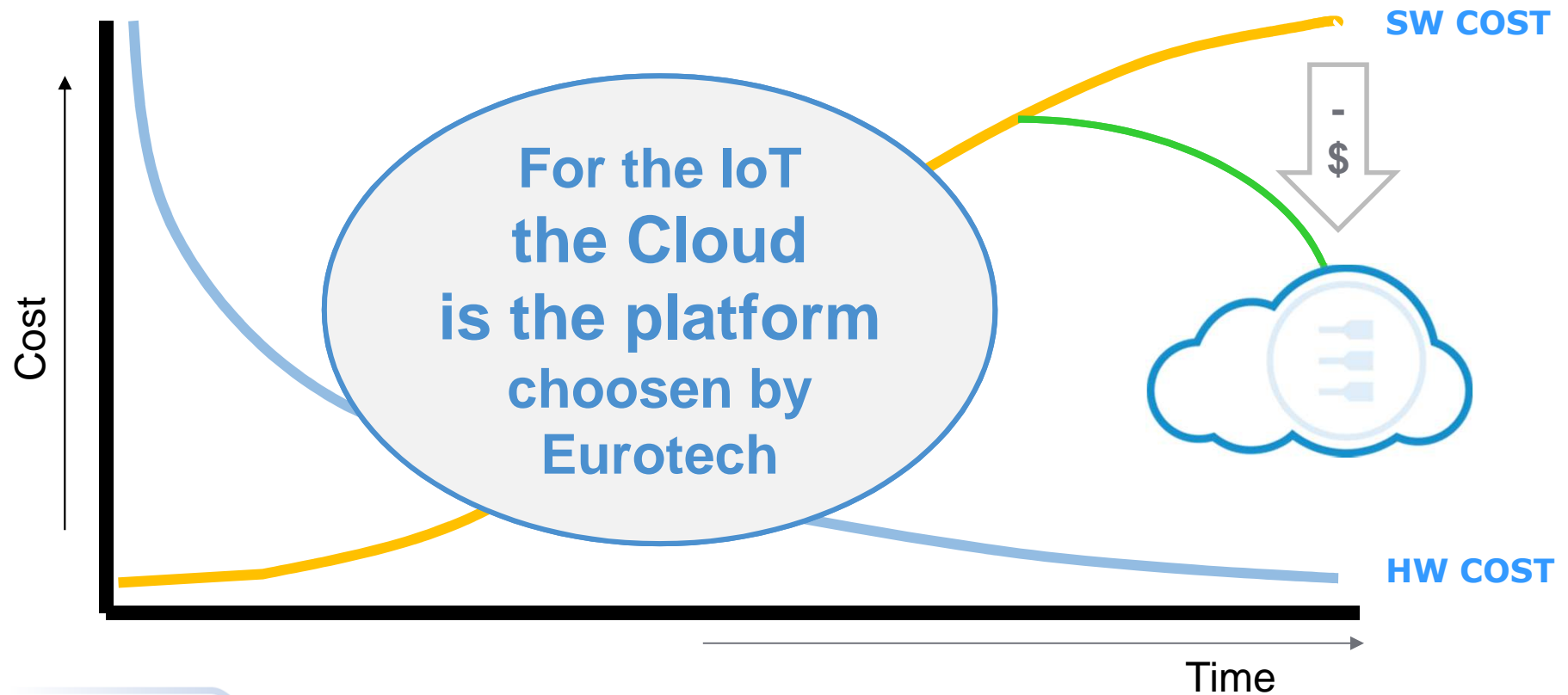
Machine-2-Machine Applications Everywhere ...



Eurotech's approach to the Internet of Things

Finding the right PLATFORM to reduce Customer's TCO and TTM
Again!

It's a matter of scalable **SW** vs. scalable **HW**



Eurotech's Approach

WHERE IS THE INNOVATION?

**We enable the Internet of Things scenarios
exploiting the Cloud Infrastructure**

decoupling

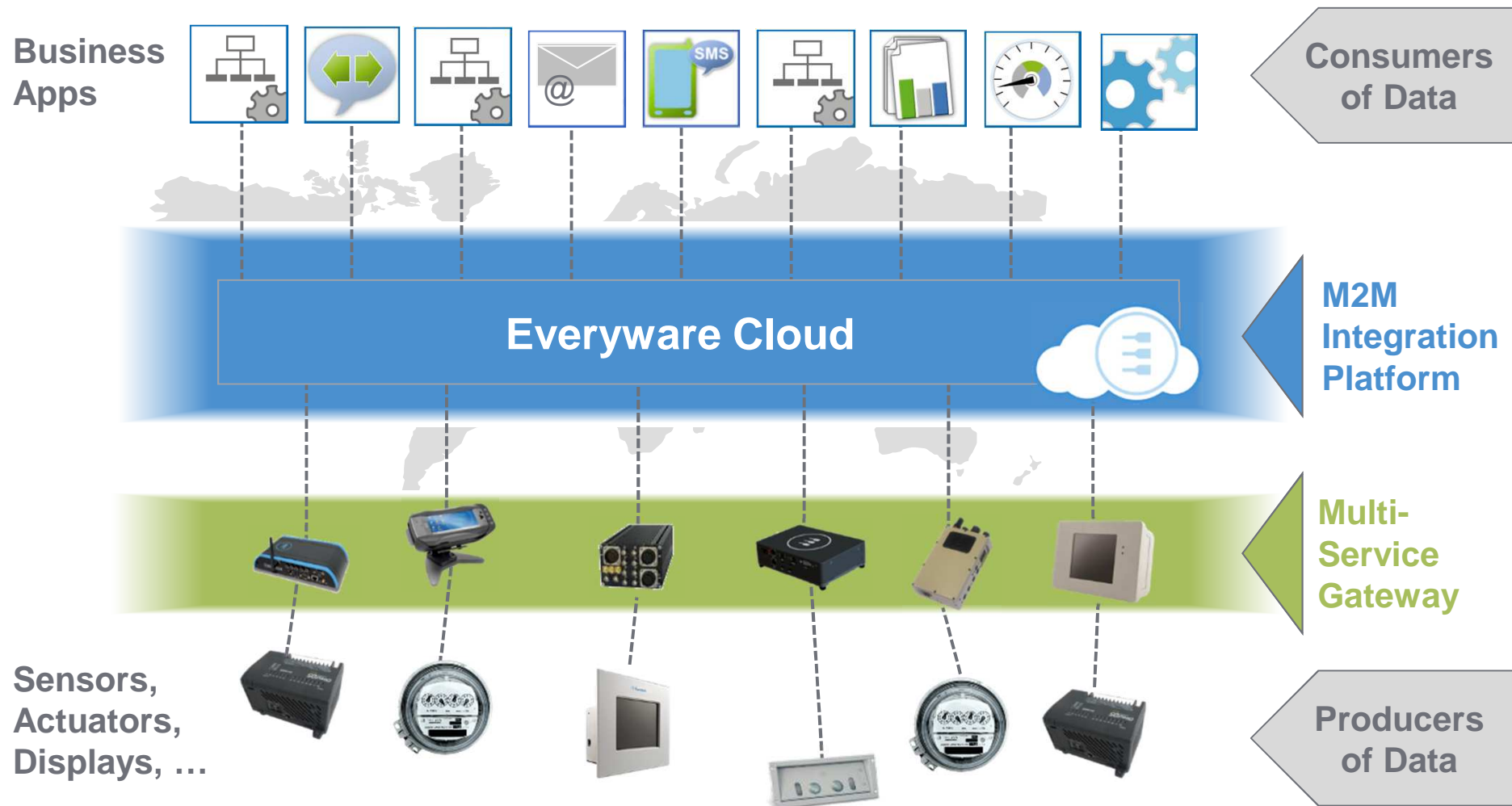
distributed data Producers (the "Things")

and

**distributed data Consumers (the Business Apps,
... and ultimately Human Beings)**

The full picture

Building a bridge between Real World and Business Apps





Internet of Things

**IN THE RIGHT PATH.
AT THE RIGHT TIME.**

The time of IoT has come

Two signals from two acquisitions...

- PTC acquired Thingworx in December 2013
→ Competition will be played on SW platforms
- Google acquired Nest in January 2014:
→ Control over device data will be strategic

Since 2009
we have been investing in
SW PLATFORMS for
**DEVICE DATA
MANAGEMENT**



A new Economy of Bits is growing

Where logistics still rules...

- Cambrian revolution of business models: a great **ECONOMY OF BITS** will complement the one of atoms.
- The development on a global scale will be linked to the availability of a **"LOGISTICS "of DATA.**

"The Internet of Everything creates US\$14.4 trillion in value at stake—the combination of increased revenues and lower costs that is created or will migrate among companies and industries from 2013 to 2022. [...] Currently, 99.4% of physical objects that may one day be part of the Internet of Everything are still unconnected"

– Cisco Systems White Paper by Joseph Bradley published in 2013

SW platforms as logistics operators

The paradigm ahead

PHYSICAL WORLD



CYBER WORLD

Goods handling



Data handling

Logistics infrastructures
used by national and
international operators

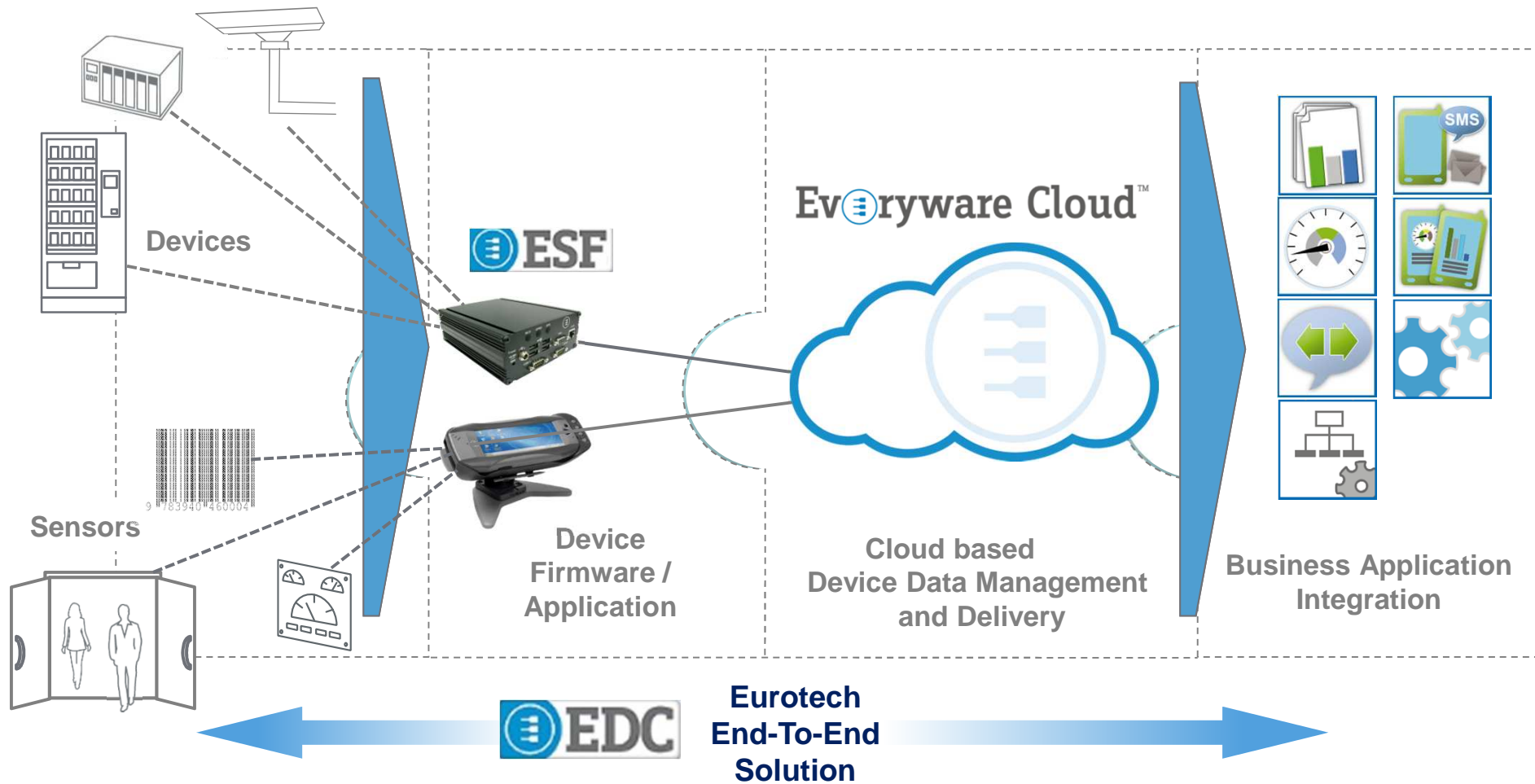


Software platforms
resident in the Cloud and
available as-a-service

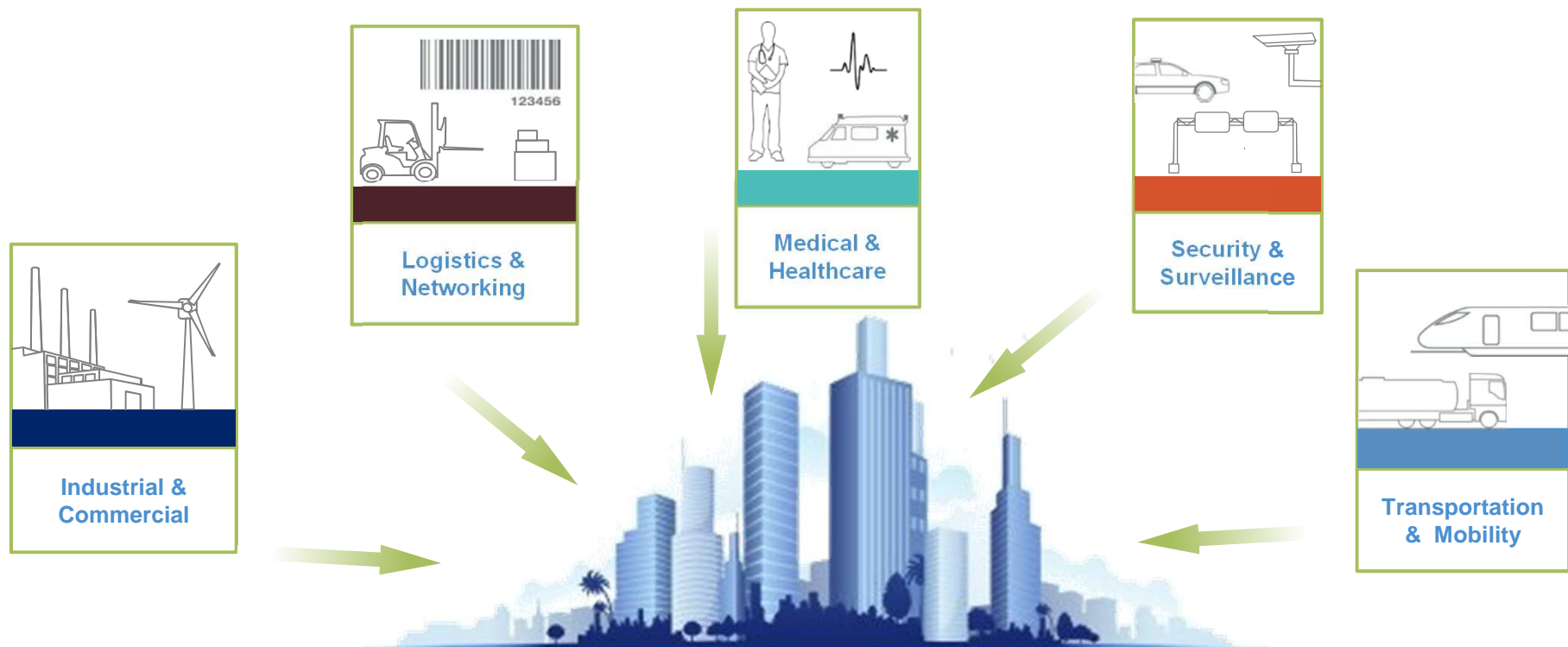
**That's why we've invested
in that direction
during last 5 years**

Eurotech vision: "FedExing Data"


Transforming Bits of Data at the Edge of the Network into Actionable Information in the Business Users' Hands



Ready to address the challenges of today's world: Internet of Things, Smart Cities, Big Data.



The Eurotech Product portfolio is a fundamental element for the development of complex technology architectures such as Smart Cities, whose criticality lies in simplifying the collection of data and their analysis (Open Data and Big Data).



Whosoever desires constant success
must change his conduct with the times.

Niccolò Machiavelli



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