

# Vision and Strategy

*September 17th, 2014*

**Andrea Barbaro, Investor Relations Manager**

# VISION

Computers will be increasingly  
miniaturised and interconnected



**Mark Weiser**

Chief Technologist, Xerox PARC

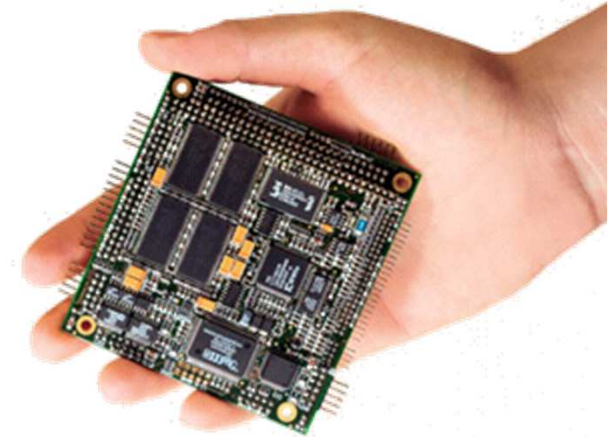
**“The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it.”**

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

# MISSION in 1992

## Embedded PC and LAN

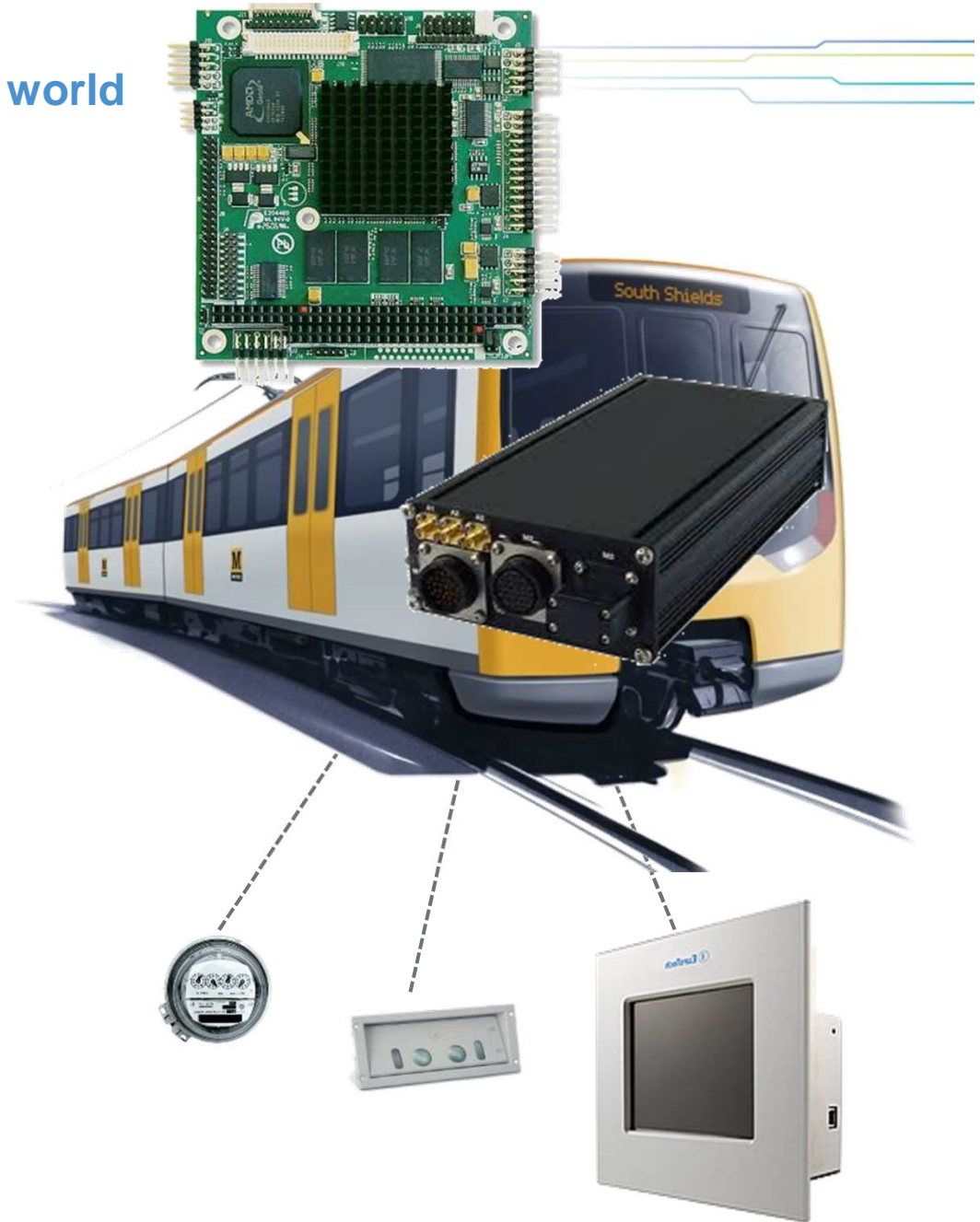
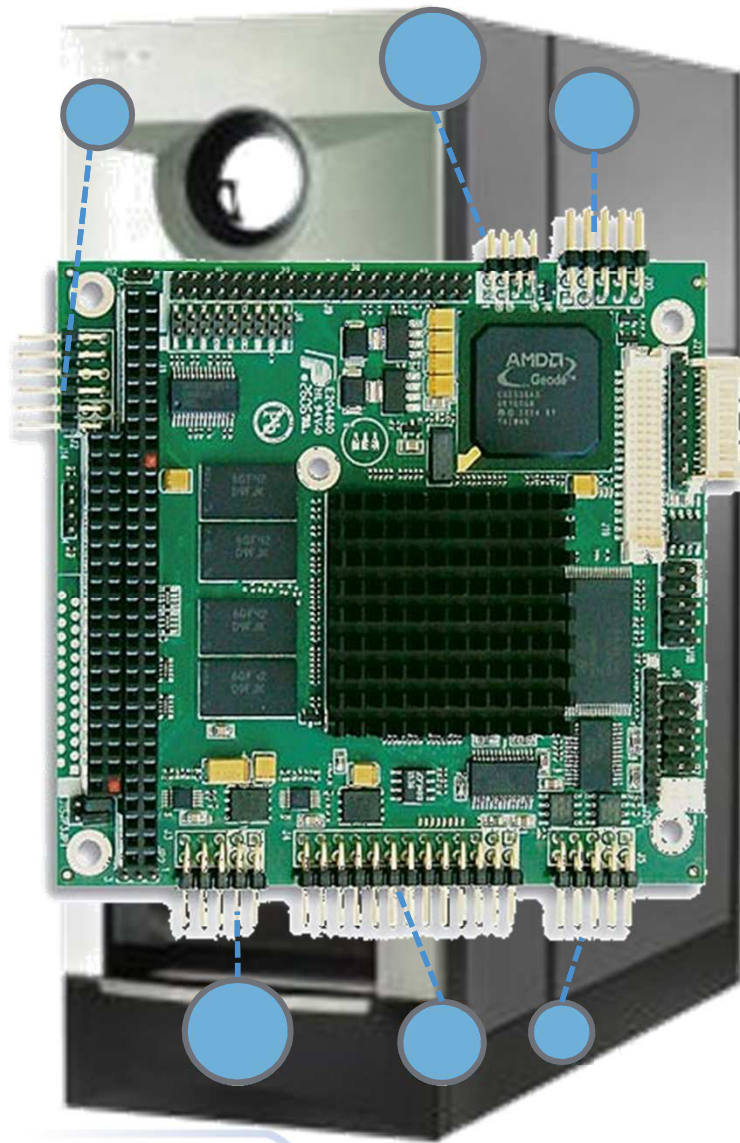
Integrate the state-of-the-art of Computing and Communication technologies to develop **innovative applications**, able to **provide a competitive advantage** to our Customers.



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.

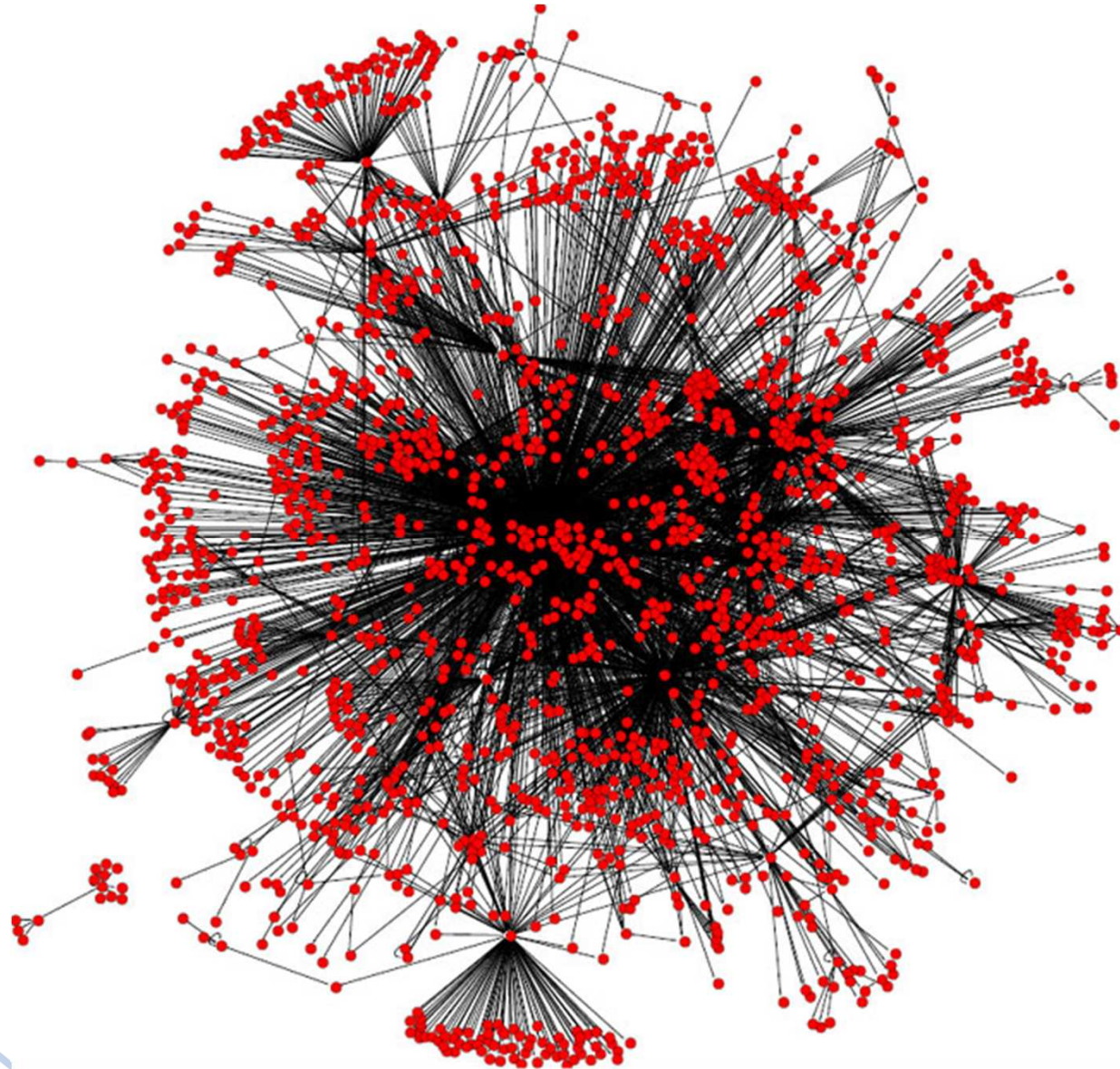


## The Embedded world: i.e. the small world



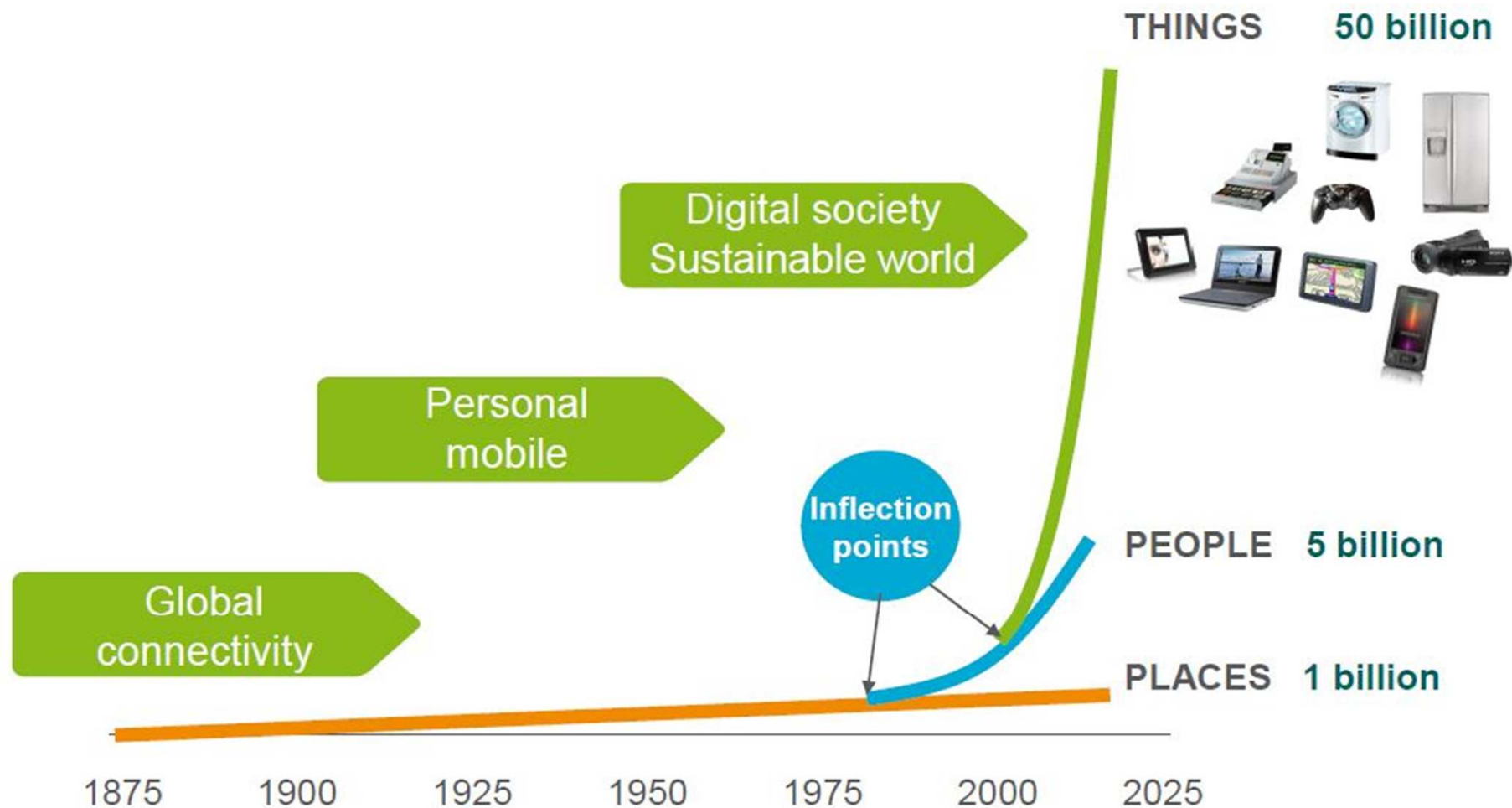


# COMPLEXITY



# 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

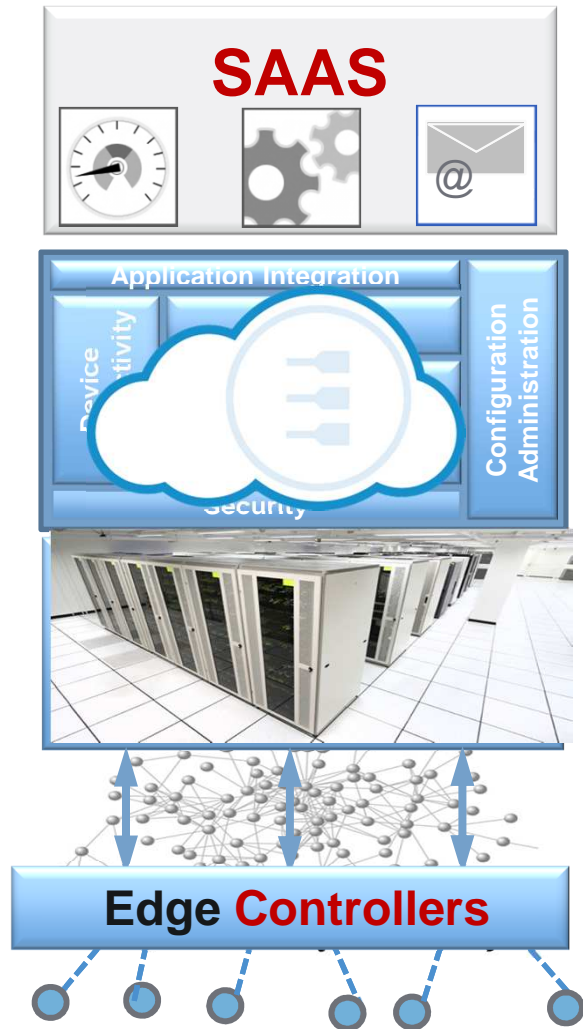


A new Smart World

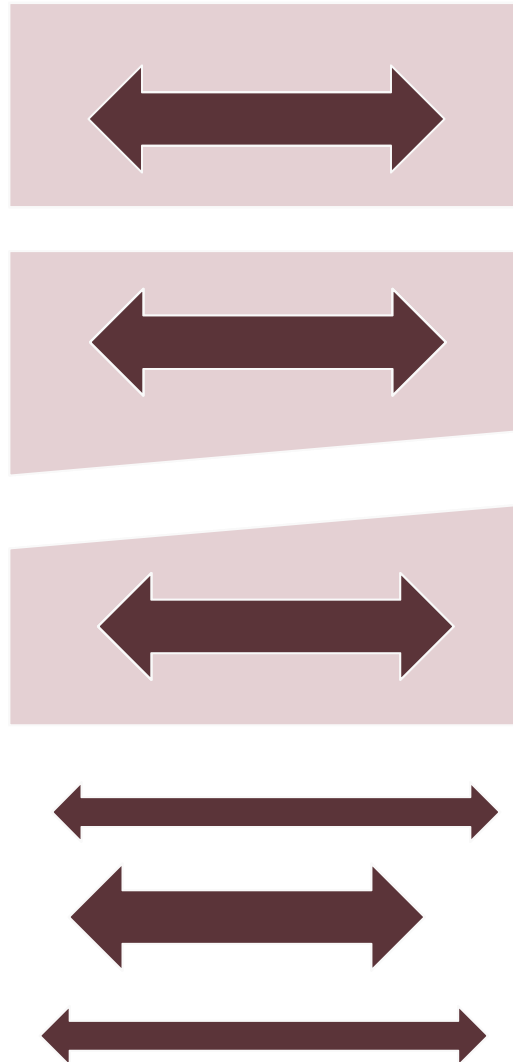
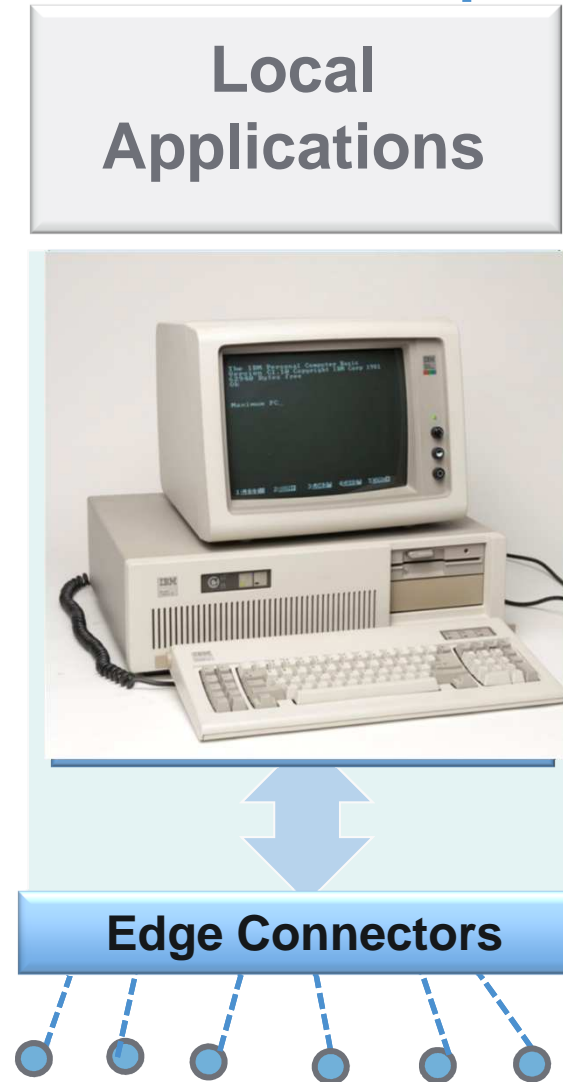


# Architecture Comparison

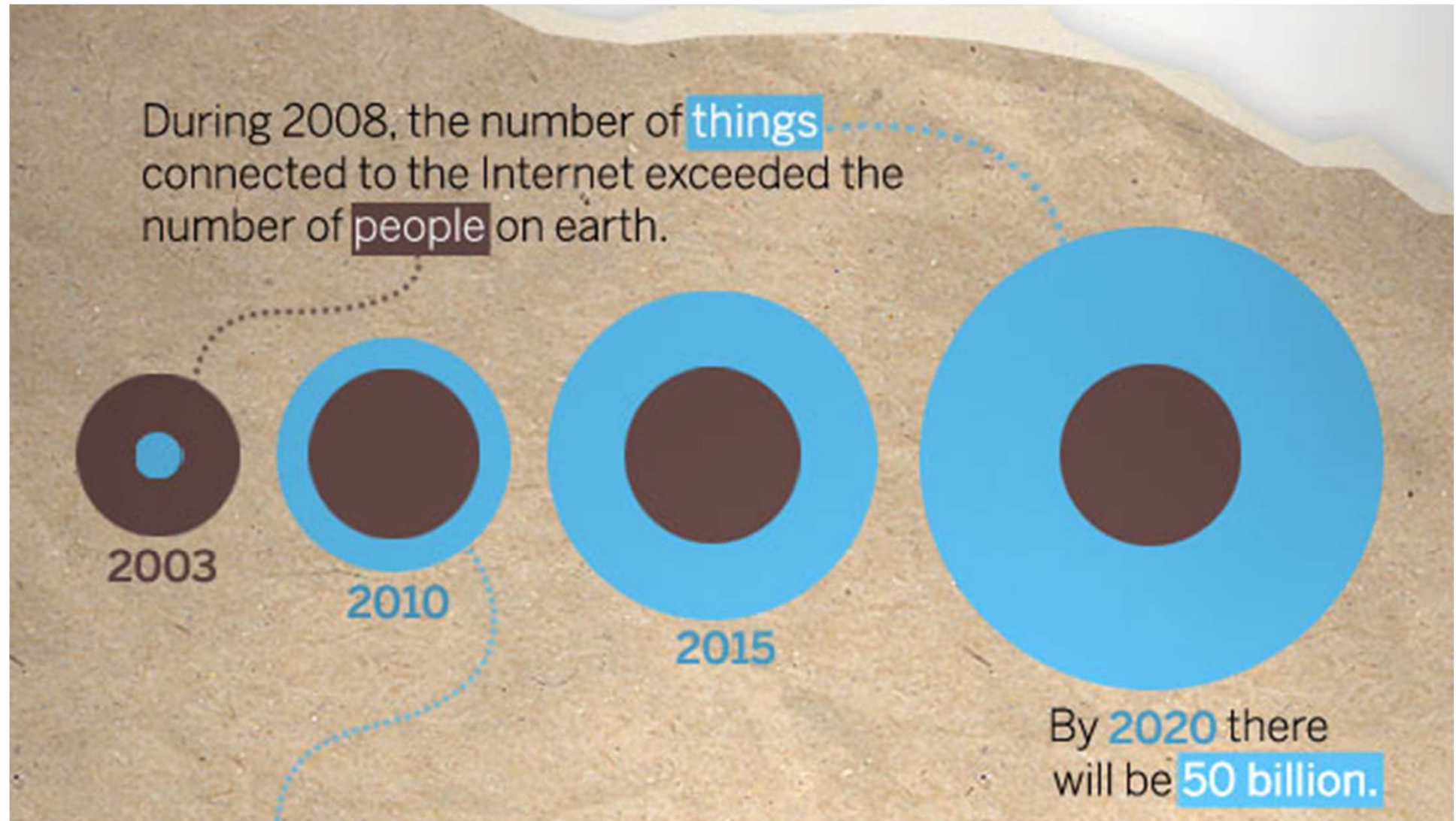
## Planetary Computer



## Embedded Computer



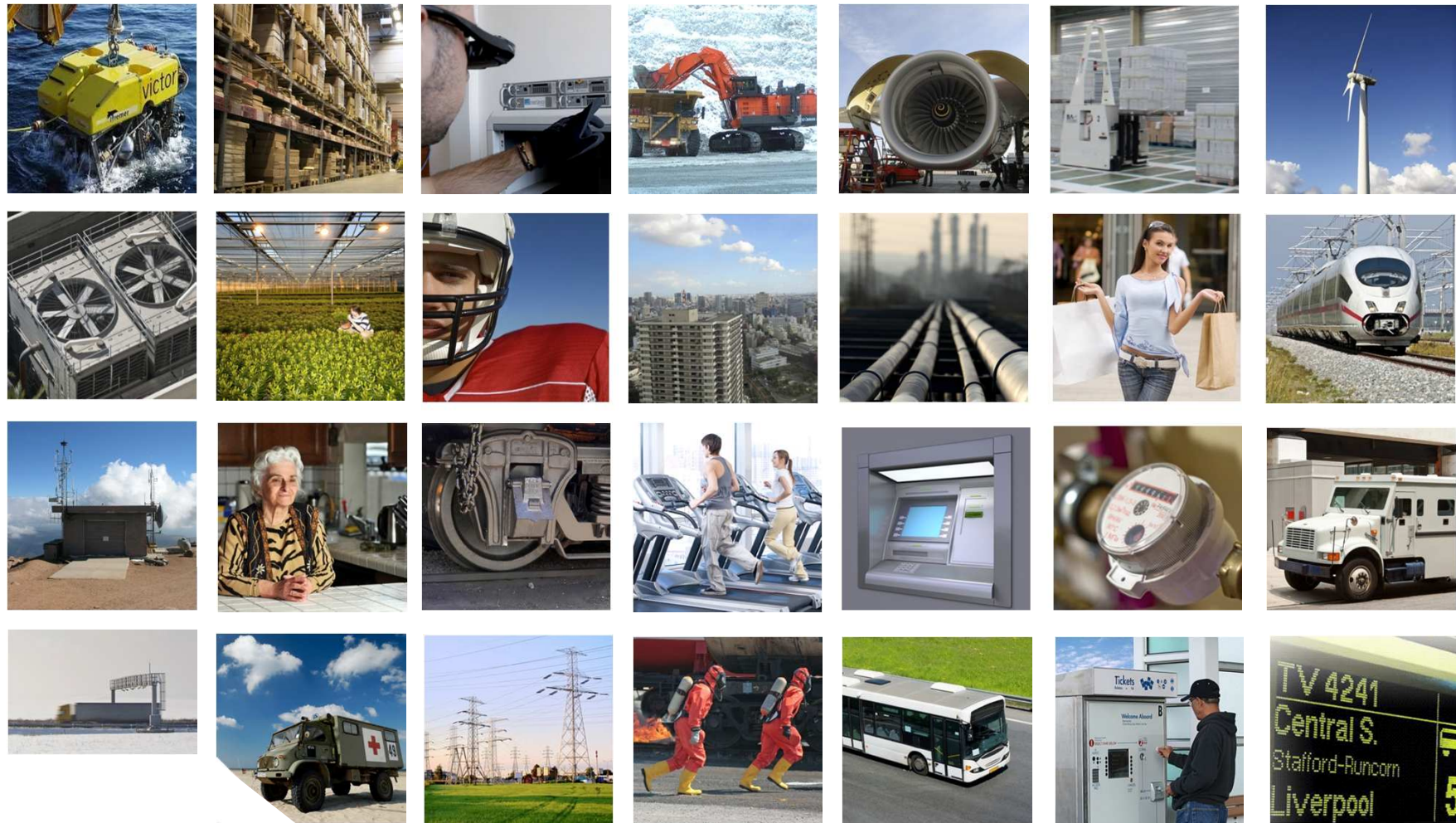
# OPPORTUNITY





# The Internet of Things

## Machine-2-Machine Applications Everywhere ...





# M2M or IoT = a Cambrian Explosion

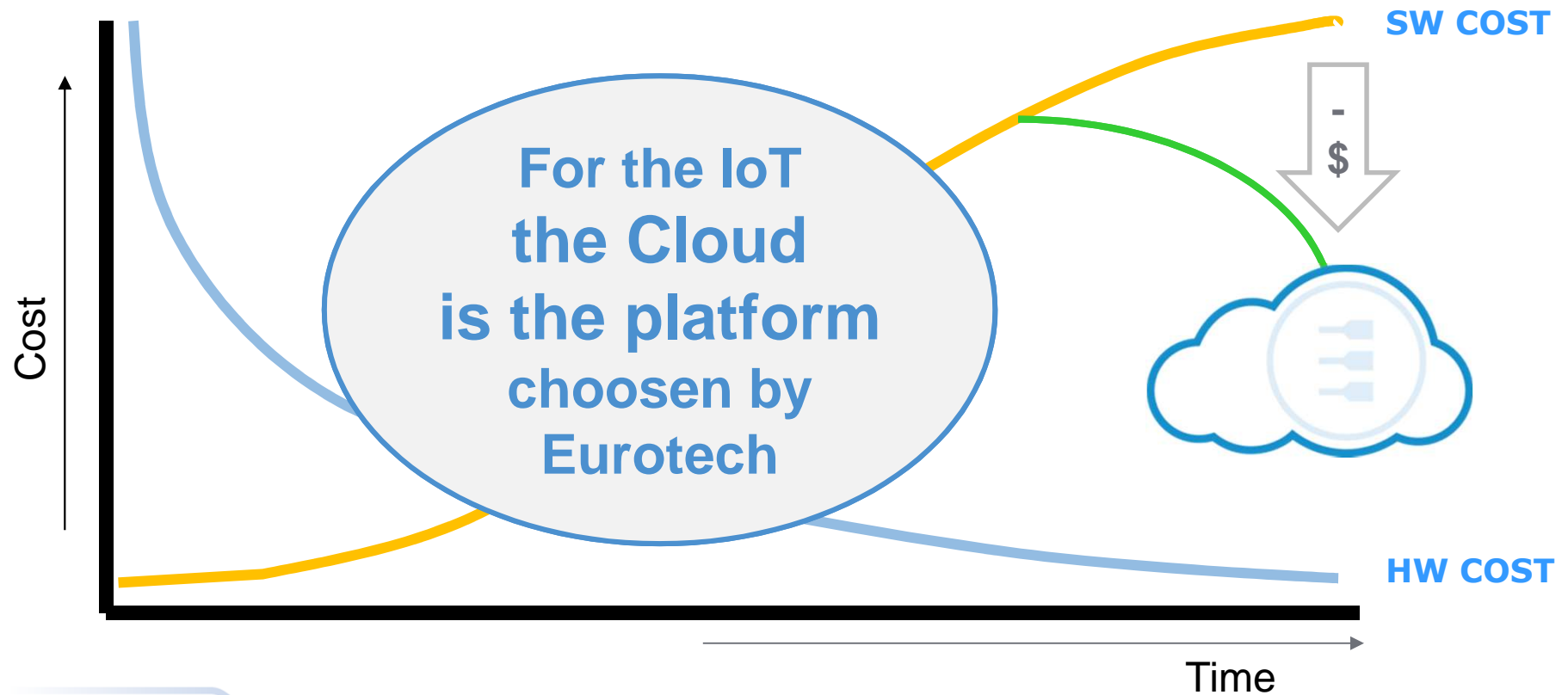




# Eurotech's approach to the Internet of Things

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**

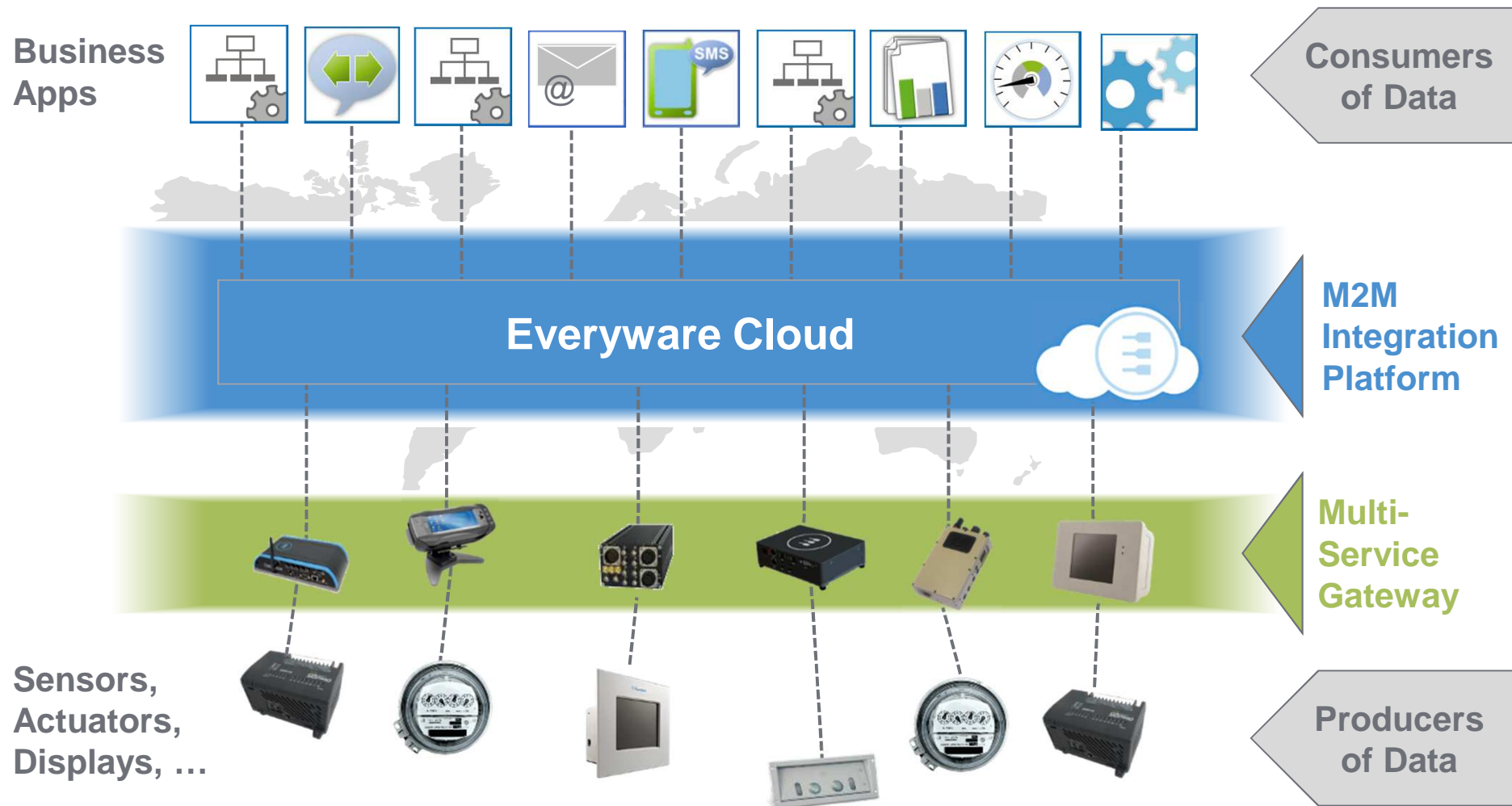
**distributed data Producers (the "Things")**

**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

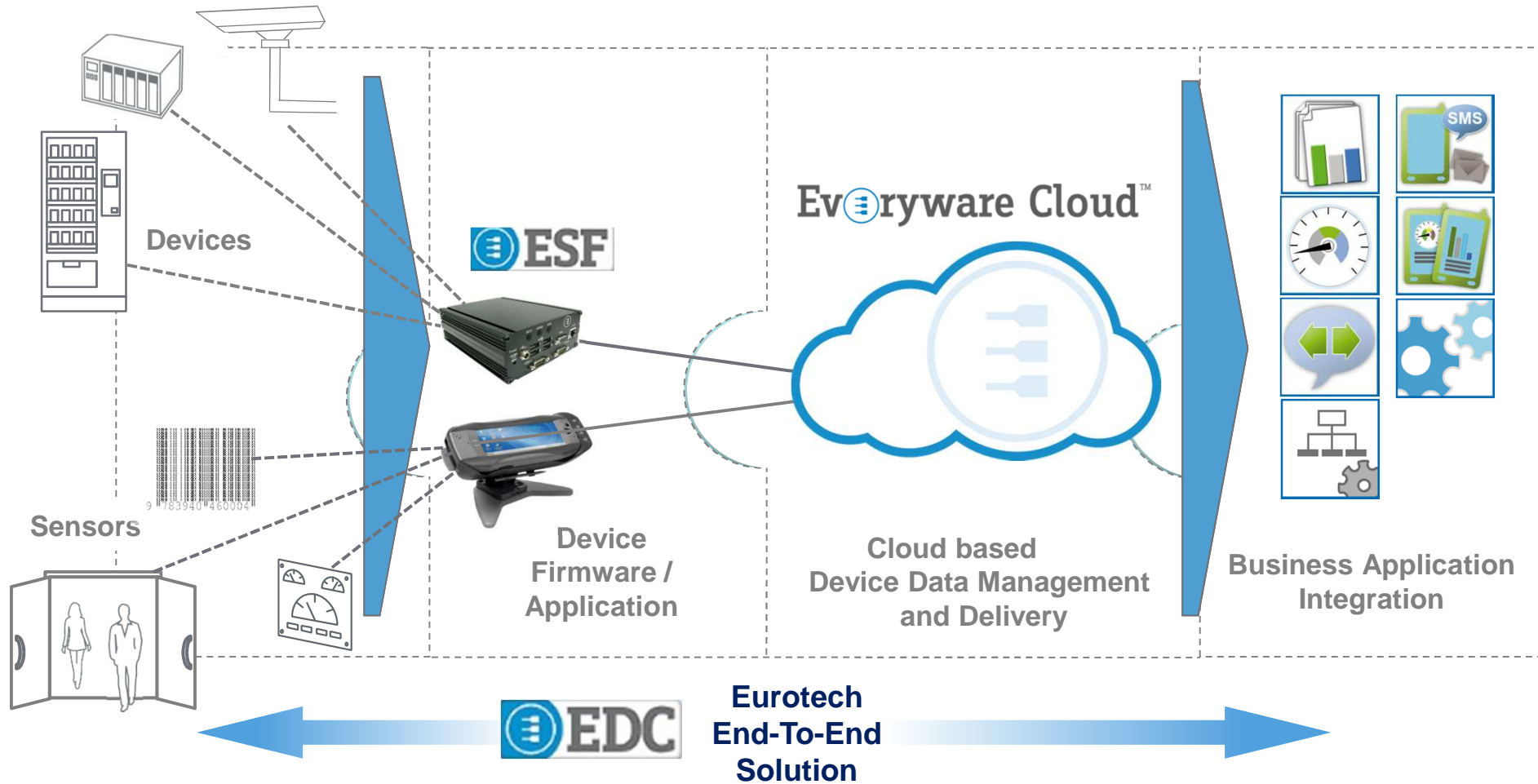


Software platforms  
resident in the Cloud and  
available as-a-service

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

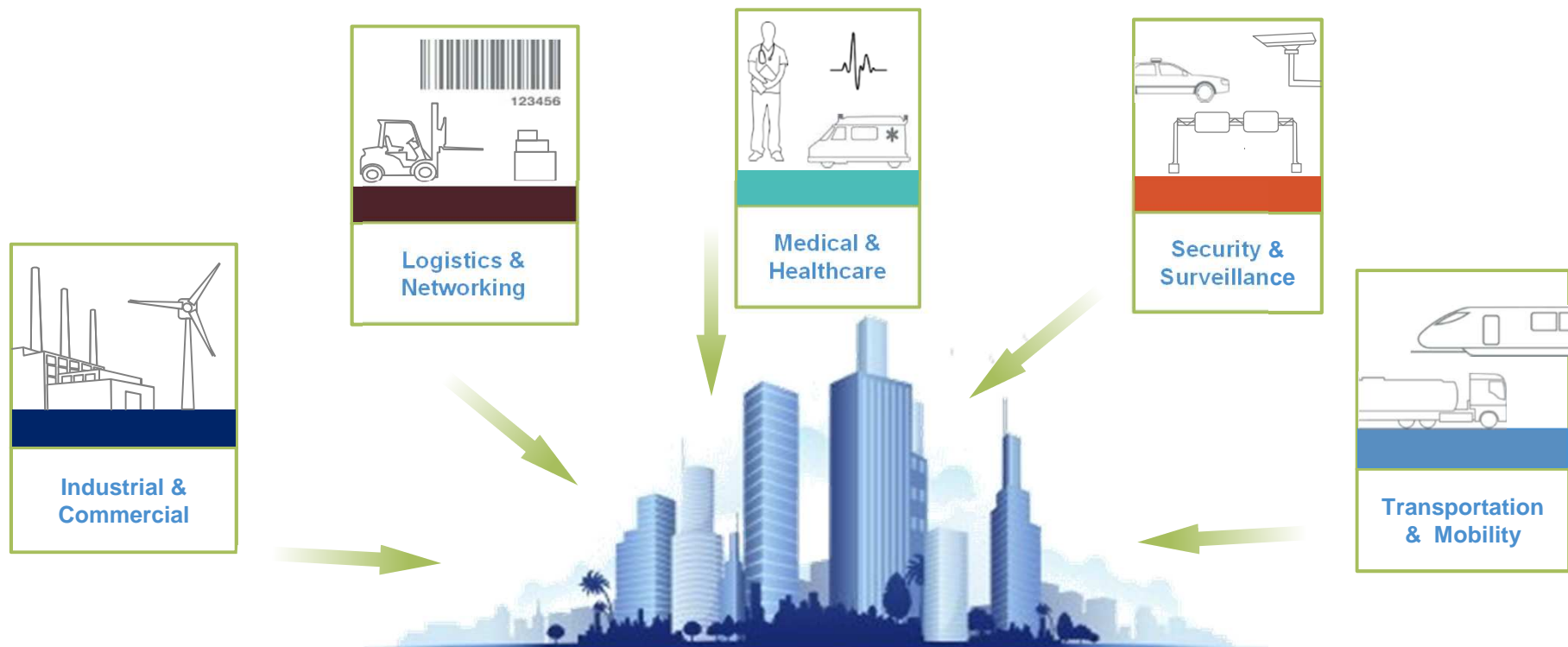
# Eurotech vision: "FedExing Data"

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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