# Management Challenges of IoT

Much has been written around a number of related themes such as the Internet of Things, Smart Industry/Industry 4.0, Smart Energy, Smart Cities, Smart Health Care, Smart Homes, Smart Transport, Big Data, Cloud and Anything as a Service. But there is more than technology that meets the eye.

Join us, get inspired, debate, discuss with some specialist speakers covering multiple angles from this Future Internet, our future. To get a feel and just as a mere example take a look at: https://www.siemens.com/innovation/en/home/pictures-of-the-future/mobility-and-motors/electromobility-video-race.html

## The Speakers

We're pleased to announce that we have been able to arrange for a number of renowned and interesting speakers, such as

- Michael Condry - CTO at Intel
- Nico Baken - Strategist at KPN
- Bernhard Katzy - Director at CeTIM
- Rob van Kranenburg - Founder of the IoT Council
- Elke den Ouden - Fellow at TU Eindhoven
- Joris Castermans - IoT Specialist at the Amsterdam Chamber of Commerce

## Program overview

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| 15:00 | Guest registration |
| 16:00 | Welcome & Speaker Sessions - Part 1 |
| 17:30 | Break & Simple Sandwich Buffet |
| 18:30 | MoU Signing & Speaker Sessions - Part 2 |
| 20:30 | Closing & Network Drinks |
| 22:00 | Must leave the building.... |

## Logistics

**Date**: September 21st 2015, 15:00 -22:00

**Location**: KIVI, Prinsessegracht 23, 2514 AP The Hague.

**Route** information see: https://www.kivi.nl/contact

**Registration**: must be done prior to **September 16**, 2015 via www.kivi.nl/it

Maximum 100 pax. First come first serve.

## Costs

The costs of the event are free for students upon presentment of their student-id and for PhD candidates from MoT (Delft), ICT in Business (Leiden) and NiTIM (international).

Costs are 50,00 EUR for members of KIVI, IEEE, NGI-NGN.

For all non-members the costs are 95,00 EUR.

## Payments

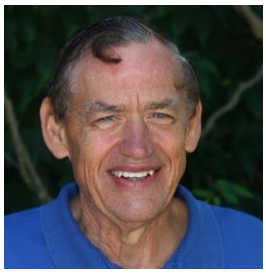
All payment must be done **prior** to visit, electronically to the KIVI Informatica bank IBAN NL32ABNA0407712518 and BIC ABNANL2A with reference "Seminar21Sept15" and your memberID and member organization. Payments must be received by KIVI **prior** to **September 16 2015**.

Onsite registration and payment shall be charged for the **double amounts of the above** in EUR, by PIN or exact cash only under the condition that space is available (fire safety regulations).

# About the Speakers and their Presentations.

## Michael Condry - Intel

Michael was until very recently the Chief Technical Officer for Intel Corporation, Global Ecosystem Division. His career has a mixture of academic and industry positions, mostly in industry. Holding teaching and research positions at Princeton and University of Illinois. His industry roles included AT&T Bell-Labs, Sun Microsystems, and Intel. Michael's CTO role drove on customer innovation, design cost reduction, and other technologies and leading technical staff development. His background includes projects in computer architecture, software, firmware, operating systems, networking, internet applications, standards, and computer security. Michael retired from Intel in June 2015.



Michael is a senior board member for the IEEE Industrial Electronics Society, he created and chairs the IEEE Industry Forum series that has successfully engaged industry in over 12 conferences. Michael is an AdCom member of the IEEE Technical Engineering and Management Society. Michael is also a member of the IEEE Computer Society for over 26 years and is the IEEE Silicon Valley Section Vice Chair.

***On Skills for IoT***

The Internet of Things (IoT) offers the user seamless interoperability and connectivity between devices, systems, services, disparate networks and in a wide range of environments from consumer to industry. Designing products and managing projects in this environment requires strong technical staff, market knowledge as well as technical challenges such as security, power, and networking. Dealing with these challenges demands technical leadership through a strong technical pipeline and knowing all the places these skills are needed. This presentation reviews the concept of a technical pipeline, formulating process, some common errors, and areas where strong technical skills are not always considered. We will examine cases where avoiding technical skills in areas beyond research and architecture can hurt the company's bottom line.

## Nico Baken - KPN

Prof.dr.ir. Nico Baken is a senior strategist / visionary in KPN and part-time professor at TU Delft at the Telecommunications Department (2001- 2015), Department of Network Architectures and Services (Faculty of Electrical Engineering, Mathematics and Computer Science).

Nico was born in Eindhoven in 1955, and after his Gymnasium β honors as a mathematical engineer graduated from the Technical University of Eindhoven, a PhD at TU Delft at the Faculty of Electrical Engineering in the discipline of Integrated Optics, say optical chips.

Nico at KPN was responsible for initiating and implementing the Master Plan of the vitrification of 128 Dutch cities in the Primary Connection Net, PAN city rings and the ATM program. He is the creator of concepts like the PC plumber, Transsectoral Innovation, Liquid Bandwidth, Street Light, Smart Living, digital building genes and Value Cases. Topics where he is doing now holds include: in-house ICT networks, photonics, the Masterplan (The Art of) Smart Living and Smart Cities, trans-sectoral city-Architecture and building digital genome Netherlands. He was a speaker at prestigious TED, is co-organizer of TEDxAmsterdam, has over 50 international papers and patents to his name, also received various awards for his work, among others as the best student of Dr. Neher laboratory. He was the initiator of The Dutch Research Delta, co-founder of Digital Library Building, Live Connect with The Two Pike, author of the Manifesto "The solution of the crisis costs nothing."

***On Digital Menoom.***

In 1976, it was inconceivable for a Dutchman that the entire road network in the Netherlands could be written onto one or two CDs. Nowadays few people can grasp that our entire physical world can be digitally encoded and recalled , with holograms , where everything is familiar because we have the digital genome of our huizne , urban roads et cetera. IoT will add yet another piece of the phenotype to that , the digital " menoom " . What does that mean?

## Rob van Kranenburg - Council

Rob van Kranenburg founded in 2009 Council, theinternetofthings.eu to turn the debate around #IoT in as wide as possible . He works as a community manager in the FP7 project SocioTal.eu and advises various conferences in this area, including IoT Asia (Singapore) and IoT China (Shanghai) . Follow him on twitter @robvank.

***On Time for a Broad Public Debate.***
All the qualities to positively work with the connectivity in Internet of Things are present. A generation Millennium who is not afraid of consistency, who understands that the world politics as an organized network - a platform - to operate, which wants to invest locally in value (see the G1000's the explosion of local initiatives, Peerby, thuisafgehaald.nl, which understands that lease the logical business model in a world where devices are online (autodelen.nl, deelauto.nl, meolease.nl for washing machines ...) and who is willing to think about privacy as privacies, profiles of yourself associated with activities that you do. I go shopping, I put this profile on my phone and I am so approachable and so no.
If we are to think through IoT in a social context with many stakeholders, we can see the Netherlands as a platform the size of a medium-sized Chinese smart city being built now. The Netherlands has always been strong in shedding just in time for the next organizational model. That has always been the basis of our wealth and prosperity, and now there is the opportunity to be linked to a broad social project.

## Elke den Ouden - TU Eindhoven

Elke den Ouden is TU/e Fellow in the Innovation, Technology Entrepreneurship & Marketing group of the department Industrial Engineering & Innovation Sciences of the Eindhoven University of Technology. She is responsible for setting up collaborations with companies and public organizations in the area of smart cities. Her research interest lies in the new business development in public-private value networks, with a specific focus on smart lighting and smart city solutions. She is program manager in the Intelligent Lighting Institute and the Data Science Centre Eindhoven. Next to her academic role, she is also involved in the realization of smart lighting and smart city solutions through projects of LightHouse and various Living Light Labs. She is author of Innovation Design creating value for people, organisations and society , published by Springer Science+Business Media.

***On Smart Cities***
Practical challenges of ambitious innovation partners Technological developments in IoT and data science enable new value propositions for citizens and society. But it also requires a paradigm shift to ensure meaningful solutions really contribute to quality of life in the city. How does it impact you and your way of working? As business, as municipality, as knowledge institutes or as citizen?

## Joris Castermans - IoT Specialist at the Amsterdam Chamber of Commerce

Originally an industrial designer and working as an innovation consultant Joris has been helping companies for over fifteen years to develop their next-generation business with product, service and business model innovation. Since 2011 Joris is specializing on innovation in the field of the 'Internet of Things'. At Syntens Innovation Centre (since 2014 merged with the Chamber of Commerce) he was the initiator and driving force since then on this theme. In workshops and seminars he inspired approximately 2,000 companies, advised 100+ companies from various sectors and built an extensive knowledge and partner network. As 'Product Owner IoT' he is within the Chamber of Commerce responsible for the content development and marketing of digital services for on the topic IoT.

***On Building New IoT-Business: Lessons Learned***
The Internet of Things offers substantial opportunities for businesses. But innovation in the field of the Internet of Things is complex. It requires a lot of companies. A fresh and more holistic look at their current business, new knowledge and skills, setting up business processes, new partnerships and innovating in co-creation. Joris shares his lessons learned on building new IoT-business based on twelve cases were he was involved as an innovation consultant and co-creation facilitator.

## Bernhard Katzy - CeTIM

Professor Dr. Bernhard R. Katzy started his professional career as car mechanic and later studied and earned master degrees in electrical engineering and business management. He holds a PhD in industrial management from University of Technology Aachen (D) and a second PhD (habilitation) in general management and technology management from University of St. Gallen (CH). He currently is professor at Leiden Institute of Advanced Computer Science and at the University BW Munich and director of CeTIM Center for Technology and Innovation Management. His research interests focus on entrepreneurial management of fast growing high-tech firms, especially in the emerging industrial structures for the information age.


***On Entrepreneurial Innovation***
Entrepreneurial innovation of high-tech based services is what makes industry smart. Technology has matured from the early days of computer-integrated manufacturing to virtual organizations and agile businesses of the 1990´s, to industry 2.0 and the most recently industry 4.0. The engineer is entrepreneur in the sense that besides technology he needs to configure services based on the technology to serve the customer´s needs.