

NICT ASEAN IVO FORUM 2015

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IoT Open Innovation Platform

Adoption of Open Innovation Platform for collaborative IoT solutions and applications development.

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Internet of Things (IoT)



Web of smart devices.
50B devices by 2020¹



Intelligent network of data and services



Huge market for smart and mobile applications

The widespread usage of smart phones and smart sensors in the network today has transformed the network into a connected web of smart devices and intelligent services.

Huge Demand for Applications & Services

2010

300,000 mobile applications available

11,000,000,000 (11B) downloads
(Source: Cisco Internet Solution Group)

2014

77,000,000,000 (77B) downloads expected
(Source: Cisco Internet Solution Group)

7X increase compared to 2010

2020

IoT applications and services forecast huge opportunity with the right ecosystem and application platform.

Malaysian market potential on IoT applications and services is RM7.5B
(Source: Gartner 2014)

2025

Malaysian market potential : RM34B. (Source: Gartner 2014)

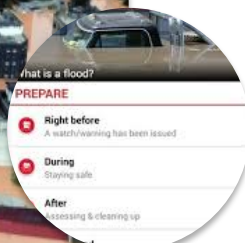
Natural Disaster Relief Use Case



Search and Rescue
Flood Relief



Surveillance & Monitoring
System



Flood Relief IoT Application
urgently needed



Rapid creation of live
saving & relief applications

Customer Aware Retail Advertisement Use Case

Higher Sales

Rapidly develop and modify IoT apps for changing retail market.

The evolution toward digital business is gaining traction. As a result, AD organizations must build technological foundations supporting rapid iterations, experimentation, performance and scalability based on Web-scale design and architectural principles. (Gartner. Predict 2015: Application Development 19 Nov 2014. AD: Application Development)

Point of sales

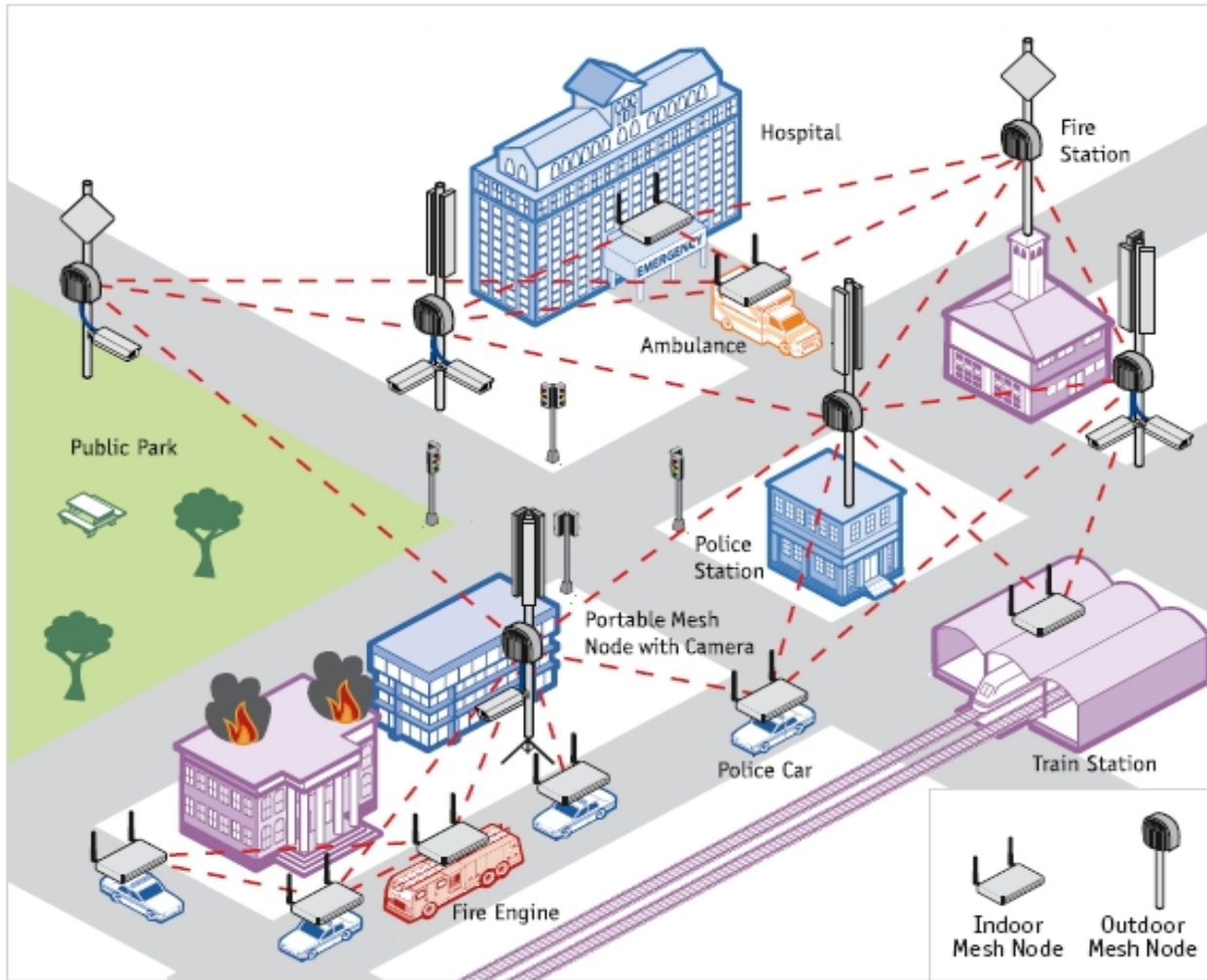
Guided indoor navigation

Targeted advertising

Location Based Advertising

HowardDigital.com

Public Safety Rescue Integrated System Use Case



Cars



Traffic Light



Fire Truck



Camera



Hospital



Fire Station



Assisted Living for the Elderly Use Case



Social Needs



Medical Care



Physical Care



Family Ties



Communication



Self Reliance

Rapid Changing Market Requirements

Rapidly changing market require rapidly changing applications. Otherwise they become obsolete and unusable.



Include users/customers in development



Provide programming models



Standardize devices



Perform testing early in development



Facilitate commercialization



Measure usage successes

Challenges in IoT Applications

- **Pervasiveness:** Widespread use of connecting devices creates a huge network of many different types of IoT devices to connect. This increases the complexity to interconnect devices.
 - Application centric platform layer to connect to the different devices available.

Application
Enablement
Platform

Opportunities in IoT

Applications

- **Complexity:** No common standard among different system provider. Huge integration effort.
 - Platform middleware providing integration by adopting common standards.
- **Vulnerability:** Multi-vendors provide services. No control over your own data, services and security.
 - Platform includes private cloud adoption to provide platform ownership.
- **Diverseness:** Market place has changing requirements. Applications will take too long to develop and deploy. Need to use agile tools and platforms. Need to produce compelling applications.
 - Platform provides the facility to develop and test applications rapidly.

Platform
Middleware

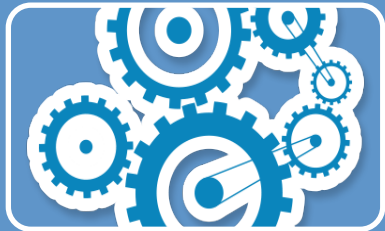
Platform
Ownership

Rapid
Development
Platform

**An IoT platform
needed to
provide these
features**

Challenges in IoT Applications

Application
Enablement
Platform



Platform Layer

- Service framework
- Network management
- Data management & analytical engine
- Security framework

Platform
Middleware

Platform
Ownership

Rapid
Development
Platform

Platform Layer Realization



Platform Layer

- Service framework
- Network management
- Data management & analytical engine
- Security framework

Application
Enablement
Platform

Platform
Middleware

Platform
Ownership

Rapid
Development
Platform

IoT 4 Layers Architecture

Application Layer



Platform Layer

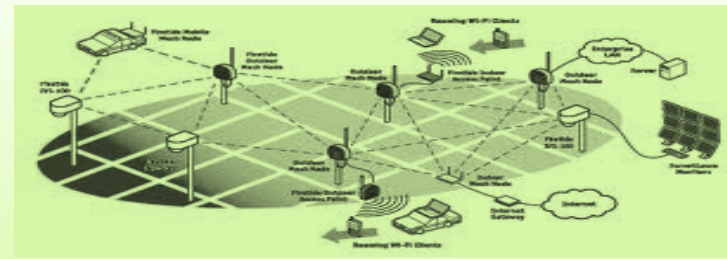


- Service framework
- Network management
- Data management & analytical engine
- Security framework

Network Layer



- Wired and wireless connectivity
- Edge middleware
- Pervasive network



Sensor (& Actuator) Layer



- Sensors & actuators
- Embedded middleware
- Mobile devices





IoT Open Innovation Framework

Network of sensors and devices

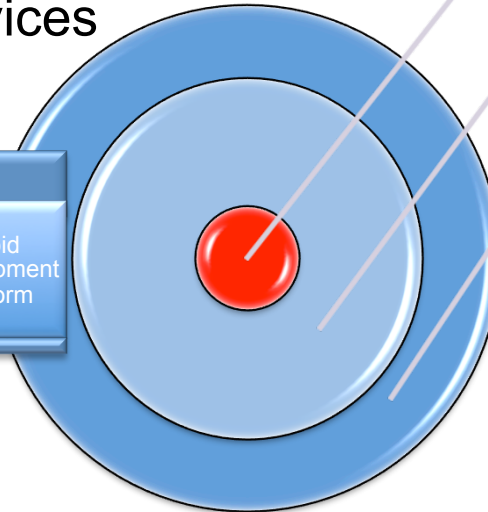
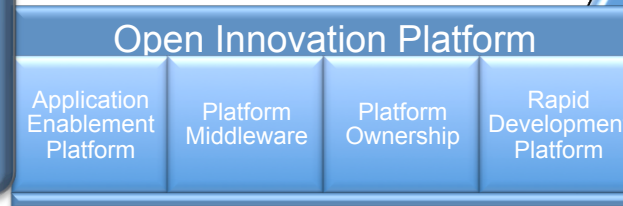
IoT platform bridge between data and services

Services

Enterprise Services

Analytics Solutions

IoT Service Bus



- | | | |
|--|---|--|
| <p>Device</p> <ul style="list-style-type: none"> • Smart phones • Tablets • Wearables | <p>Sensor</p> <ul style="list-style-type: none"> • Cameras • Energy Sensors • Soil Sensors | <p>Network</p> <ul style="list-style-type: none"> • WIFI • 3G/4G |
|--|---|--|

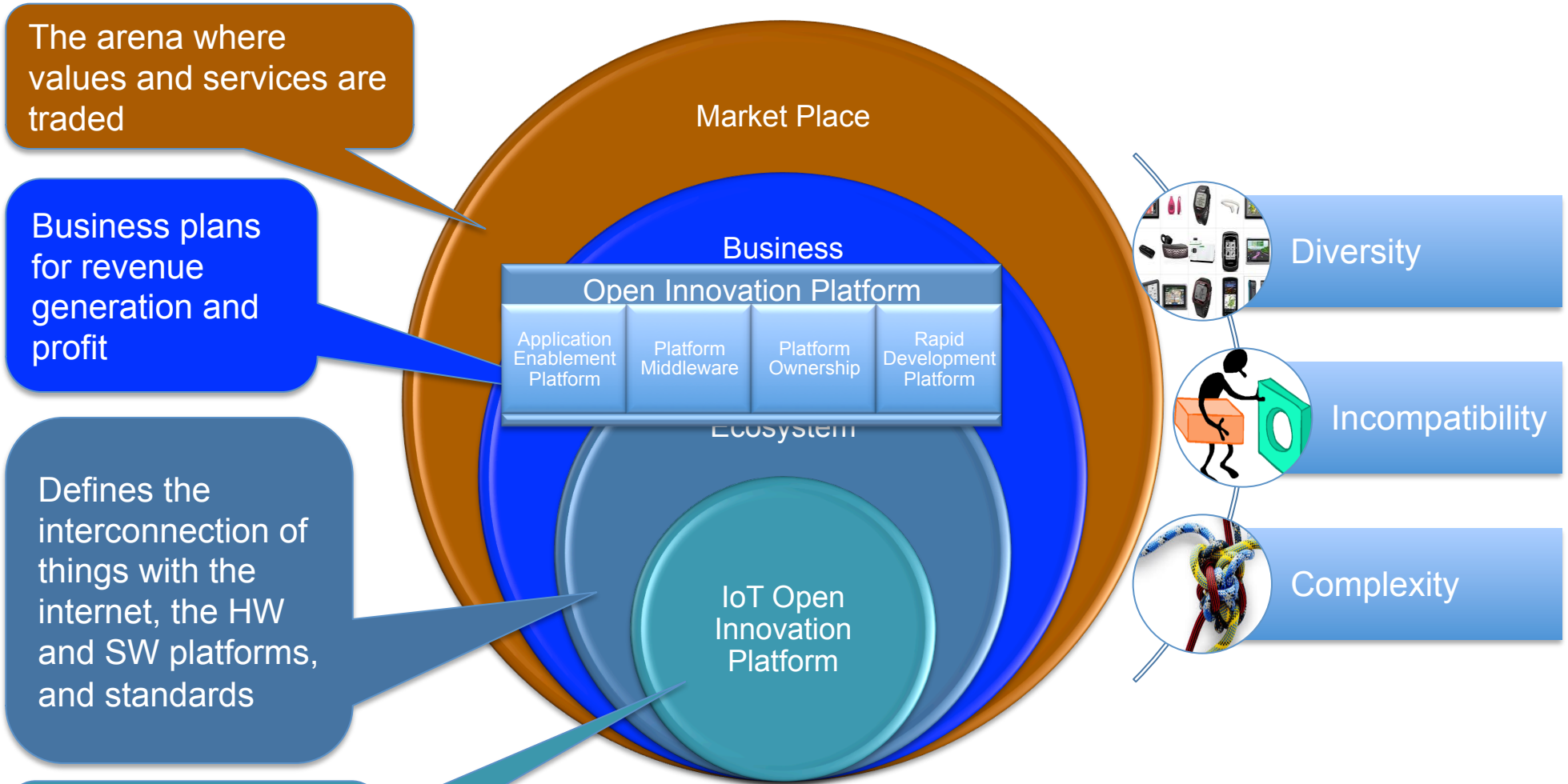


MIMOS Internet Services of Things



The key to unlock IoT innovations

Supporting the Market Place



The IoT platform needs to support the Business Model Framework and Market Place



Trends in the Market Place (Telecom Perspective)



Managed Services Trend Will Begin To Rise In Telecom Market



Telecom Providers Will Begin Monetizing Their Data Internally And Externally

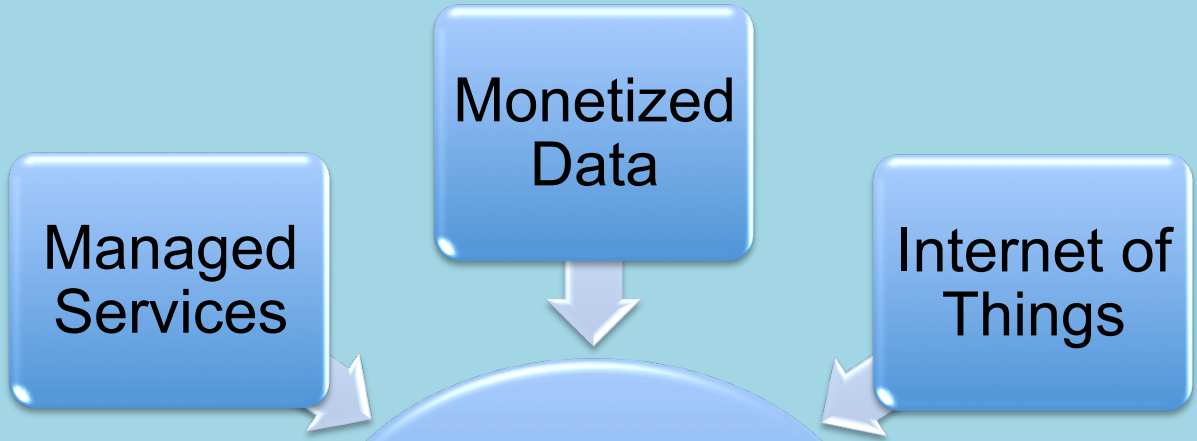
Data monetization will be important for mobile service providers to create new revenue streams.



Telecom Providers Will Expand Ecosystem Partners And Drive The Market As M2M Evolves To IoT

Commercialization of Services

Trends



Means



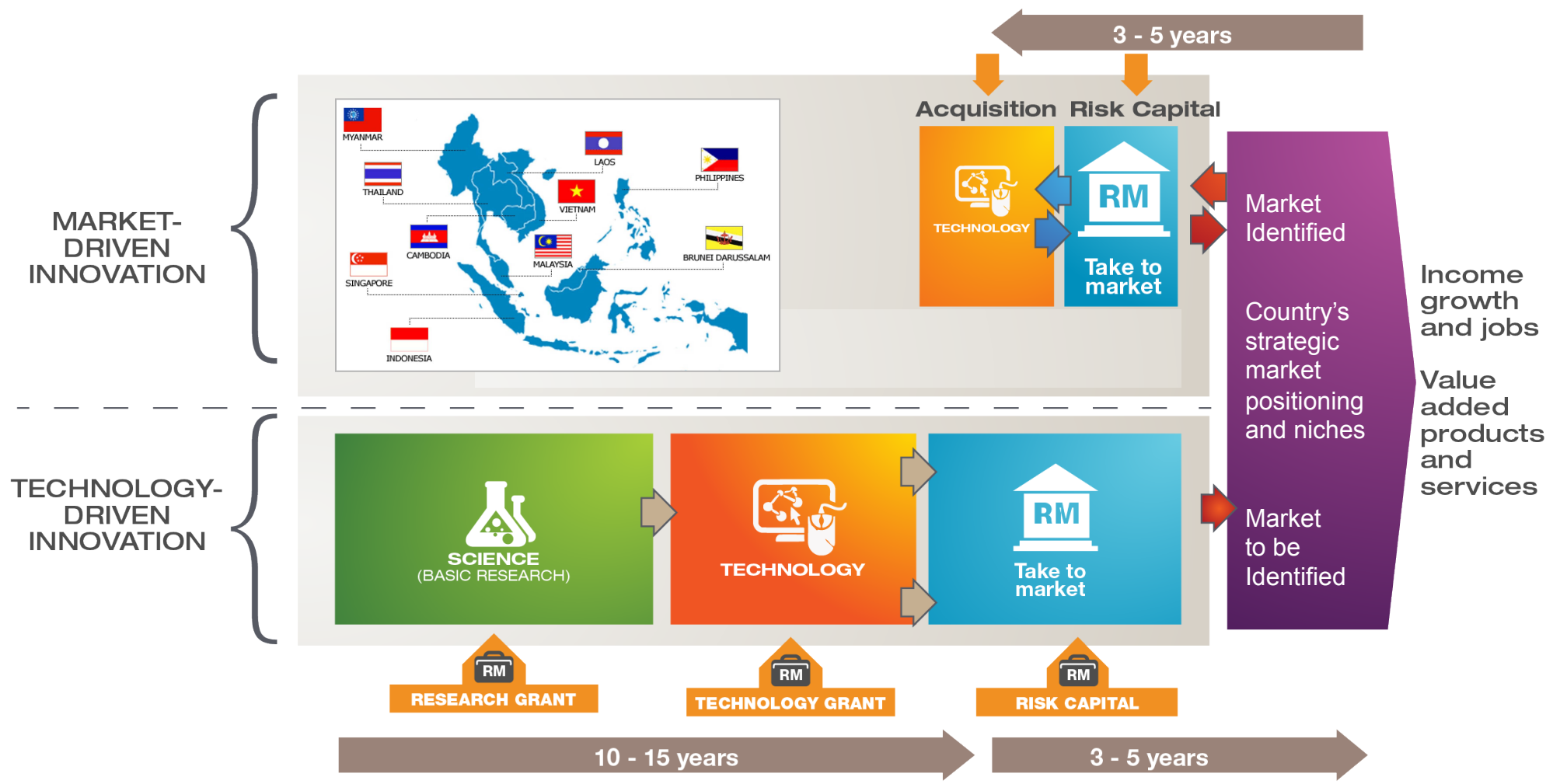
Solutions

Mobile Applications

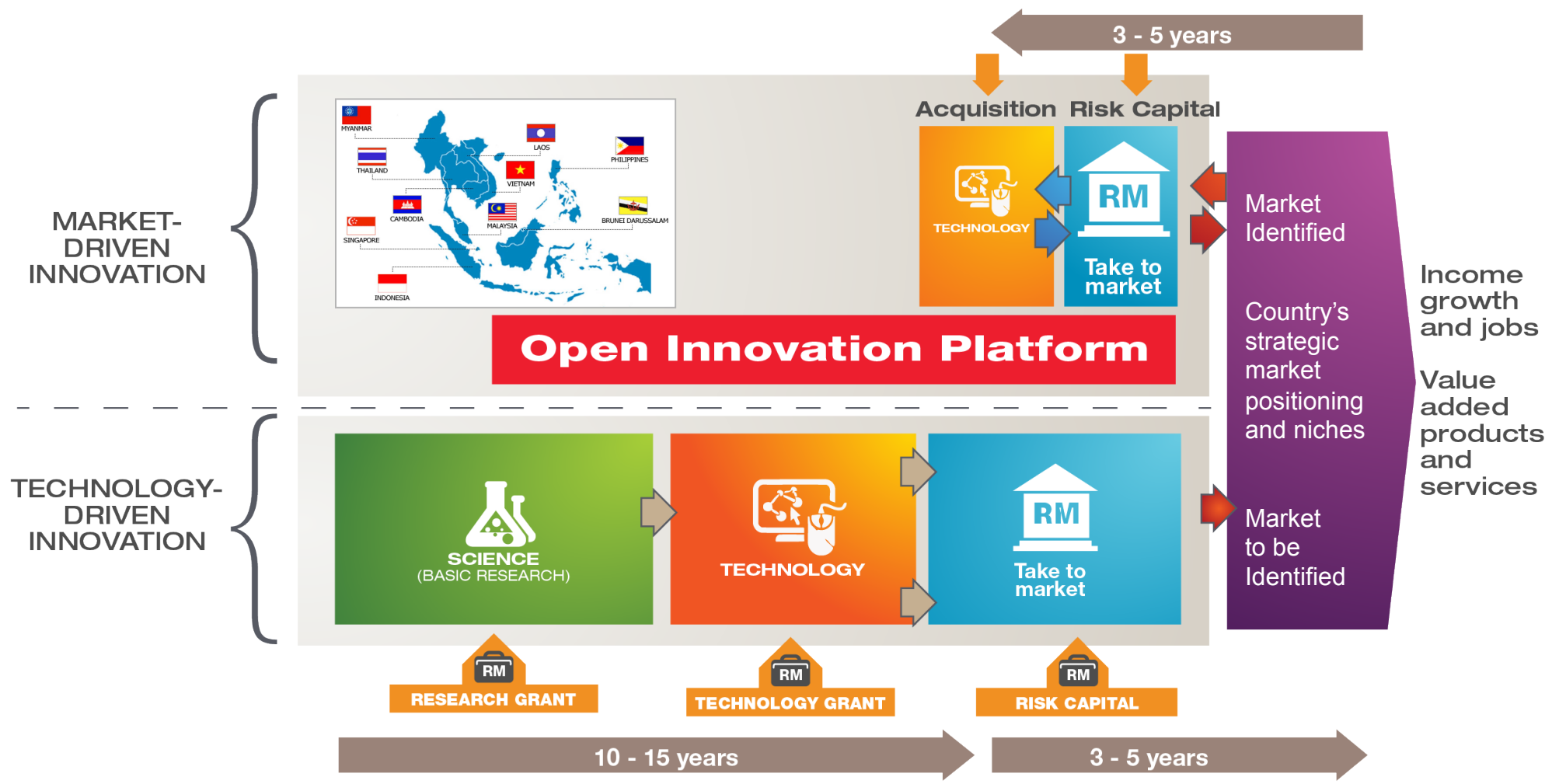
Enterprise Solutions

Consumerization of IoT

Universal Innovation Model

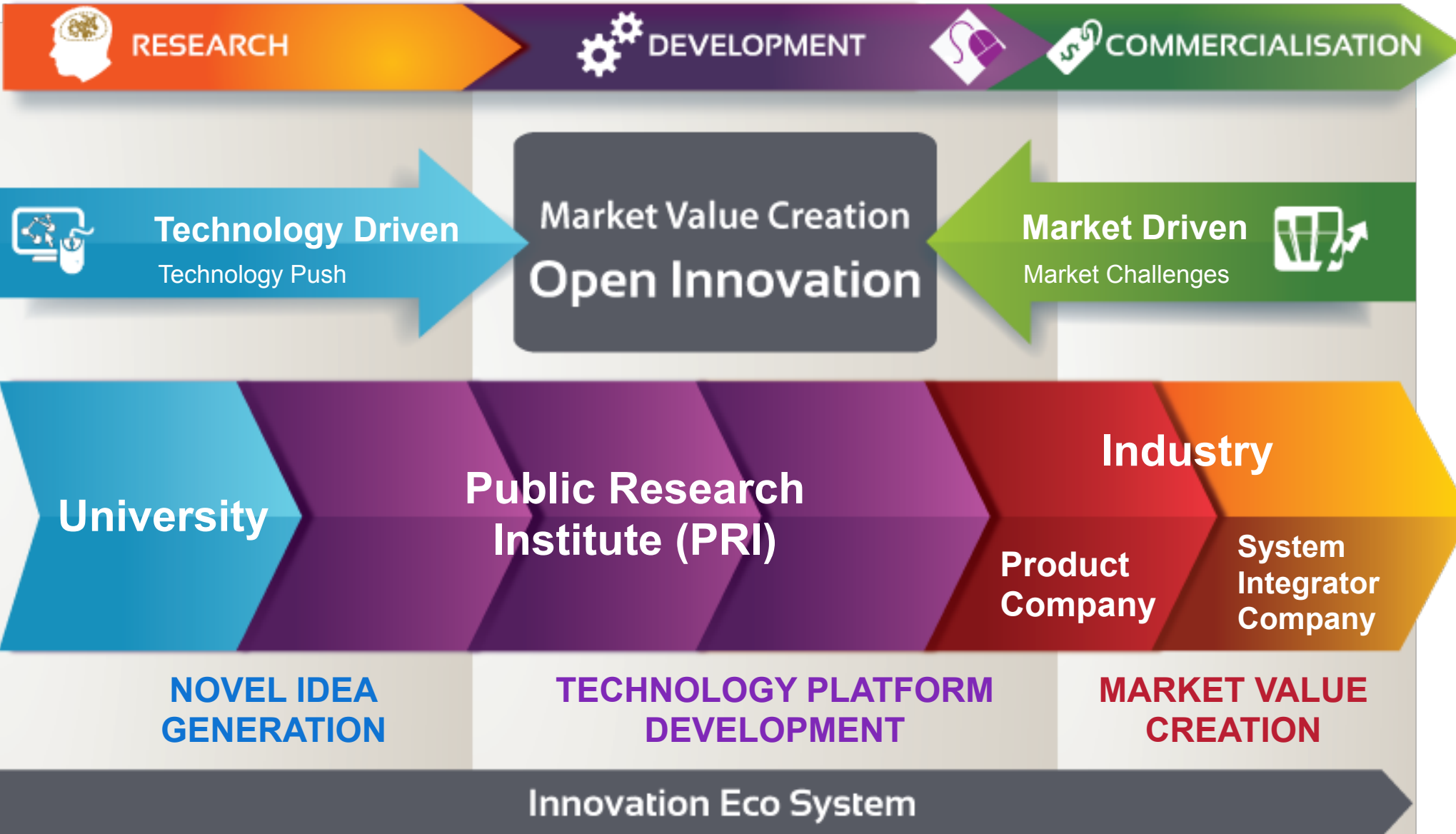


Open Innovation Platform to accelerate industry growth





Collaborating for Success





Value of Open Innovation Platform

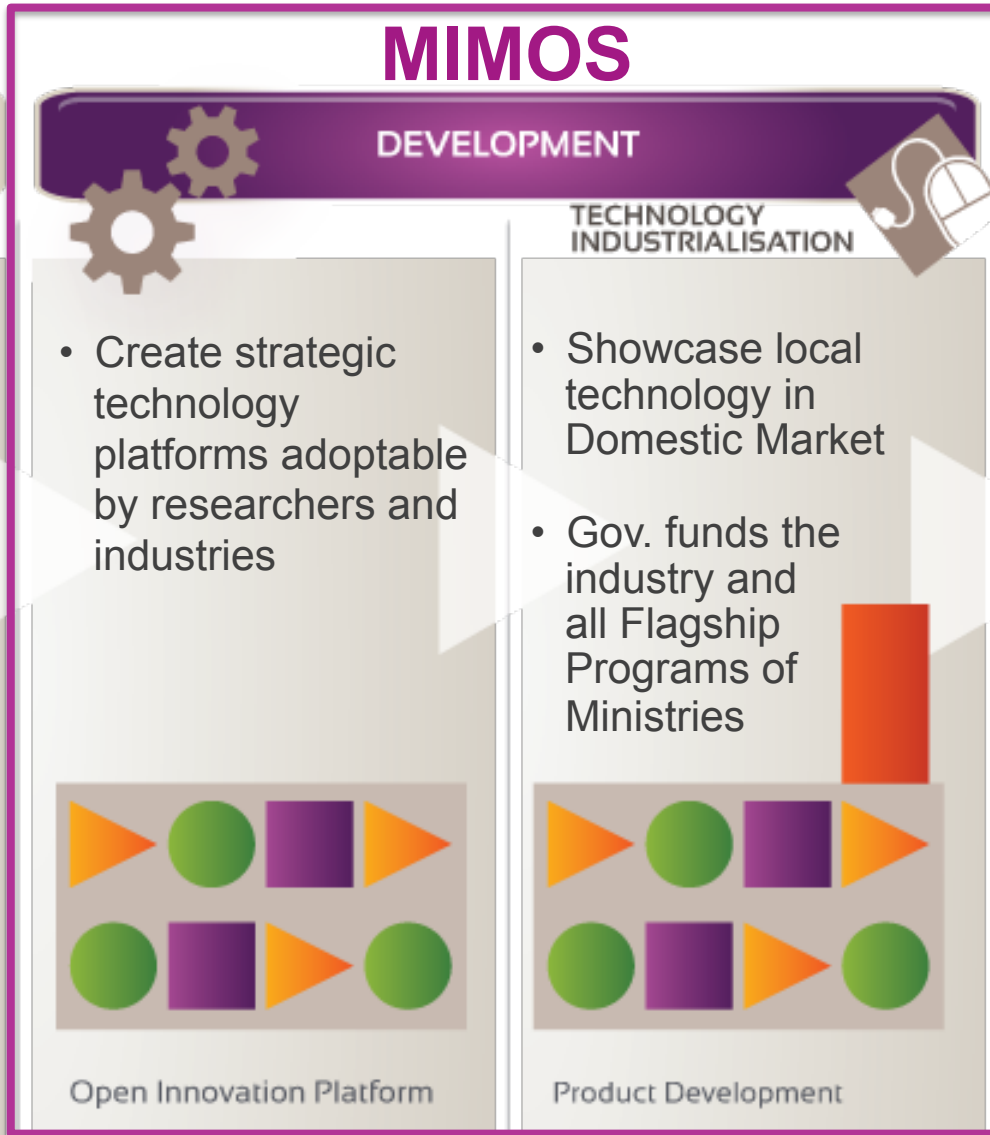
RESEARCH

- Focus on novelty and inventiveness in Technology Research

Sandbox



Research Components



COMMERCIALISATION

- Focus on Solutions for Market Verticals
- Go-Global market strategy thru G2G Bilateral Agreements



- Products
- Solutions
- Applications

▶ Acquire
 ■ Existing
 ● New Component

Speed To Market Thru Open Innovation Platform



Collaborating for Economic Growth

“Economic growth is based on advances in productivity, and productivity is based on discovery and innovation”

Professor Jeremy Siegel, Wharton.
The Shape of Things to Come, *Newsweek*, April 8, 2010

Innovation Economy

(Knowledge Economy)



High Impact Innovation



R&D
Collaboration

New Innovations:

- Business Models
- Services
- Products
- Technologies

Collaborations on IoT Open Innovation Platform



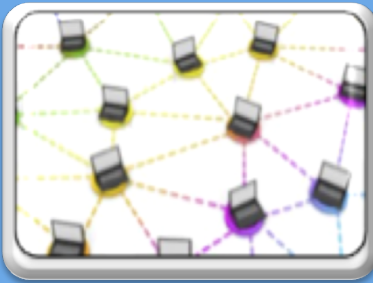
Applications Centric Platform

- Application Integrated Development Environment
- Intelligent Dashboard



Platform Middleware

- Virtual Internet Protocol
- Services Framework



Wireless Network Infrastructure

- Smart Antenna
- Application Defined Network
- Universal Gateways

Proposal Summary

Identify the scope for an IoT Open Innovation Platform for ASEAN

- To provide the medium for collaborations and reuse among academia, research institutes and industries.
- To collaborate among ASEAN and NICT.

Identify technical opportunities for an IoT platform for ASEAN

- How to deliver the value chain for IoT?
- What platform to meet the needs of ASEAN countries market place?
- What specific technologies required for ASEAN unique requirements?

Propose a development plan for an ASEAN IoT platform

- Propose a prototype based on the requirements and scope required.



Thank You

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