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Internet of Things Executive Event

October 14, 2015

Palo Alto, California

Agenda – October 14, 2015 Internet of Things Executive Event

Theme: Applications within Verticals

Location: Palo Alto Hills Country Club, 3000 Alexis Drive, Palo Alto, California

3:30 - 4:00pm **Registration and Networking**

4:00 - 4:05pm **Introduction**

4:05 - 4:55pm **Panel 1: "Customizing Infrastructure for Verticals"**

Moderator: Prith Banerjee, EVP & CTO, Schneider Electric

co-Moderator: Ali Tabibian, GTK Partners

Behrooz Abdi, CEO, Invensense

Snehal Antani, CTO, Splunk

Brian Finch, Partner, Pillsbury Winthrop Shaw Pittman; Washington Privacy Counsel

Tony Shakib, Head of IoT Industry-Vertical Business Unit, Cisco

4:55 – 5:05pm **Break**

5:05 - 5:55pm **Panel 2: "IoT Vertical Applications", Moderator: Ali Tabibian, GTK Partners**

Paula Downey, CEO, CSAA Insurance Group, a AAA Insurer

Captain Beau Duarte, US Navy PM for Unmanned Aerial Vehicles

Alysia Green, CIO, Gas, Midstream & Corporate Functions, Chevron

Dr. Pravene Nath, CIO, Stanford Health Care

5:55 - 6:15pm **Fireside Chat: Consumer Adoption / Connected Home, Moderator: Ali Tabibian, GTK Partners**

Ron Johnson, Founder & CEO, www.Enjoy.com and former founding SVP of Apple Stores

6:15 - 7:30pm **Cocktail Reception**

Sundance Steakhouse, 1921 El Camino Real (at Stanford Avenue), Palo Alto, California

7:45pm Dinner for panelists and select others

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Introduction

Ali Tabibian, GTK Partners

- Audience demographics

- Conference themes: inevitable digitization of enterprises and homes, but how to choose projects/products and how will it happen?

- Logistical information

- Introduction of Panel 1

Panel #1: Topics Framework

Behrooz Abdi, CEO, InvenSense

- *Intro:* Background on InvenSense and what IoT means

- *Successful IoT Solutions:* when enabling IoT products, what works, what doesn't. Experience with modular solutions

- *Unconventional revenue models:* examples of sensor integration to change the revenue model

- *From Finch on security / privacy*: design/performance compromises to accommodate security / privacy

- *Forecast*: 2-3 year outlook for type and accuracy of data; sensor industry cadence

Snehal Antani, CTO, Splunk

- *Intro*: Background on Splunk, t fit into the data analysis field

- *Successful IoT Solutions:* challenges/success of analytics deployment; data sets or applications that are most suitable

- *Unconventional revenue models:* examples, and changes in customer interaction

- *From Finch on security / privacy*: design/performance compromises to accommodate security / privacy

- *Forecast & brownfield:* "Brownfield" data analysis, or rapid path to insight.

Brian Finch, Partner, Pillsbury Winthrop

- *Intro*: Seminal events in the last year on privacy and security

- *Successful IoT Solutions*: Implications of collecting all this data; "net negative value"

- *Unconventional revenue models:* this means vendors handling customer data; what are government's views [Pillsbury automotive initiative]

- *Government relations*: regulatory risk; general insights on effective lobbying

Tony Shakib, Head of IoT Verticals, Cisco

- *Intro*: What is the IoE verticals Business Solutions group and how does Cisco verticalize horizontal solutions

- *Successful IoT Solutions*: IoT is changing systems architecture. How will data be collected, transmitted and processed?

- *From Finch on Security / privacy*: design/performance compromises to accommodate security / privacy

- *Digital readiness*: findings on readiness, and advice for less-digitized industries e.g. as real-estate , agriculture

- *Forecast & Brownfield:* near term solutions for brownfield, low disruption IoT upgrades. Thoughts for hospitals, building, facilities being planned or built today

Panel #1: Topics Framework (cont'd)

Prith Banerjee, Moderator and Panel Contributor

- *Fom Ali on Unconventional revenue models:* Can they be the ROI-justifying IoT deployments. Bring in your deep history in the space

- *From Finch on Security / privacy*: what compromises in design/performance features have you made to accommodate security / privacy

- *From Ali on brownfield:* near term solutions for brownfield, low disruption IOT upgrades. Thoughts for hospitals, building, facilities being planned or built today

Panel #2: Topics Framework

Paula Downey, CEO, CSAA IG

- *Intro*: description of CSAA, e.g. product lines, # of insured, comment on demographics

- *Successful IoT Solution*: adoption of telemetry "things" in automobiles; adoption of connection in homes; role of the smart phone

- *Digital readiness*: culture and the story of telemetry at CSAA

- *Privacy and regulation*

- *Ecosystem desires*: IoT or otherwise

Captain Beau Duarte, UAV PM, U.S. Navy

- *Intro*: responsibility, the program and UAV history

- *Successful IoT Solutions*: get requirement right up front; technology maturity, requirements creep

- *DoD acquisition approach*: purchasing constituents, government versus private industry objectives

- *Interesting architectural features*: no sensors, autonomy, latency, non-comm and non-nav work

- *Security*: compromises for security

- *Ecosystem desires*: security, autonomy, data, obsolescence

Alysia Green, CIO Gas, Pipelines & Corporate, Chevron

- *Intro*: describe Chevron, and Gas, Pipelines & Corp functions. Legacy (already "IoT") vs new infrastructure

- *Lesson learned from legacy architecture*: value and volume of data. Customer vs. commercial components; impact on new designs.

- *How business objectives drive IoT projects:* human and environmental safety; tie closely to business question, time frames for ROI capture

- *Future deployments*: augmented reality in field service; sensors / software; cultural and work flow changes

- *Ecosystem desires*: deferral of upgrades; extracting data from legacy infrastructure; automated rules development

Dr, Pravene Nath, CIO, Stanford Healthcare

- *Intro*: describe Stanford Healthcare and your responsibly; patients, typical length of interaction

- *Successes/Challenges with data:* setting measurable goals for data collection, success, failures

- *Lesson learned from historical IT deployment*: e.g. EHR; issues with software, systems, workflow, human factors. Consumer grade usability; enterprise grade controls

- *Privacy:* regulatory, and patient-driven

- *New facility:* clarity on the value of data; future proofing concerns; what to do with the data

- *Ecosystem desires*: IoT or otherwise

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Fireside Chat: Consumer Adoption

Ron Jonson, Enjoy Technologies

- *Intro:* what is Enjoy Technologies; Sonus story

- *Demographics*: who uses Enjoy

- *Consumer PC adoption:* we had to be taught at work

- *Key factors driving post-PC product adoption:* delivery model, usability, aesthetics, support, etc.

- *Will Enjoy enable a new class of products:* ie consumer product design that integrates delivery and support

- *Audience Q&A*