

2015 **REPORT**



IOT
Barcelona

Solutions
World
Congress

Hosted by Fira Barcelona in partnership with the Industrial Internet Consortium

PUTTING IOT
TO WORK



Fira Barcelona

THE INDUSTRIAL IOT EVENT



After its very first edition, the IoT Solutions World Congress has already established itself as the leading global event focusing on industrial IoT.

The inaugural edition promises great future success with more than **4,500 visitors** coming from **53 countries**, **1,618 delegates**, **88 exhibitors** and **over 120 world-class speakers** who interacted over the most relevant topics of IoT today.

The event presented a broad array of **activities** and **networking opportunities** such as:

- An **Exhibition Area** presenting more than **14,000 m²** of the latest Industrial IoT solutions, the ideal opportunity for business connections to be made.
- The **Congress Area** featuring a **3-day program** with more than **80 sessions** exploring Industrial IoT solutions for markets such as Healthcare, Manufacturing, Transportation, Logistics and Energy, among others.
- A unique **Testbed Area** comprised of 11 Industrial IoT demonstrations, giving our visitors an exclusive opportunity to experience real IoT in action.

Other activities such as the **Networking Gala**, the **Talent Marketplace** and our **Innovation Marketplace** permitted our exhibitors and attendees to connect in an optimal environment focusing on business development and innovation.

We're very excited about the seniority of our attendees, of whom **54% are senior-level** decision makers, and 80% have a high level influence in purchasing decisions.

It is clear that this is just the beginning of the industrial IoT era and it is our mission to offer the optimal environment for business in a market expected to grow to \$7.1 trillion in 2020.*

We hope that you find this post show report useful and that you will join us for the coming edition taking place **25-27 October 2016** at Fira Barcelona.

*source: IDC forecasts



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GENERAL FACTS & FIGURES

76% OF ATTENDEES DECLARED THE IOT SOLUTIONS WORLD CONGRESS HAS THE POTENTIAL TO BECOME THE **INTERNATIONAL REFERENCE FOR INDUSTRIAL IoT**

The figures and qualitative results from the event position us as the leading international industrial IoT event, after the very first edition.

EXHIBITION AREA

 **4,500**
Professional visitors

 **88**
Exhibiting companies

 **11**
Testbeds

CONGRESS

 **1,618**
Congress participants

 **+120**
Speakers

MEDIA

 **147**
Registered media/
Press

“

If it's half as good as the Mobile World Congress has been, it's going to be the premier event for IoT globally.



Jonathan Ballon, Vice President,
Intel Corporation



VISITOR PROFILE

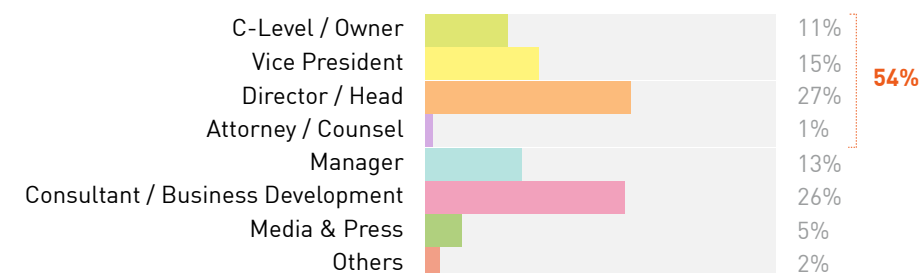
**80% OF OUR VISITORS ARE
DECISION
MAKERS
AND HAVE A HIGH LEVEL
OF INFLUENCE IN
PURCHASING DECISIONS**

As evidenced by the **+4,500 visitors from 3,315 companies** worldwide, it is clear that the event offered the perfect environment for industry leaders to connect and establish business connections.

80% of our visitors were decision makers coming from companies that are planning to **invest more than 1 million € in IoT within 5 years.**

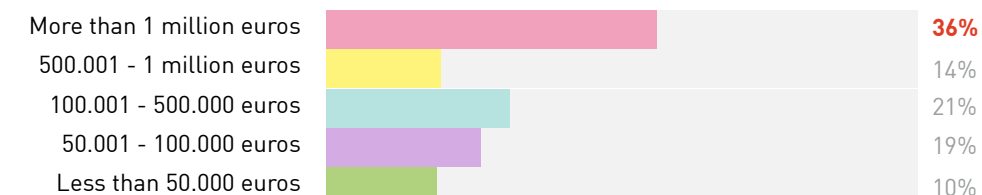


54% of visitors are C-Level or have Executive roles.



36% of companies have stated that they will invest more than 1 million euros in IoT within the next 5 years.

Visiting company budget



“

With the quality and amount of vendors and customers here, this is poised to be a truly spectacular conference.



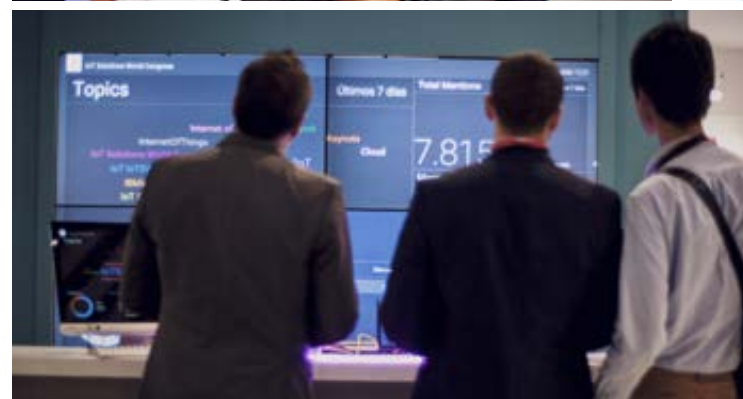
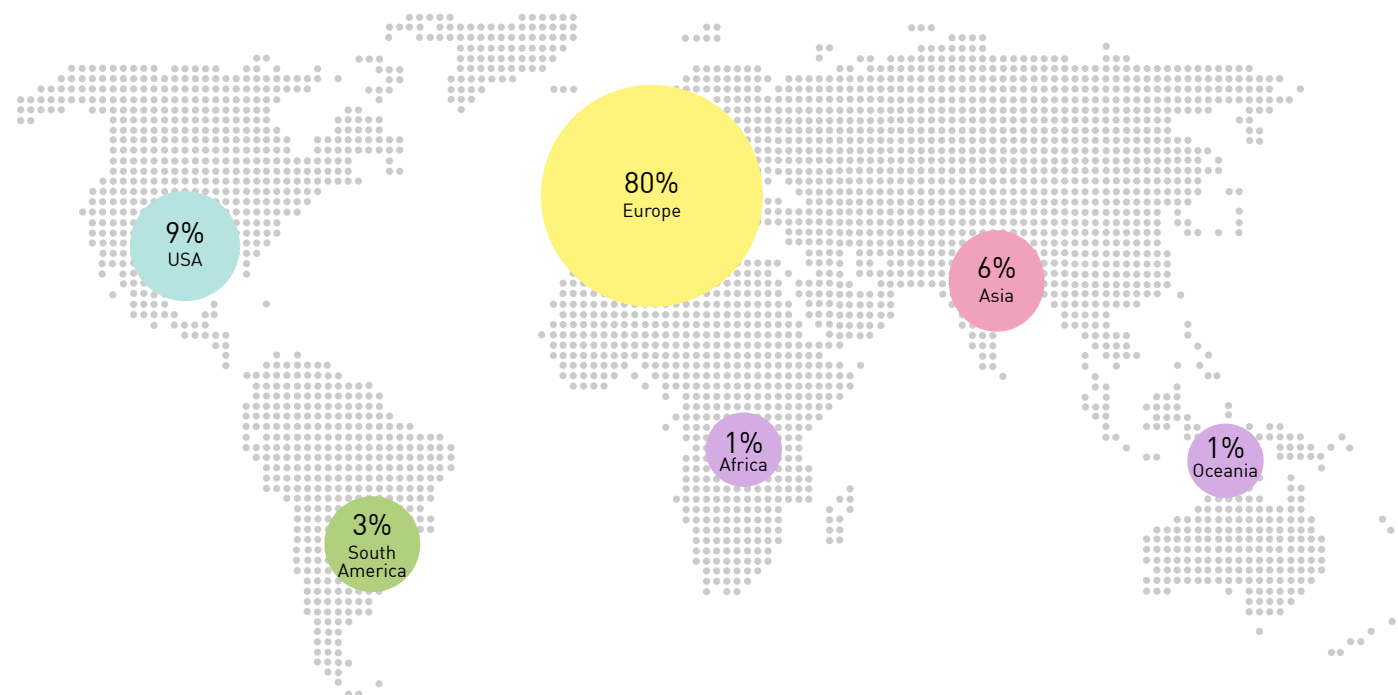
Colin Parris,
Vice president of Software Research. GE



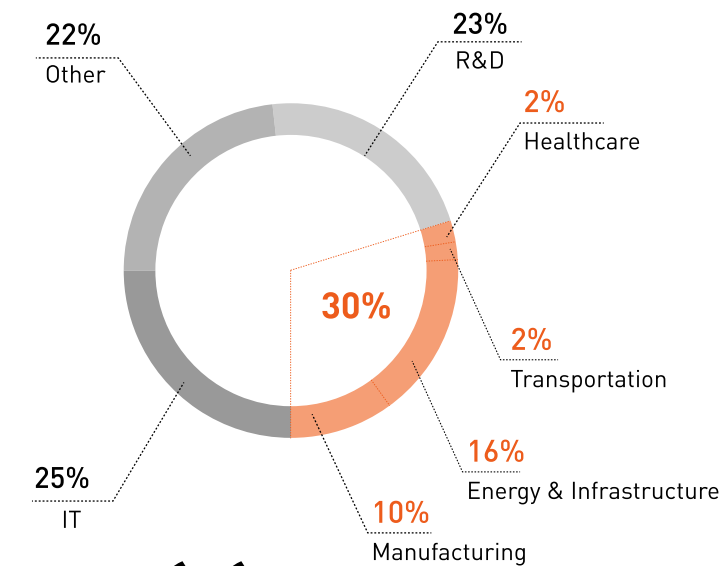


A highly international event featuring exhibitors and visitors from **53 countries**.

We have created the global meeting point
for visitors in the most important IoT industries
representing more than 50 different countries
world-wide.



30% of visitors come from our core vertical industries.



“

**What differentiates the show from
any other show in the world is that
it focuses purely on the Industrial
Internet of Things.**



Richard Soley, Executive Director,
Industrial Internet Consortium



VISITING COMPANIES



3,315 visiting companies



MANUFACTURING



AGFA	HITACHI	RICOH COMPANY
ALT-TEK	HONEYWELL	SAMSUNG
AQUATEC	HUAWEI	SATO EUROPE
ASCENSORES ENINTER	INFINEON TECHNOLOGIES	SCHNEIDER ELECTRIC
BOSCH	JUNGHEINRICH	SIEMENS
CHUPA CHUPS	LEAR CORPORATION	SOLER & PALAU
CIRSA	MITSUBISHI ELECTRIC	SONY
DANONE	MOTOROLA SOLUTIONS	STANLEY BLACK & DECKER
ECLERR	NEC	THYSENKRUPP
EPSON	NESTLÉ	TRUMPF WERKZEUG-MASCHINEN GMBH
FENNER DUNLOP	OLIVETTI	UNILEVER
FLEX	PANASONIC	WRIGLEY
FUJIFILM	PANRICO	
FUJITSU	PUIG	



TECHNOLOGY



AAEON	HARTING	PRISMTECH
AEDRON	HCL	REDHAT
AMPLIA	HEWLETT PACKARD	RTI
ARROW ELECTRONICS	HUAWEI	SAP
ATMEL	IBM	SONY
ATOS	INFINEON	SYMANTEC CORP
CISCO SYSTEMS	INFOSYS	TE CONNECTIVITY
DECISION	INISYS	THINGWORX
DELL	INTEL	TOSHIBA
EMC	KASPERSKY LAB	VMWORLD
ERICSSON	MICROSOFT	WIND RIVER
GEMALTO	NATIONAL INSTRUMENTS	XILINX
GIESECKE & DEVRIENT	ORACLE	ZOLTERIA
GOOGLE INC	PANASONIC	
ACER	PEGASYSTEMS	



INSTITUTIONS & RESEARCH CENTERS



AMEC	EINDHOVEN UNIVERSITY OF TECHNOLOGY	MACHINA RESEARCH
AMERICAN EMBASSY MADRID	FRAUNHOFER	MIT MEDIA LAB
ANALOG DEVICES	FU-BERLIN ID MANAGEMENT	NOVI SCIENCE PARK
ARIZONA STATE UNIVERSITY	GENOVA HIGH TECH S.P.A	SMART CITY BUSINESS INSTITUTE
ARTIFICIAL INTELLIGENCE RE-SEARCH INSTITUTE	GERMAN FEDERAL MINISTRY	SOFIA TECH PARK
BEIJING NATIONAL DIGITAL PUBLISHING BASE	GOVERNMENT OF QUEBEC	SWEDISH INCUBATORS & SCIENCE PARKS (SISP)
BRNO UNIVERSITY OF TECHNOLOGY	HONG KONG SCIENCE AND TECHNOLOGY PARKS	U.S. COMMERCIAL SERVICE
CAMBRIDGE SCIENCE PARK	IQS SCHOOL OF ENGINEERING	UAB
CERT TECHNOLOGY PARK	JOHNS HOPKINS UNIVERSITY	UK TRADE & INVESTMENT
CERN	KTH STOCKHOLM	UNIVERSITÄT STUTTGART
CHINA ACADEMY OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	KYOTO RESEARCH PARK CORP.	UNIVERSITY OF BRISTOL



HEALTHCARE



ASTRA ZENECA	MANIPAL HEALTH ENTERPRISES	HEALTHCARE
BOEHRINGER INGELHEIM	MASSACHUSETTS GENERAL HOSPITAL	SAATCHI & SAATCHI HEALTH
CRUZ ROJA ESPAÑOL	MEDTRONIC	SANITAS
FERRER INTERNATIONAL	NOVARTIS	SANOFI
HOSPITAL CLINIC BARCELONA	NOVO NORDISK	SEALED AIR
LIVON	OMRON	



TELECOM

ADTEL	DEUTSCHE TELEKOM	SWISSCOM
ALCATEL-LUCENT	GAMMA TELECOM	TELECOM ITALIA
ANDORRA TELECOM	GSMA	TELEFONICA
BT	MOVISTAR	TELIT
CELLNEX	ORANGE	T-SYSTEMS
COLT TECHNOLOGY SERVICES	SAUDI TELECOM COMPANY	VODAFONE
	SIGFOX	ZTE



TRANSPORTATION & LOGISTICS



ACENTIA	FERROVIAL	PORT DE BARCELONA
AIRBUS	FORD	RACC
ALSTOM TRANSPORT	GE AVIATION	RENAULT
APPLUS	INDRA	SEAT
BARCELONA HARBOR AUTHORITY	JAGUAR LAND ROVER	TGW
ENVIALIA	LEAR CORPORATION	TMB
FALCK	MAHINDRA & MAHINDRA LIMITED	TOYOTA
	MITSUBISHI MOTORS	VOLKSWAGEN AUDI
	NISSAN MOTORS	



ENERGY & UTILITIES



ABELLÓ LINDE	CHEVRON	NATIONAL GRID
ACCIONA	DELTA ELECTRONICS	REPSOL
AEC ENERGETICS	ENDESA	SCHNEIDER ELECTRIC
AGBAR	FCC	SUNCO ENERGY
AIGÜES DE BARCELONA	FORTUM	
AQUALOGY	GALP ENERGIA	
ARKENOVA ENERGY SOLUTIONS	GAS NATURAL	
	ITRON	



OTHERS



ADDING PLUS	EL CORTE INGLES	SCHIBSTED
ADVANCED MUSIC	FC BARCELONA	SECURITAS DIRECT
ADVANTAGE AUSTRIA	FROG DESIGN	SKYSCANNER
AMAZON	GRUPO PLANETA	SOLVIA
AUTODESK	INDITEX	THE WEATHER COMPANY
AXA	MANGO	UNICREDIT
CARREFOUR	MELIA HOTELS INTERNATIONAL	VISTAPRINT
CLEAR CHANNEL	OGILVY	ZURICH
CONDIS	RBC: ROYAL BANK OF CANADA	
DECATHLON	SANTANDER	
DESIGUAL		



CONSULTING



ACCENTURE	FROST & SULLIVAN	TATA CONSULTANCY SERVICES
ALTRAN	GE	TECH MAHINDRA
CAPGEMINI	GRANT THORNTON	THE BOSTON CONSULTING GROUP
DELOITTE & TOUCHE	KPMG	
DLA PIPER	PWC	
ERNST & YOUNG		



The event is a great success because it got so many people here. Fira Barcelona did a great job!

Stan Schneider, CEO
Real-Time Innovations, RTI



...and many more!

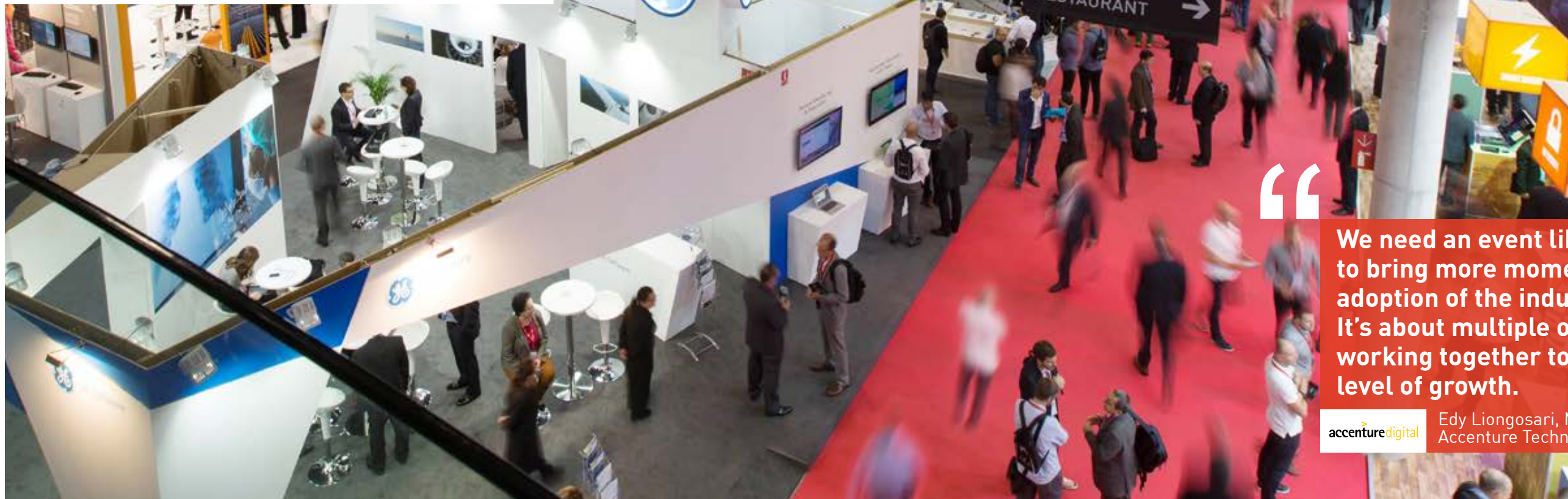
EXHIBITOR DETAILS

WHERE TECHNOLOGY & BUSINESS MEET


The place to present product and engage with customers.

The venue exhibited 88 companies over 14,000 square meters and showcased the most innovative products and solutions to industry leaders, experts and decision-makers around the globe.

The perfect opportunity for leading global companies to showcase IoT industrial solutions, projects and products to more than 4,500 visitors.



 **4,500**
Professional
visitors

 **88**
Exhibiting
companies

 **14,000 m²**
Gross exhibition
floor space

“

We need an event like this to be able to bring more momentum to the adoption of the industrial internet. It's about multiple organizations working together to drive the next level of growth.

accenturedigital

Edy Liongosari, Managing Director,
Accenture Technology Labs



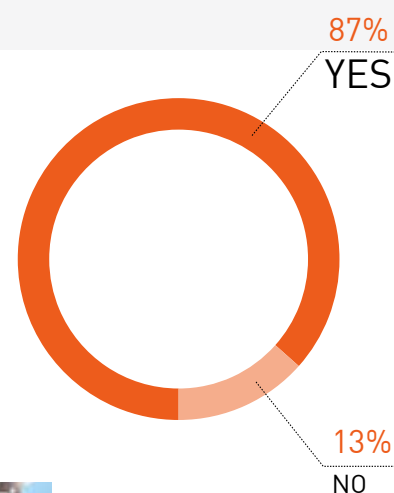
EXHIBITOR PROFILE

Our **exhibitors were very enthusiastic** about the quality of the event and the level of visitors they received at their stands.

87% stated that the event exceeded their expectations and **72% expressed their intention to return for the 2016 edition.**



87% of attendees stated the show exceeded their expectations.



“

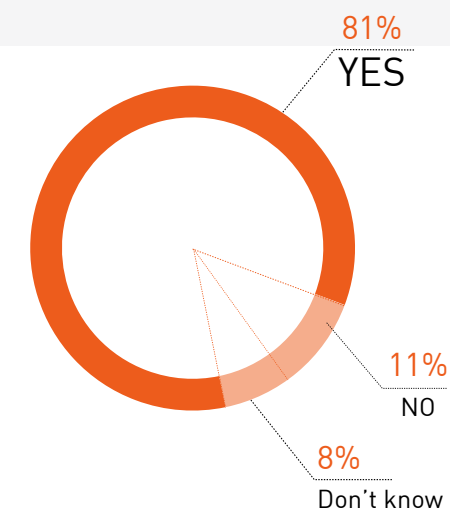
This will be quite large and it's exciting to be part of the very first edition.



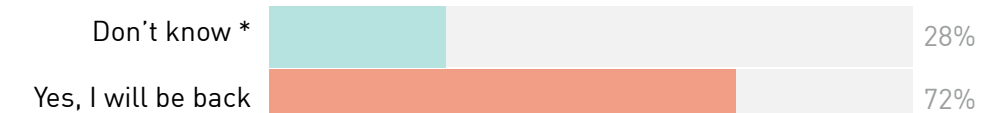
Lin Nease , CTO
IoT Hewlett Packard



81% of exhibitors stated visitor quality exceeded their expectations.



72% will participate in the 2016 event.



* Those who responded "Don't know" mainly did so because of budget reasons.



EXHIBITING COMPANIES

WE THANK THE
**VISIONARY
COMPANIES**
WHO JOINED US FOR
OUR FIRST EDITION

AJUNTAMENT DE BARCELONA
ACCENT SYSTEMS
ACCENTURE DIGITAL
ALTRAN
AMPLIA
APPANDTOWN
ATLANTIS IT

AYLA NETWORKS
BARCODE MARKET
BISMART
BOSCH
B-SCADA
C3 ENERGY
CAPSIDE
CARRIOTS

CELLNEX TELECOM
CIT-UPC - UPC Technology Center
CTTC
DATALONG16
DELOITTE
DEUTSCHE TELEKOM AG
DEXMA
EFFILOGICS

EIT DIGITAL
EMC CORPORATION
EURECAT
EVOTINGS
FIRST LINE SOFTWARE
GENERAL ELECTRIC
GENERALITAT DE CATALUNYA
HARTING ELECTRIC
HCL Technologies
HP
I2cat
IBM
IDNEO
ILIMIT
INDRA
INDUSTRIAL INTERNET CONSORTIUM
INFINEON
INFOSYS
INTEL
INTESISHOME
IOT LABS
IPSO ALLIANCE
ISEE 2007, S.L.

ISPHERQ
ITRON
KERLINK
KEYSIGHT
KOMBRIDGE
LA SALLE R&D
LIBELIUM
LINEAR TECHNOLOGY CORPORATION & ARROW
M2M Cloud Factory
MICRON TECHNOLOGIES
MICROSOFT
MOXA
NATIONAL INSTRUMENTS
NEC
NEGENTIS
NELMIA ROBOTICS INSIGHT
OPENTRENDS
PARSTREAM
PFP CYBERSECURITY
PRISMTECH
PROMAUT
RED HAT

RTI
SENSEFIELDS
SENSING & CONTROL
SIGFOX
STARLAB
TECSIDEL
TEGO
THETHINGS.IO
URBIOTICA
VODAFONE
WATTIO
WAYLAY
WHIZZ SYSTEMS
WIND RIVER
WORKS SYSTEMS
XILINX
ZEMSANIA
ZEYRON TECHNOLOGIES
ZOLERTIA



CONGRESS

OUR KEYNOTE SESSIONS
BROUGHT TOGETHER
**THE MOST
IMPORTANT
MINDS**
IN INDUSTRIAL
IoT TODAY



1,618
Congress
participants



+120
Speakers



82
Sessions



+70
Conference
Hours



6
Congress
Tracks



I'm very surprised about the quality of the speakers and the number of testbeds and enterprises that came to present their solutions in IoT.

Luis Granado Cardoso
CERN



OUR SPEAKERS TACKLED THE
MOST RELEVANT TOPICS
CHALLENGING IOT STAKEHOLDERS
TODAY.

KEYNOTE SESSIONS:

**Welcome To The Industrial Internet:
Age of Opportunity.**

Richard Soley,
Industrial Internet Consortium



IoT for Life.

Jonathan Ballon,
Intel Corporation



**Transforming Business: Capturing
New Value With Enterprise Internet of
Things.**

Chris O'Connor,
IBM Internet of Things



**Controlling Robots From The Cloud:
Amazon Warehouses as Networks of
Things.**

Joseph Durham,
Amazon Robotics



**The IoT and the New Economics of
Creating and Capturing Value.**

Michael Raynor,
Deloitte



**GE's Digital Twin and
Industrial Internet Leadership.**

Colin Parris,
GE



**CERN
Advancing Technology.**

Luis Granado Cardoso,
CERN



**Digital Business Era:
Stretch Your Boundaries.**

Ben Salama,
Accenture Digital



**Create the Internet of
Your Things.**

Steve Teixeira,
Microsoft

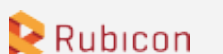


**Financial Services Meets IoT, How to
Prepare For Early Stage Funding.**

Jem Pagan,
Flatiron Strategies



Rob Schultz,
Rubicon Labs



**Bridging The Digital Divide: How the
Internet in the IoT Can Transform the
Global Economy.**

Sath Rao,
Frost & Sullivan



**Next-GEN
IoT Vehicles.**

Corey Clothier,
Local Motors





30% of attendees
represent our
vertical markets.

A UNIQUE EVENT FOCUSED ON IOT SOLUTIONS FOR INDUSTRY



TRANSPORTATION

Industrial Internet applications for operators, drivers and facilities to prevent unplanned equipment failure, crash prevention technologies, speed optimization for exact distribution chain timing, and automatic traffic re-routing, autonomous vehicles, etc.



MANUFACTURING

Production processes throughout the supply chain, replenishment and tracking, robotics, etc.



HEALTHCARE

Monitoring, modeling and remote control and automation of medical equipment, diagnostics and treatment.



ENERGY & UTILITIES

Energy consumption and advanced energy production, including more efficient consumption in buildings and optimized electricity grid operations.



INNOVATION

Wow factor applications of new technologies and processes that improve operations and bring new experiences for transformational results.



TECHNOLOGY

Topics to include Big Data, Analytics, Storage, Protocols, the Cloud and Security.

Featured Speakers:



Prakash Kartha
Intel



Peter Koudal
GE Global Research



Tony Guerion
Vodafone

Featured Speakers:



Steve Texiera
Microsoft



Eric Starkloff
National Instruments

Featured Speakers:



Hector Upegui
IBM



Erik Jacobson
Accenture

Featured Speakers:



Ed Abbo
C3 Energy



Rod Anliker
Hewlett Packard

Featured Speakers:



Marco Della Torre, Intel



Joseph Paradiso
MIT Media Lab

Featured Speakers:



Rob Zahavi
Microsoft



Jesus Molina
Fujitsu



“


A global congress like this is vital to create the kind of change that we need as a society.

Julian Goldman
Massachusetts General Hospital




SPEAKERS LIST


A 3-DAY CONGRESS
WITH MORE THAN
120 SPEAKERS




Abbo, Ed
PRESIDENT & CHIEF
TECHNOLOGY OFFICER,
C3 ENERGY




Aguado, Ricardo
HEAD SMART & CLOUD
TECHNOLOGY
PLATFORM,
INDRA




Anliker, Rod
DIRECTOR, OEM SER-
VER ARCHITECTURE,
HEWLETT PACKARD



Ayyagari, Deepak
TCS



Baddeley, Edwina
DIGITAL LAWYER EALA,
ACCENTURE



Bailey, Jim
MANAGING DIRECTOR,
ACCENTURE DIGITAL



Bakshi, Ajay
MANAGING
DIRECTOR & CEO
MANIPAL HEALTH
ENTERPRISES PVT



Ballon, Jonathan
VICE PRESIDENT,
INTEL CORPORATION



Banerjee, Sukamal
EXECUTIVE V.P.-GLOBAL
HEAD HI-TECH &
COMMUNICATIONS,
HCL TECHNOLOGIES



Bartlett, Dave
CTO,
GE AVIATION



Bartolome, Diego
CEO,
TAUYOU LANGUAGE
TECHNOLOGY




Batstone, Gabe
CHIEF EXECUTIVE
OFFICER,
CONTEXTERE



Bauer, Klaus
HEAD OF BASIC TECHNO-
LOGY DEVELOPMENT,
TRUMPF
WERKZEUGMASCHINEN



Beernink, Alwin
MANAGING DIRECTOR,
PARK STRIJP BEHEER B.V.




Berthelsen, Emil
PRINCIPAL ANALYST,
MACHINA RESEARCH




Biron, Joseph
VP BUSINESS DEVELO-
PMENT TECHNOLOGY,
THING WORKX




Bungart, Stefan
MANUFACTURING IOT
LEADER EUROPE,
CISCO SYSTEMS




Butler, Katherine
GENERAL COUNSEL
ON ANALYTICS,
GE




Butler, Timothy
PRESIDENT,
TEGO




Ceiner, Andrea
PRODUCT MARKETING
MANAGER M2M/IOT,
EUROTECH




Clothier, Corey
AUTOMATED
VEHICLES LEAD,
LOCAL MOTORS



Collingwood, Ian
START UP
BOOT CAMP



Cooper, Peter
MICROSOFT



Coraggio, Giulio
PARTNER,
DLA PIPER



Cotti, Marco
ENDESA
DISTRIBUCION



Darkins, Adam
V.P. FOR MEDICAL
AFFAIRS AND ENTER-
PRISE TECHNOLOGY
DEVELOPMENT,
MEDTRONIC



De Ros Viader, Ignacio
ADR INGENIERIA




Della Torre, Marco
CO-FOUNDER OF BASIS
SCIENCE, AN INTEL
COMPANY




Denninger, John
MASSACHUSETTS
GENERAL HOSPITAL




Didier, Paul
SOLUTIONS
ARCHITECT,
CISCO




Doelfs, Martin
HEAD OF SALES
PRODUCTION,
BOSCH REXROTH




Duprieu, Bernard
HEAD OF
MANUFACTURING,
AIRBUS




Durham, Joseph
MGR OF RESEARCH
AND ADVANCED
DEVELOPMENT,
AMAZON ROBOTICS




Fedders, Jeff
CHIEF STRATEGIST,
INTEL CHAIRMAN,
IPSO ALLIANCE IIC
STEERING COMMITTEE




Feuer, Magnus
HEAD SYSTEM
ARCHITECT,
JAGUAR LAND ROVER




Gass, Sebastian
REGIONAL MANAGER,
IT, CNAEP
CHEVRON




Gemperli, Karl
CEO,
ELECSYS
CORPORATION




George, Bejoy
SVP & GLOBAL HEAD
(AERO, AUTO,
INDUSTRIAL),
HCL TECHNOLOGIES




Gildersleeve, Mark
PRESIDENT THE PD,
THE WEATHER
COMPANY




Goldman, Julian
MASSACHUSETTS
GENERAL HOSPITAL




Granado, Luis
CERN




Gueron, Tony
M2M HEAD OF SALES
SOUTHERN EUROPE &
MIDDLE EAST,
VODAFONE




Haigh, Peter
SENIOR POWER
SYSTEMS ENGINEER,
NATIONAL GRID




Hanna, Steve
SENIOR PRINCIPAL,
INFINEON
TECHNOLOGIES




Hoda, Syed
CHIEF MARKETING
OFFICER,
PARSTREAM




Hoenicke, Beth
CHIEF SCIENTIST,
JOHNS HOPKINS
APPLIED PHYSICS LAB




Huumo, Mikko
MANAGER OF
GROWTH PROJECTS,
FORTUM PLC




Jacobson, Ivar
CHAIRMAN,
IVAR JACOBSON
INTERNATIONAL




Jacobson, Erik
ACCENTURE WEARABLE
TECHNOLOGY PRACTICE
- EUROPEAN LEAD,
ACCENTURE




Jamieson, Brian
PRESIDENT,
SBM




Jofre, Marti
ITS BUSINESS
MANAGER,
PILDO LABS WESSEX




Kalaher, Patrick
VP OF TECHNOLOGY
STRATEGY,
FROG




Kartha, Prakash
DIRECTOR OF MARKE-
TING DEVELOPMENT,
TRANSPORTATION
DIVISION, INTEL




Khoong, Hock Yun
ACE [DEVELOPMENT
GROUP]
INFOCOMM DEVELOP-
MENT AUTHORITY OF
SINGAPORE COMPANY




Khoshafian, Setrag
CHIEF EVANGELIST
AND VP BPM,
TECHNOLOGY
PEGASYSTEMS




Kirkland, James
CHIEF ARCHITECT FOR
INTERNET OF THINGS,
RED HAT EMBEDDED AND
INTERNET OF THINGS
(IOT) INITIATIVES




Klimke, Martin
SENIOR PRINCIPAL
TECHNICAL MARKETING,
INFINEON
TECHNOLOGIES



Koerber, Bodo
MANAGING
DIRECTOR,
ACCENTURE DIGITAL
GERMANY



Koudal, Peter
SENIOR RESEARCH
SCIENTIST,
GE GLOBAL RESEARCH



Krawiec, Robert
PRINCIPAL,
DELOITTE

SPEAKERS LIST



Lautz, Alexander
SENIOR VICE PRESIDENT M2M,
DEUTSCHE TELEKOM AG



Lee, Joyoel
PRINCIPLE ENGINEER,
SAMSUNG ELECTRONICS



Lin, Shi-Wan
PRINCIPAL ENGINEER,
INTEL CORP



Liongosari, Edy
MANAGING DIRECTOR
ACCENTURE TECHNOLOGY LABS



M. Ross, Heather
DNP, ANP-BC INSTRUCTOR,
ARIZONA STATE UNIVERSITY



Marciano, Lorena
SENIOR CORPORATE COUNSEL,
CISCO SYSTEMS



Raynor, Michael
DIRECTOR, CENTER FOR INTEGRATED
RESEARCH, DELOITTE



Ricci, Gabriele
VP HEAD OF TECH OPS IT,
SHIRE PHARMACEUTICAL



Salama, Ben
GLOBAL INDUSTRIAL
INTERNET LEAD,
ACCENTURE DIGITAL



Schmidt, Marc-Thomas
CHIEF ARCHITECT
PREDIX PLATFORM,
GE



Schneider, Stan
CEO,
REAL-TIME INNOVATIONS RTI



Schrecker, Sven
CHIEF ARCHITECT,
IOT SECURITY SOLUTIONS INTEL



Martínez, Enrique
MINISTRY OF
INDUSTRY, ENERGY
AND TOURISM,
SPANISH GOVERNMENT



Matthews, Sky
CTO IOT,
IBM



Mellor, Stephen
CTO,
INDUSTRIAL INTERNET CONSORTIUM



Miller, Bradford
SR. COGNITION AND
DECISION SCIENTIST,
GE GLOBAL RESEARCH



Molina, Jesus
SECURITY CHAIR IIC,
INDUSTRIAL INTERNET CONSORTIUM; FUJITSU



Monson, Scott
VP OF BUSINESS
DEVELOPMENT AND ECOSYSTEMS,
CLOUD FOUNDRY FOUNDATION



Schultz, Rod
VICE PRESIDENT OF
PRODUCT,
RUBICON LABS



Scott, Tim
SENIOR POLICY
ADVISER
DIGITAL ECONOMY UNIT, DCMS



Skerrett, Ian
VP OF MARKETING,
ECLIPSE FOUNDATION



Slama, Dirk
DIRECTOR OF BUSINESS
DEVELOPMENT,
BOSCH SOFTWARE INNOVATIONS



Smith, Jamie
DIRECTOR PRODUCT
MARKETING, EMBEDDED
SYSTEMS,
NATIONAL INSTRUMENTS



Snyder, Glenn
PRINCIPAL/MED TECH
PRACTICE LEADER,
DELOITTE CONSULTING LLP



Morrish, Jim
CHIEF RESEARCH
OFFICER,
MACHINA RESEARCH



Moure Gonzalez, Victor
ECOPERT PROGRAM
MANAGER,
SCHNEIDER ELECTRIC



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TESTBEDS

THE ONLY EVENT
FEATURING
REAL
DEMONSTRATIONS
OF INDUSTRIAL IOT
IN ACTION

The event offered a networking-focused climate for companies in search of new partners, clients and investors, as well assisting major corporations in the search for talent.

The hub for business and contacts. A meeting point for companies, public administration, entrepreneurs and research centers to identify business opportunities and partnerships.



“

An event like this is really important because it brings together people from different sectors and it's good to network. I see this as being an important event for the industry.



Sarah Murray, Journalist
Financial times

TESTBEDS

11 Testbeds that simulate real -world conditions

The first event to showcase testbed demonstrations, giving attendees a never-seen-before experience of IoT in action.

The dedicated 500 m² Testbed area was strategically placed in the center of the exhibition.



Condition Monitoring & Predictive Maintenance Testbed

The **Condition Monitoring and Predictive Maintenance Testbed (CM/PM)** will demonstrate the value and benefits of continuously monitoring industrial equipment to detect early signs of performance degradation or failure. CM/PM will also use modern analytical technologies to allow organizations to not only detect problems but proactively recommend actions for operations and maintenance personnel to correct the problem.

Participating companies:



Asset Efficiency Testbed

The **Asset Efficiency Testbed** offers numerous benefits including: Condition Monitoring that helps in determining an optimal maintenance schedule, the reduction in downtime thus improving overall productivity of assets, reduction in capital and operational expenditures, and efficient energy utilization.

Participating companies:



Factory Operations Visibility & Intelligence

The **Factory Operations Visibility & Intelligence (FOVI) Testbed** makes it possible to simulate a factory environment in order to visualize results that can then be used to determine how the process can be optimized.

Participating companies:



High Speed Network Infrastructure Testbed

The **High-Speed Network Infrastructure testbed** will introduce high-speed fiber optic lines to support Industrial Internet initiatives. The network will transfer data at 100 gigabits per second to support seamless machine-2-machines communications and data transfer across connected control systems, big infrastructure products, and manufacturing plants. With the new 100 gigabit lines, industries can instantaneously connect and control machines located thousands of miles away.

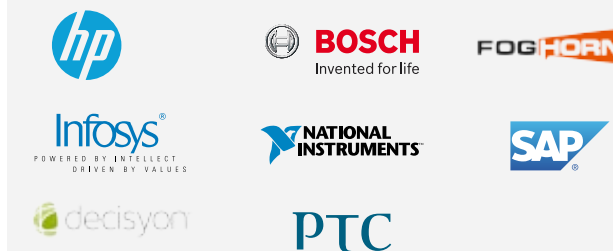
Participating companies:



Edge Intelligence

Significantly accelerates industry development of prototypes through edge architectures and algorithms.

Participating companies:



Infinite

The goal of the **International Future Industrial Internet Testbed (INFINITE)** is to develop software-defined infrastructures to drive the growth of Industrial Internet products and services. This initiative aims to dynamically reconfigure a network without changing the hardware itself while allowing connectivity via multiple access points. The new platform uses Big Data to not only create completely virtual domains with Software-Defined Networking, but it also makes it possible for multiple domains to securely run via one physical network. INFINITE makes it possible to connect to these virtual domains through mobile networks.

Participating companies:



Communication & Control Testbed for Microgrid Applications

Communication and Control, uses available industrial internet technologies to optimize power generation through microgrids. By re-architecting electric power grids into a distributed series of microgrids, it distributed generation and storage capacity to ensure that energy is generated more accurately and reliably. These microgrids operate independently from the main electric power grid but will still interact and be coordinated with the existing infrastructure.

Participating companies:



Connected Car

The **Connected Car Testbed** demonstrates how Reliable M2M connectivity enables drivers to access various features of their vehicle remotely using a smartphone app or a dedicated webpage. Owners can check the state of charge in the battery of their car, control its air-conditioning, lock or unlock doors, find the nearest charging station and use many other innovative features. This partnership has helped Mahindra REVA to move one step ahead of its competition, while Vodafone's global footprint will provide support for international expansion plans.

Participating companies:



Track and Trace Testbed

The **Track and Trace testbed** brings the technology of the Industrial Internet to the factory floor in handheld devices. Track and Trace ensures that tools are properly used for their designated task and that the tool applies the right amount of force and torque to complete this task. Track and Trace also monitors the location of all tools on the factory floor.

Participating companies:



...and more!

It is very exciting to actually see the testbeds in action.

Stephen Mellor, CTO,
Industrial Internet Consortium



NETWORKING GALA

AN EXCLUSIVE
**NETWORKING
EVENT**
FOR MORE THAN
400 C-LEVEL
PROFESSIONALS



This event is an amazing opportunity for all of us. It is driven by solutions and by verticals and that is a key component for collaboration.

Said Tabet, Senior Technologist,
Corporate CTO Office, EMC



Thanks to our **DIAMOND SPONSORS:**

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OPPORTUNITIES TO MEET WHO YOU NEED TO MEET

Innovation Marketplace

The IOTSWC Innovation Marketplace offered a great opportunity for entrepreneurs, start-ups and technology centers to meet major corporations and large institutions, to present their work and projects.

The IOTSWC Innovation Marketplace is an activity designed to assist in overcoming the gap between the supply and demand of innovation, specifically focused on the industrial applications of IoT.

In this first edition, 193 projects were submitted and 43 selected from more than 20 countries such as USA, UK, Germany, Greece, Finland, Italy, Brazil and China.



+200
pitches were entered to the IoT Innovation Marketplace platform



87
projects were presented to investors, angel investors and large corporations



146
b2b matches made between entrepreneurs and large corporations



“

I appreciate all of your efforts to coordinate the IoT Innovation Marketplace. It was our pleasure to meet with the companies you introduced us to. The organizers did a great job being flexible with meeting times and allowing us to meet separately with different companies.



Bart Bradshaw
IBM

Talent Marketplace

The Talent Marketplace brought together world leading tech companies with IoT specialists and talent from all over the world.

We established a recruitment networking event, where candidates (pre-selected by our collaborators) had a chance to meet with company representatives, who offered IoT and tech- related job opportunities.

Participating companies:



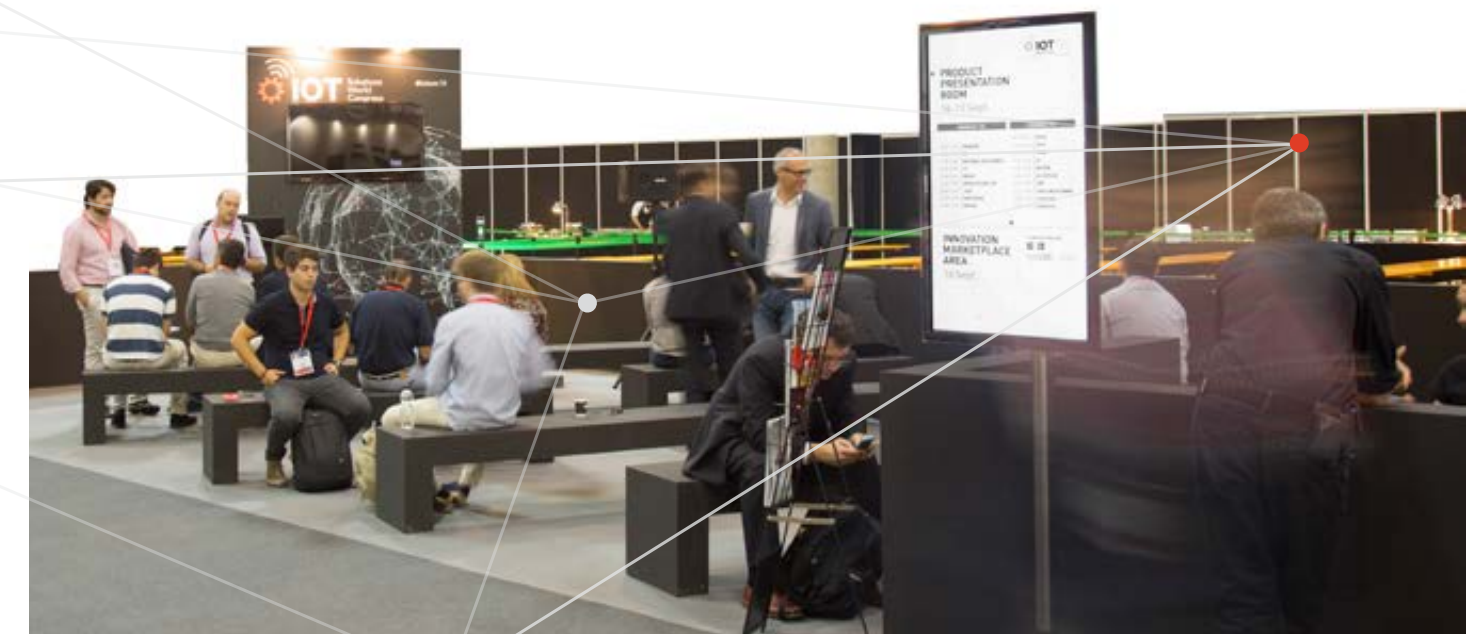
+550
participating candidates



+700
interview held

Product Presentation Room

The Product presentation room offered our exhibitors the opportunity to present and illustrate their latest products and innovations in front of a well-targeted group of attendees, industry executives and decision makers.



ADVERTISING & PROMOTION

We are very excited about the results we received from our **targeted marketing plan** which ran for several months prior to the event.

By announcing the event in both **online media**, **partner websites**, **social media** and **print** we have gathered the right audience at the right time. Using this integrated marketing strategy gave our sponsors and other exhibitors additional market **exposure** and **added value**.

ONLINE MEDIA



Website

+23,000
monthly website
visitors



Newsletters

+70,000
subscribers



IOTSWC App

+25,000 Sessions
started in APP

SOCIAL MEDIA



Twitter

More than 100,000 impressions
during the 3 days of event.
+3,000 Twitter followers



Youtube

+3,500 YouTube views



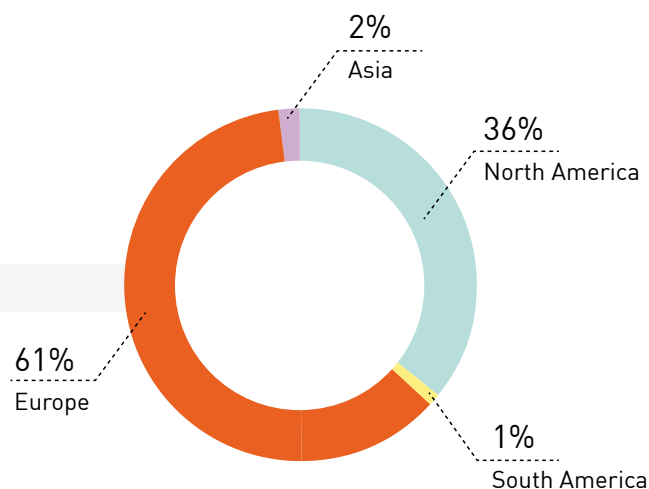
MEDIA COVERAGE

The IOT Solutions World Congress 2015 achieved **significant coverage in the press and online media**, amongst other media outlets.

In the 4 months before the event more than **800 articles** were published in national and international media, equivalent to **460 million views** with an economic value of **almost 4 million euros**.



International coverage
Media coverage by continent



Media/press
147 registrations
for the event



Extensive coverage
823 articles published
related to the event

Economic value
+3,000,000 €

Impacts on audience
+450 million

We appeared in the following media:



Bloomberg



ORGANIZATION

THE INDUSTRIAL INTERNET CONSORTIUM

A GLOBAL NOT-FOR-PROFIT PARTNERSHIP OF INDUSTRY, GOVERNMENT AND ACADEMIA

The Industrial Internet Consortium was founded in March 2014 to bring together the organizations and technologies necessary to accelerate the growth of the Industrial Internet by identifying, assembling and promoting best practices.

Membership includes small and large technology innovators, vertical market leaders, researchers, universities and government organizations.



Richard Soley
ADVISORY COMMITTEE
DIRECTOR, INDUSTRIAL
INTERNET CONSORTIUM



Bill Hoffman
PROGRAM COMMITTEE,
DIRECTOR, INDUSTRIAL
INTERNET CONSORTIUM



Lynne Canavan
PROGRAM DIRECTOR,
INDUSTRIAL INTERNET
CONSORTIUM



Terry Wiese
PROGRAM MANAGER,
CHARLES RIVER
CONSULTING

FIRA BARCELONA

Fira de Barcelona is one of the most important trade fair organizations in Europe with two venues -Montjuïc and Gran Via-, which have over 400,000 m² of exhibition floor space and a portfolio of +80 shows, 15 of which are European or global benchmarks.

Fira Barcelona hosts several technology and industry focused events such as the GSMA Mobile World Congress, VMWorld, ITMA, Smart City World Expo and many more...



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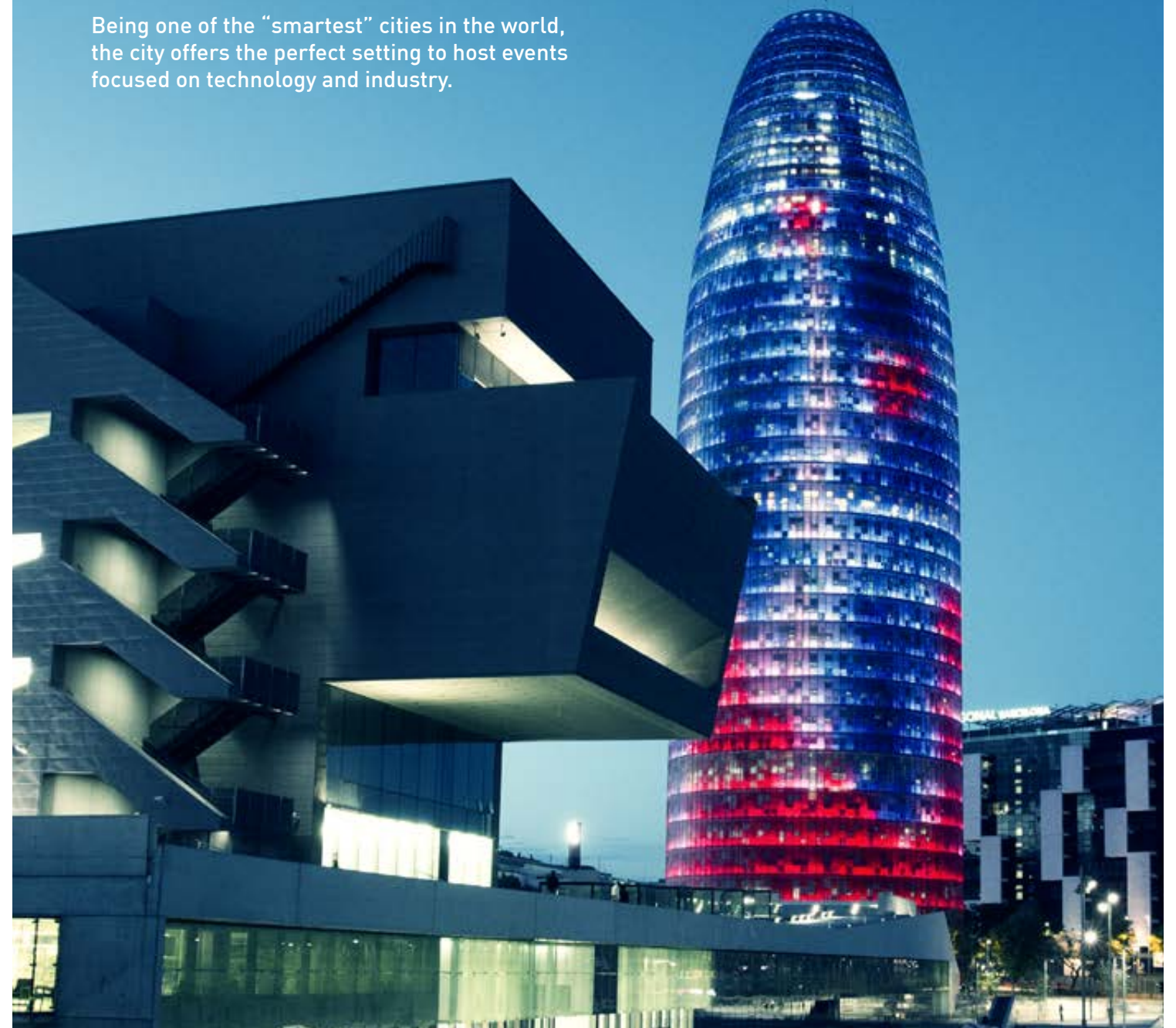
THE CITY OF BARCELONA

MEETING POINT FOR TECHNOLOGY EVENTS

Barcelona is one of the most fascinating and cosmopolitan cities in Europe. It has been the center of an urban, economic and social evolution that has resulted in the creation of a quality environment to work and live.

Being one of the "smartest" cities in the world, the city offers the perfect setting to host events focused on technology and industry.

Its cultural appeal and perfect geographical positioning make Barcelona a great match for combining business with pleasure. For that reason Fira Barcelona is one of the top choices for corporate events held by leading technology enterprises.



IOT SOLUTIONS
WORLD CONGRESS
2016

IoT
Solutions
World
Congress
Barcelona



SEE YOU
25-27
OCTOBER
2016

THANK YOU!

We would like to thank our partners and sponsors for supporting us and showing their trust in this very first edition of the event. With their backing we have successfully positioned this event as a global benchmark for the industrial IoT sector.

Many thanks also to the IIC and organizing committees for their cooperation and efforts to attain the levels of excellence that have characterized our show.

We hope to see you again in 2016.

**We will continue shaping the future
of industrial IoT Solutions and
PUTTING IOT TO WORK**

**at the
IoT Solutions World Congress 2016
25-27 October 2016**

COME JOIN US!

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IOT Solutions World Congress Barcelona

Hosted by Fira Barcelona in partnership with the Industrial Internet Consortium

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IBM



Microsoft



2015 Silver Sponsors

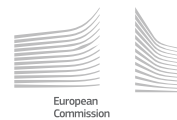


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