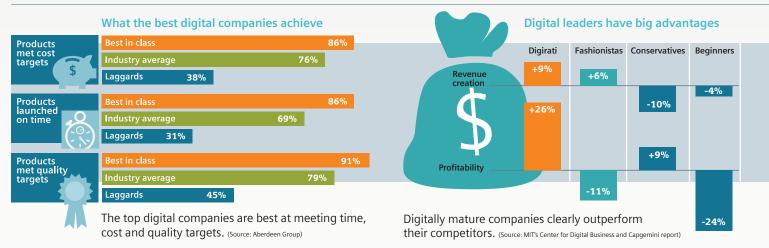


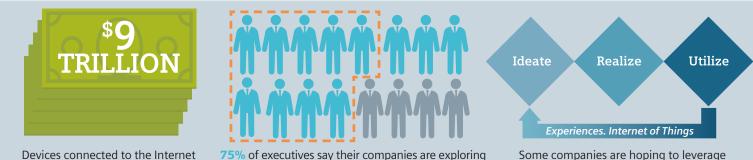
**Siemens Digital Industries Software** 

# Competing in the world of transformational innovation

## Manufacturers are going digital to mitigate the risks of smart innovation.



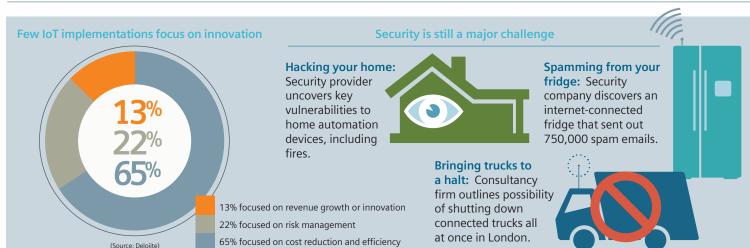
# Some companies are leveraging the Internet of Things to fuel new innovation.

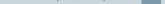


Devices connected to the Internet75% of exwill generate nearly \$9 trillion in<br/>annual sales by 2020.IoT solutio<br/>business a(Source: International Data Corporation)(Source: Deloite)

**75%** of executives say their companies are exploring IoT solutions. Of those, **75%** are looking for new business and ways to fortify products using IoT. (Source: Deloite) Some companies are hoping to leverage customer utilization data to explore new opportunities for innovation.

# The potential of IoT as an innovation engine has yet to be realized.





### Knowing where your industry is going doesn't guarantee you'll get there.



#### How can manufacturers realize the innovations they foresee coming?

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