



The brutal truth about the IIoT

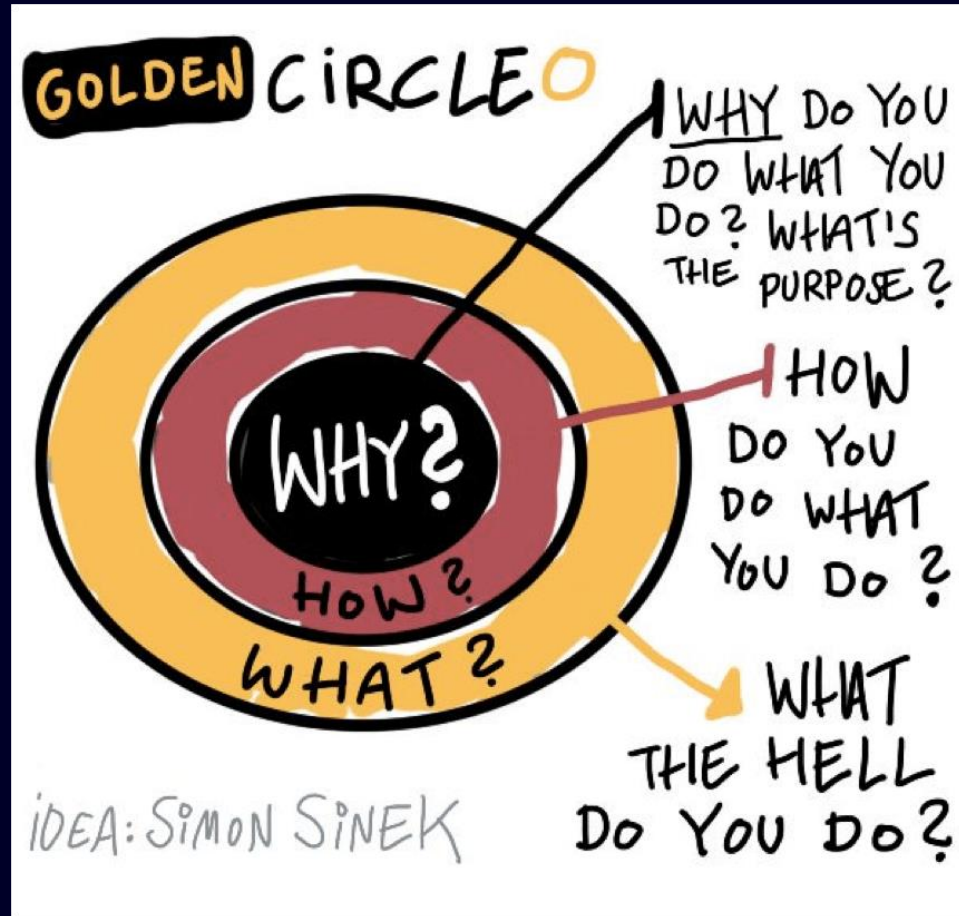
Learn from the mistakes of others

**“The goal is to do
business with people
who believe what you
believe.”**

- Simon Sinek, bestselling business author



Think about the WHY!



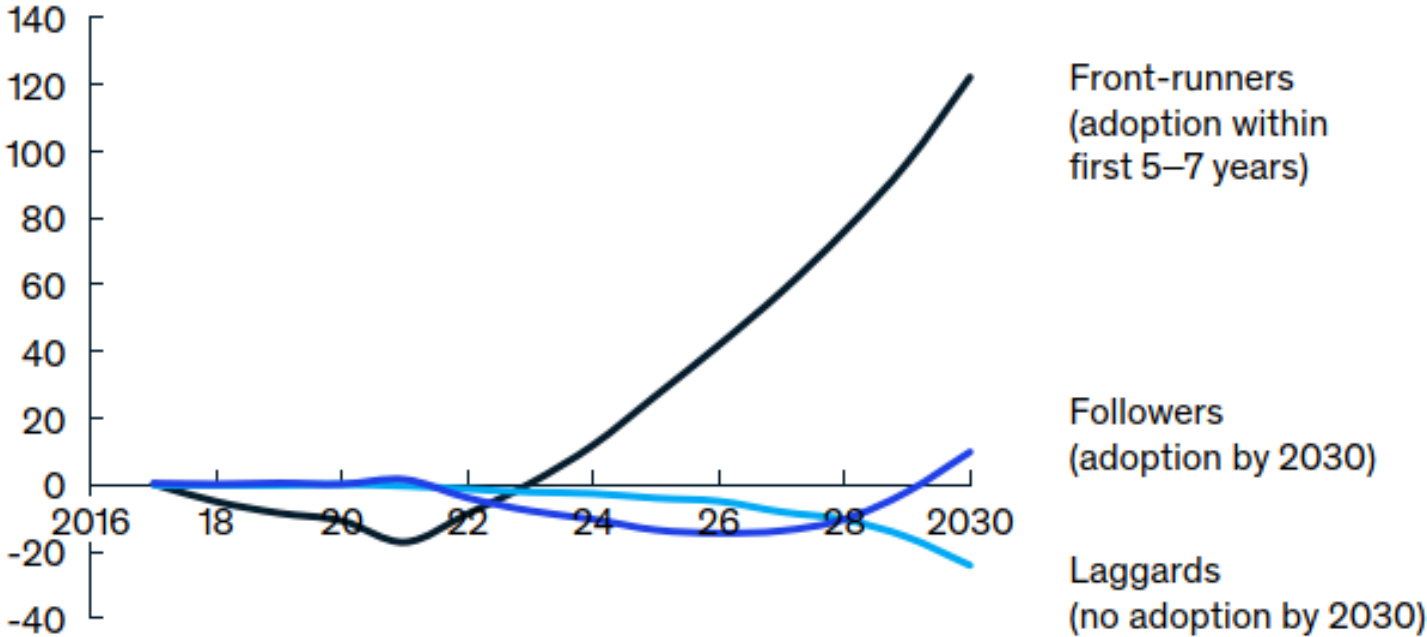
Font: Me & Company: ["Golden Circle: Why, How, What für agile Führung und Transformation"](#)

Time is critical!

Economic gains by AI front-runners, followers, and laggards show the benefits of early adoption.

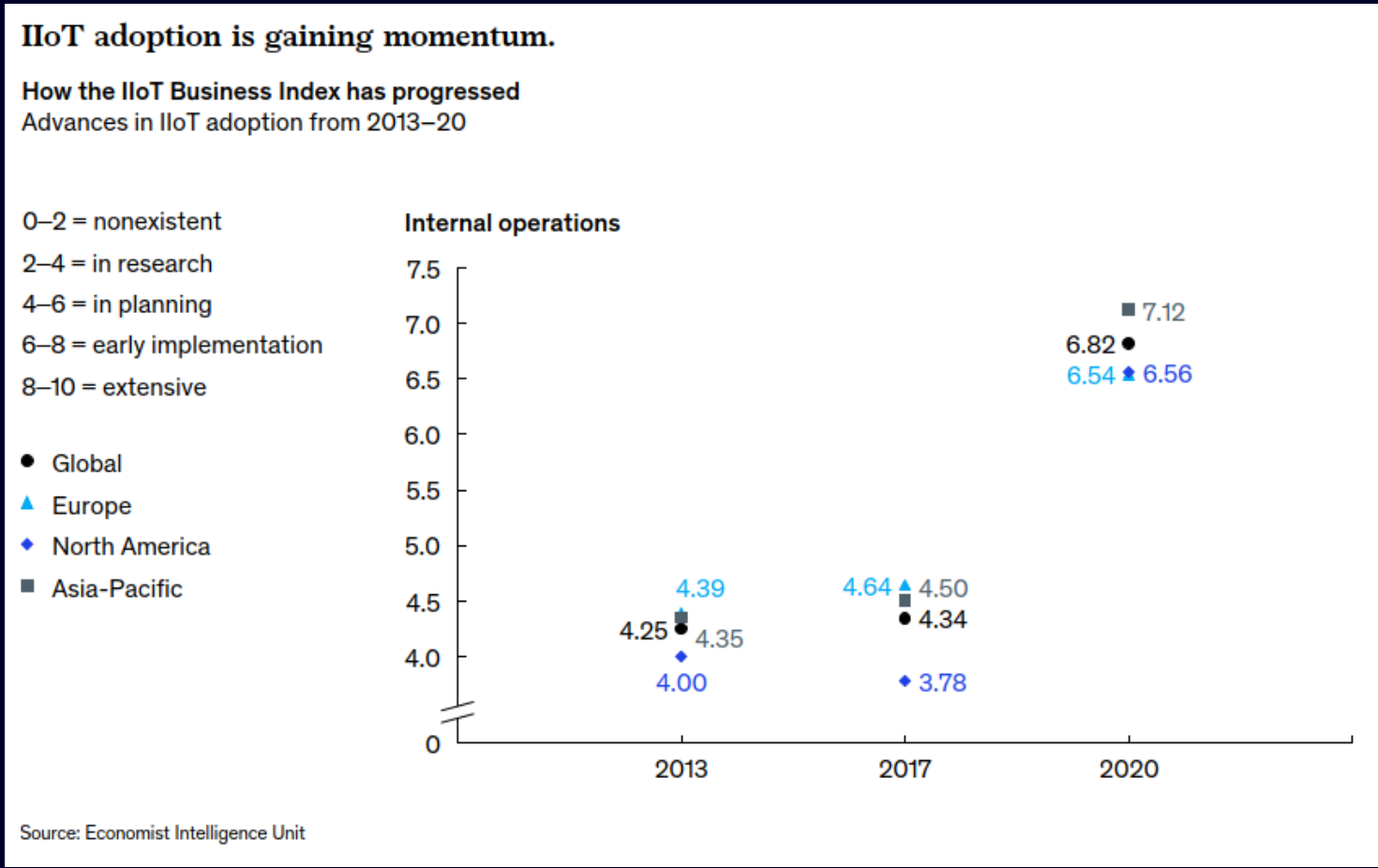
Simulation

Relative changes in cash flow by AI adoption cohort
Percent change per cohort, cumulative



Font: McKinsey & Company: [“Leveraging Industrial IoT and advanced technologies for digital transformation”](#)

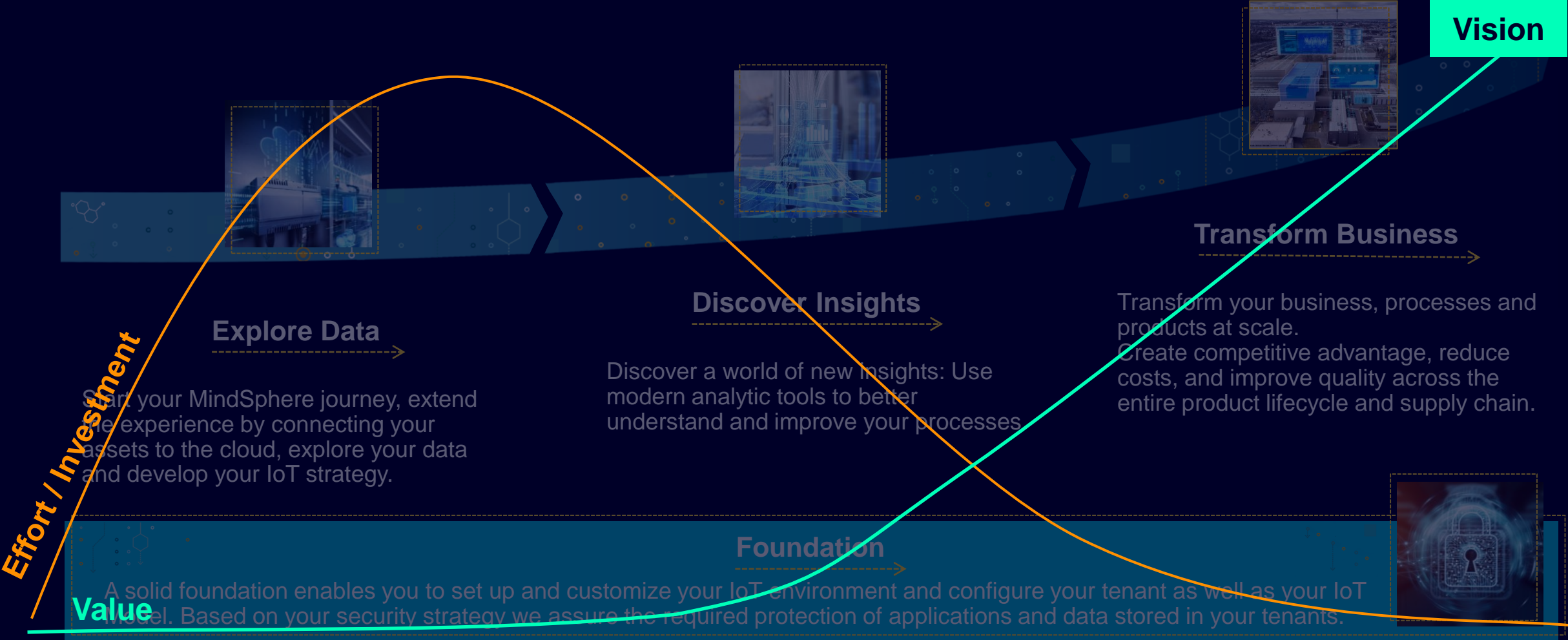
Europe is not leading anymore!



Font: McKinsey & Company: [“Leveraging Industrial IoT and advanced technologies for digital transformation”](#)

Digitalization is a journey

It is hard at the beginning, but pays off later

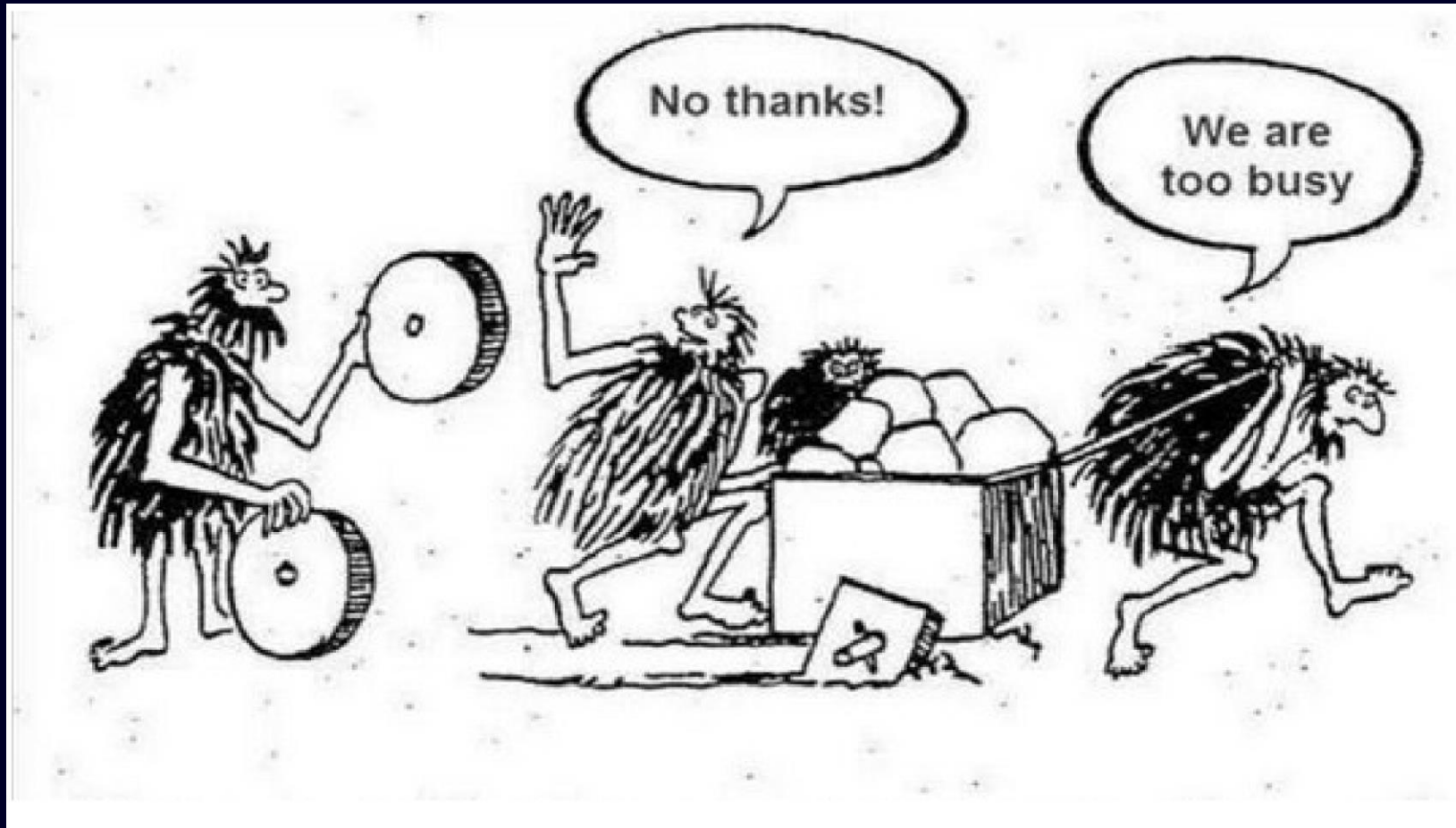


**You will not find gold nuggets –
you will find gold dust**

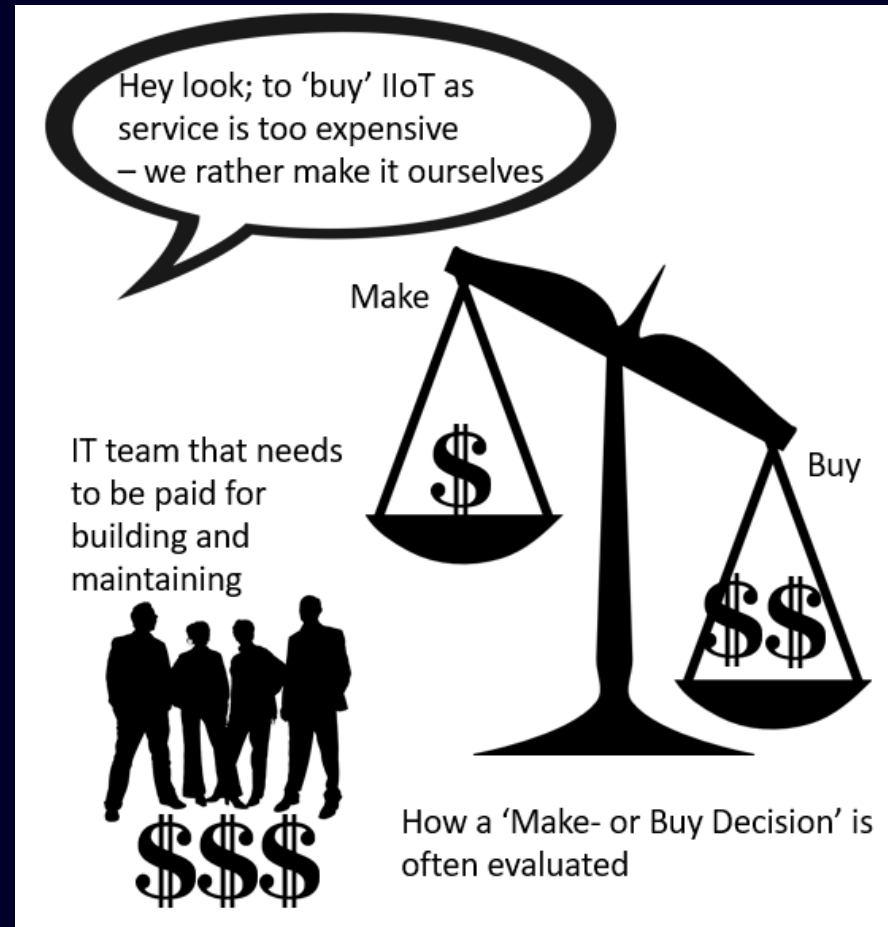


Font: <https://goldnuggetsaleshub.com/services/gold-dust/>

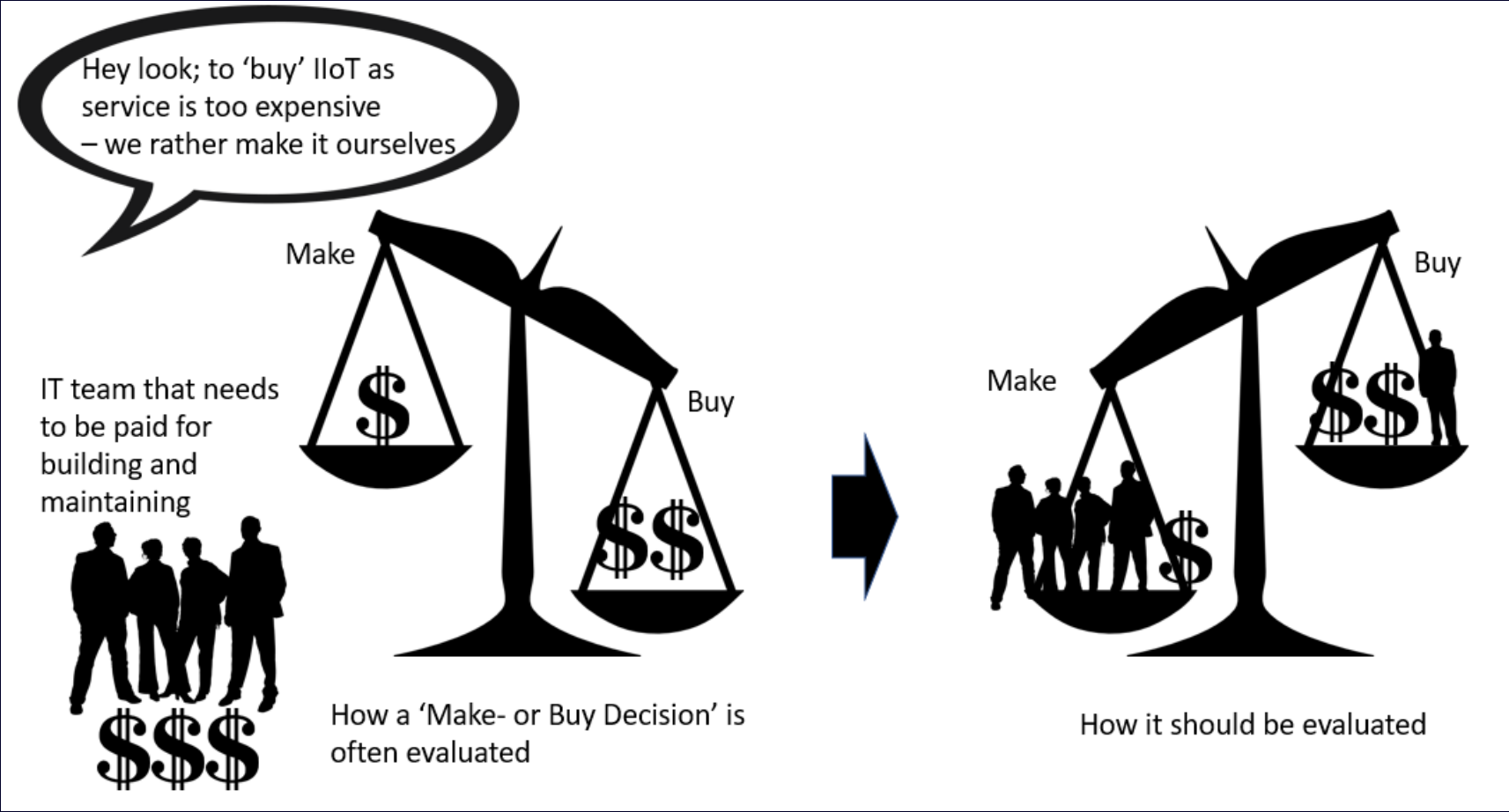
There is always opposition!



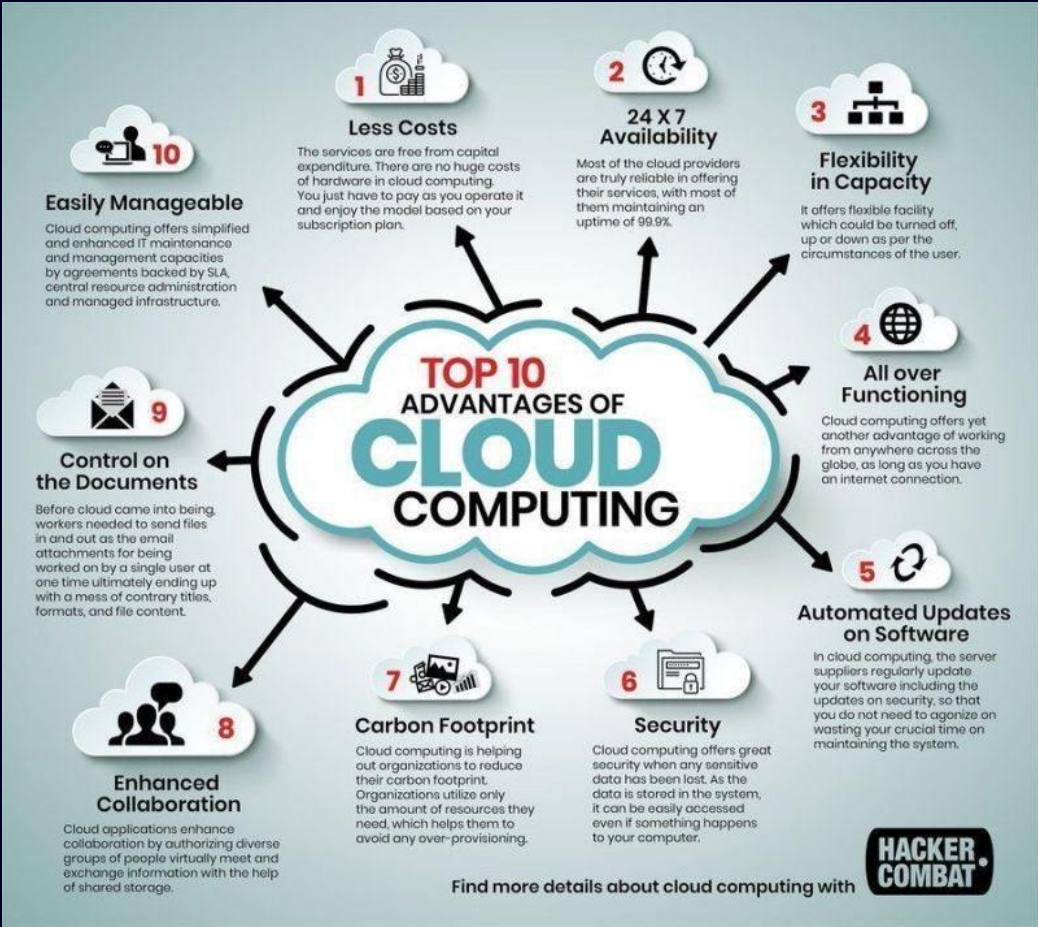
The Total Cost of Ownership (TCO) is not calculated



Better...

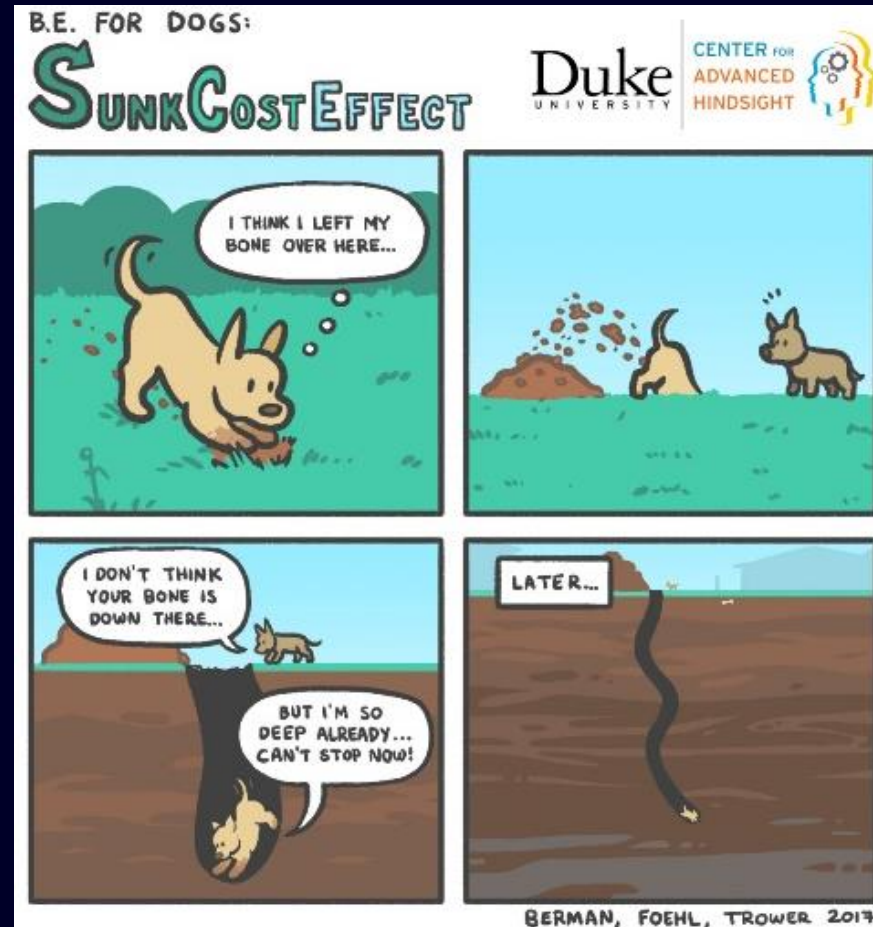


The cloud is not understood



Font: <https://twitter.com/mvollmer1/status/1456876743978065926/photo/1>

One of the most dangerous pitfalls: the sunk cost fallacy



Font: <https://advanced-hindsight.com/blog/b-e-dogs-sunk-cost/>

You (should) never walk alone!



Font: <https://www.tag-cyber.com/media/charlie-ciso>

You don't need it all, but you should think about it!



Siemens industrial IoT

Low-Code platform

Build apps faster for cloud, on-premise or hybrid infrastructure

IIoT as a service

Centralized compute and storage, with solutions, apps and services

Edge Computing

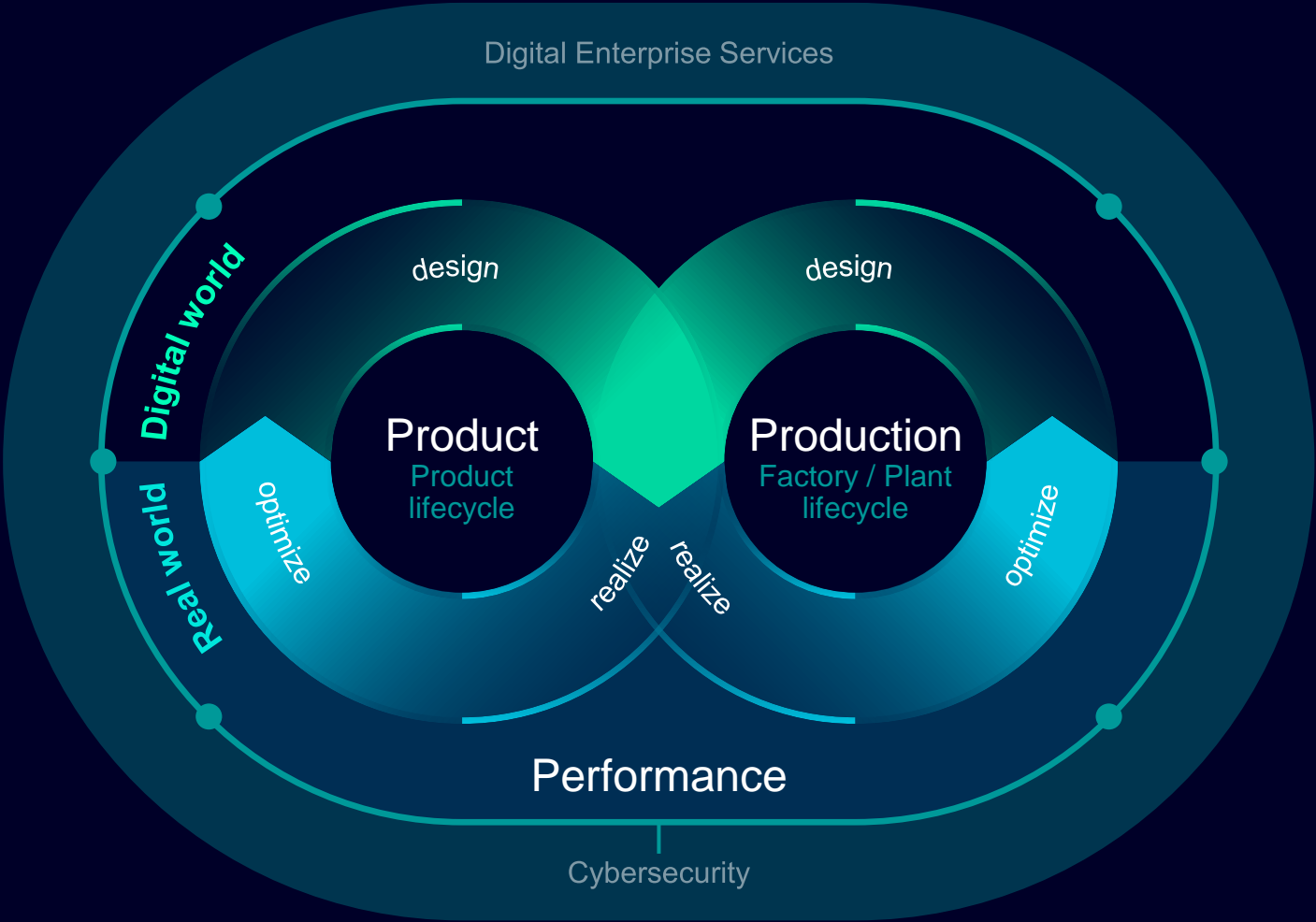
Decentral compute and storage with device runtime, apps and management

Field/Control

Automation runtime and engineering connectivity



Comprehensive Digital Twin approach



Continuous improvement of product and production in a data-driven industry

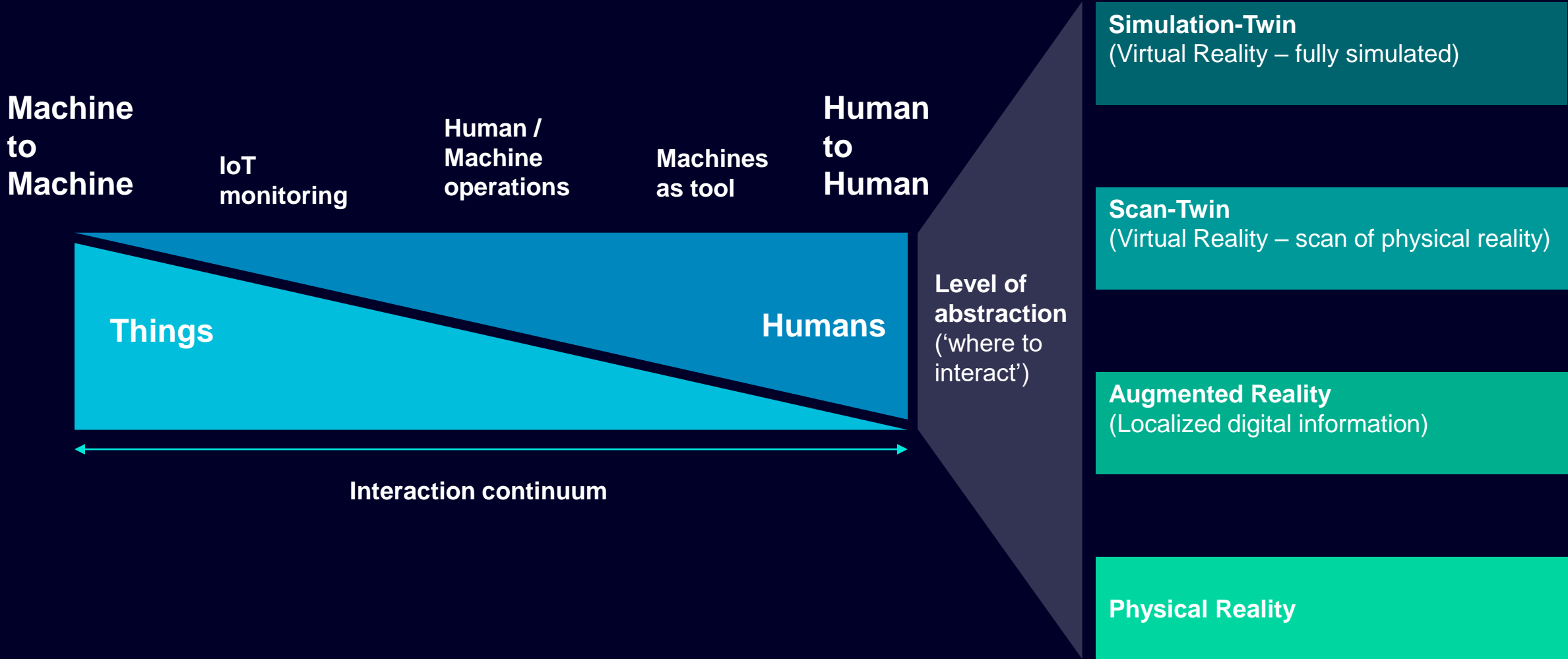
The metaverse

The future of collaboration and interaction



but what does it mean for the industry?

The metaverse for the industry



Cyber security is at the same time overestimated and underestimated



Stay safe!

You will ask the...



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