

23	c1	4c	20	02	23	ce	c1	8f	20	32	b9	37	20	b0	b0	b0	31	ae	b5	0d	23	4c	20	ce	b3	b9	b0	b3	b6	31	20	57	b0	b9	34	b3	34	:
23	c1	4c	20	02	23	ce	c1	8f	20	32	b9	37	20	b0	b0	b0	31	ae	b5	0d	23	4c	20	ce	b3	b9	b0	b3	b6	31	20	57	b0	b9	34	b3	34	:
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NOVELTI

Data & the phygital world

www.novelti.io

23	c1	4c	20	02	23	ce	c1	8f	20	b3	b0	32	20	b0	b0	b8	31	ae	38	0d	23	4c	20	ce	b3	b9	b0	b3	b3	b3	20	57	b0	b9	34	b3	b3	:
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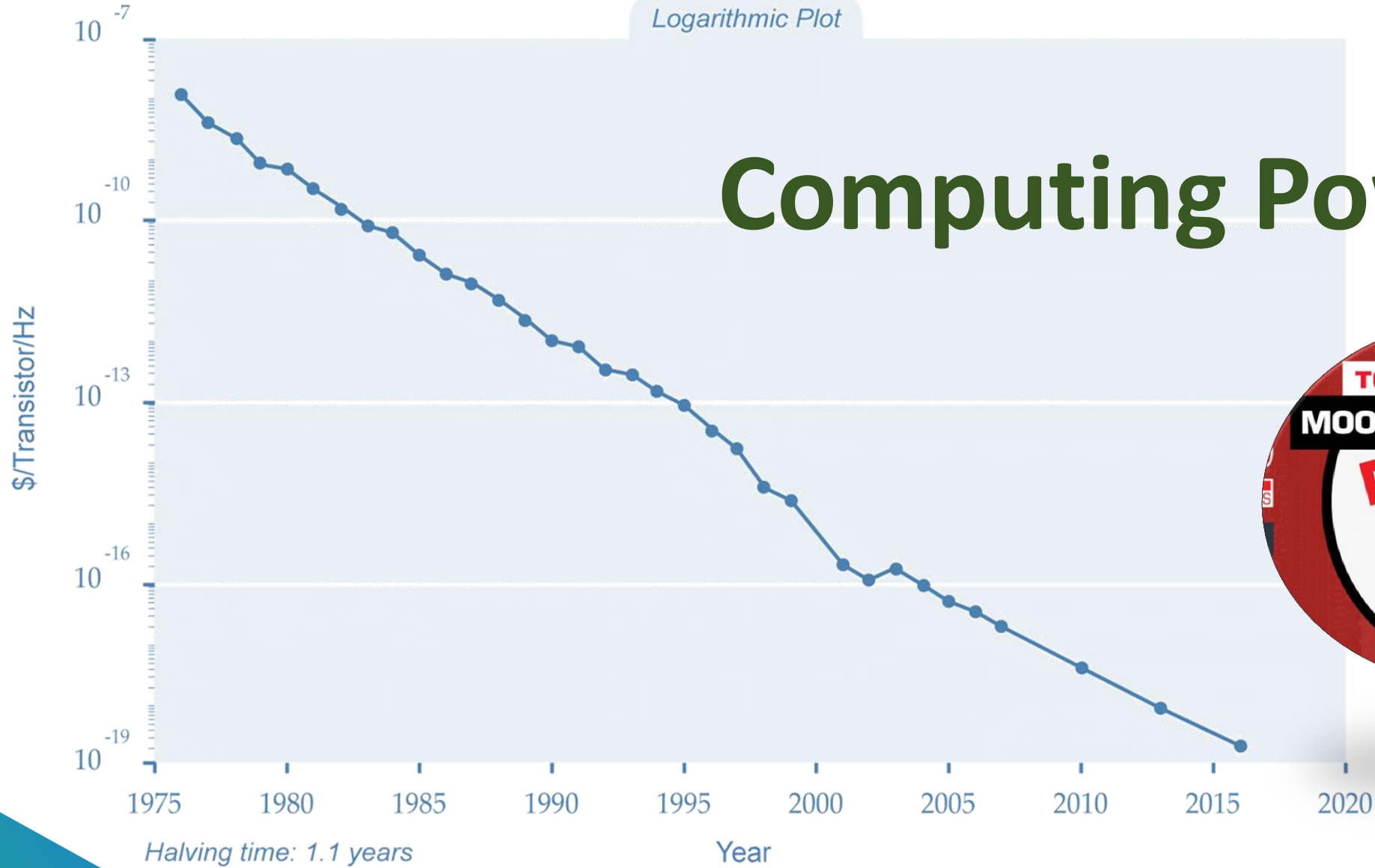
Internet of Things: the 3rd industrial revolution

**Why big data & analytics
is **now** so important?**

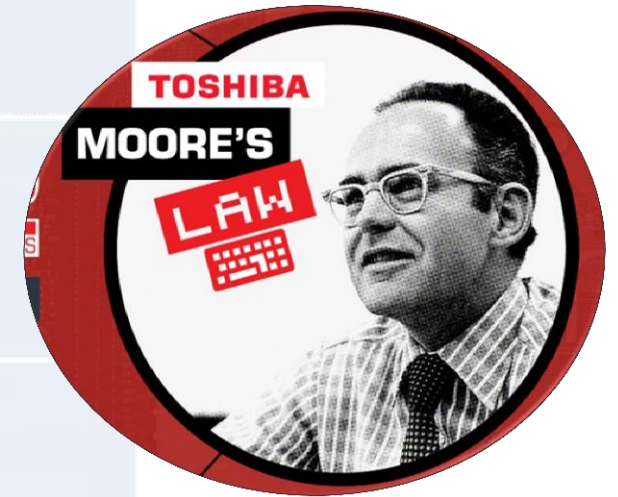


Moore's Law

Logarithmic Plot

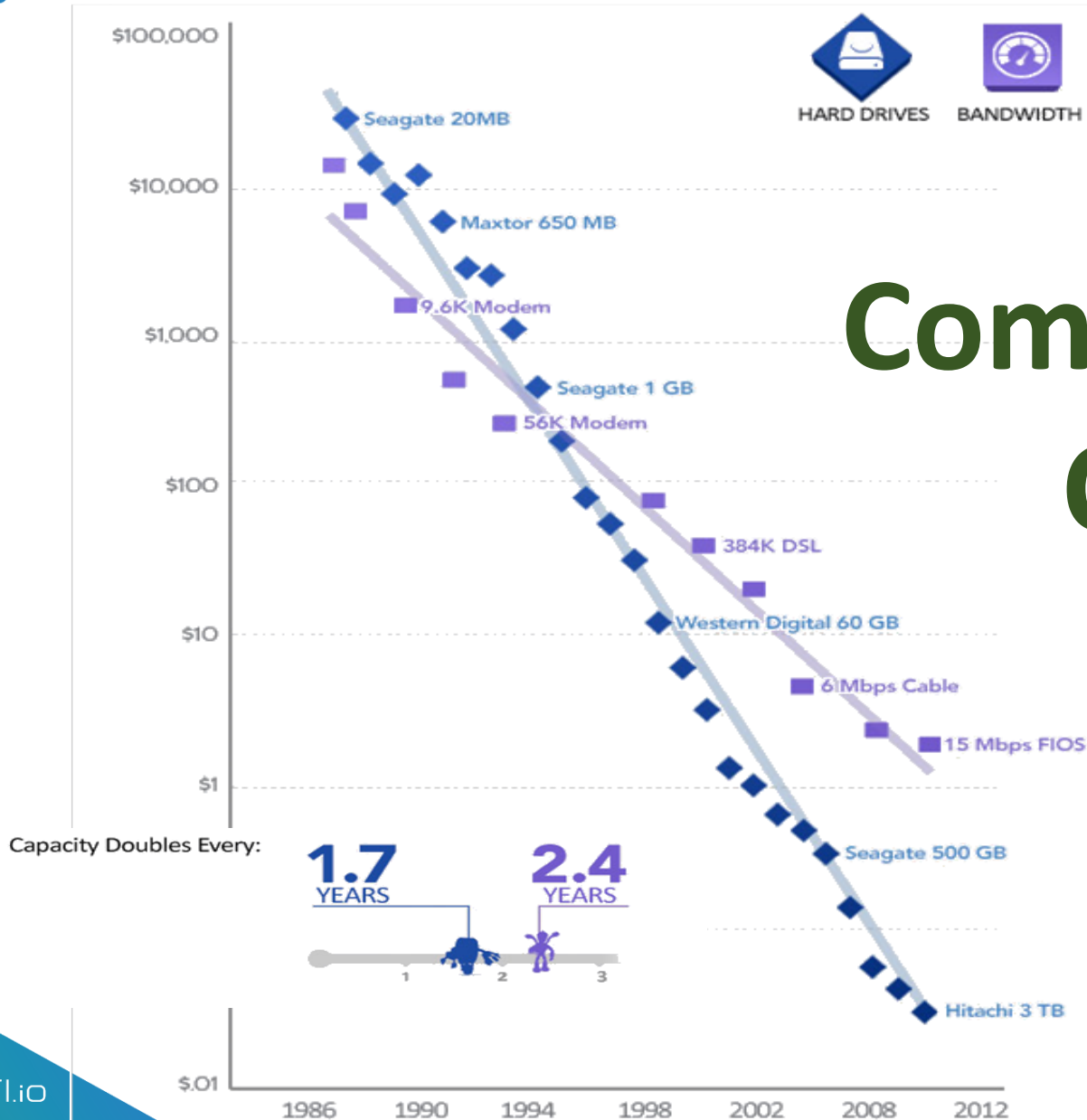


Computing Power \approx 0€





Moore's Law of bandwidth



Communication ≈ 0€
Content ≈ 0€



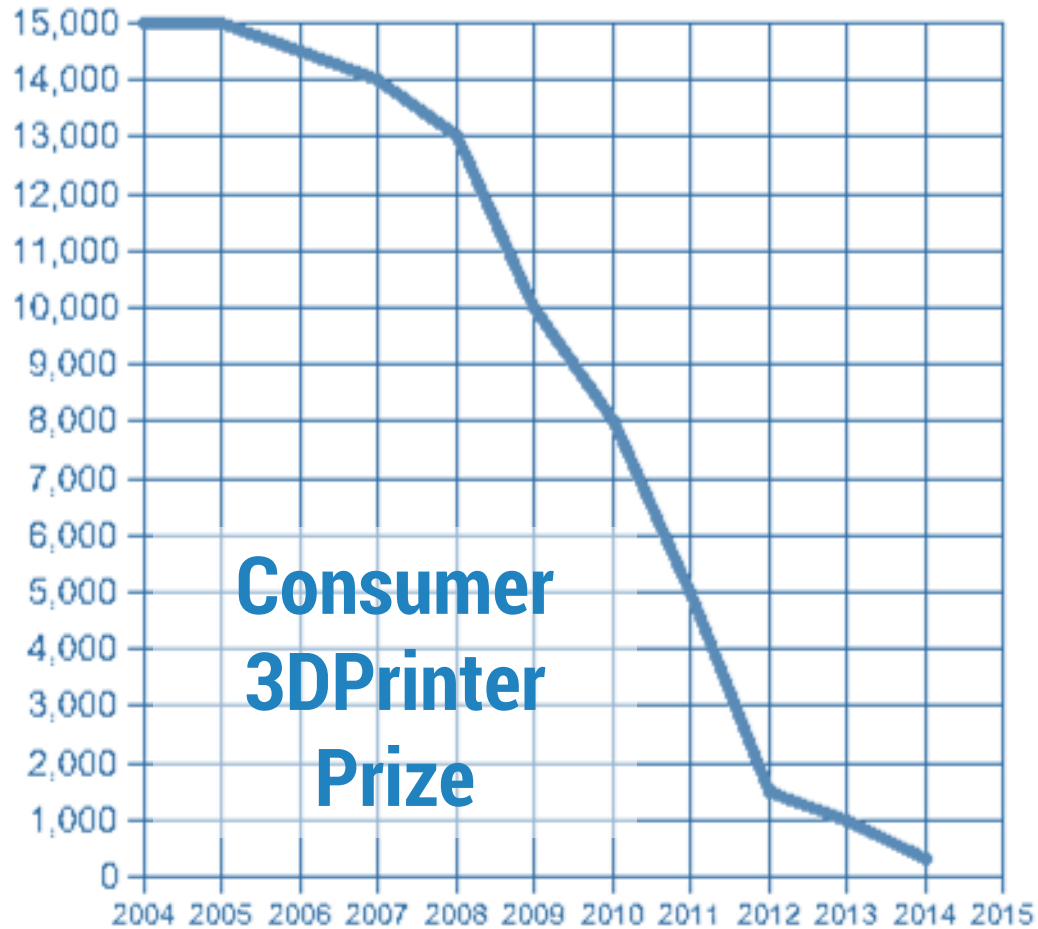
Calls = 0 €



Music = 0 €



Moore's Law of physical objects



Content

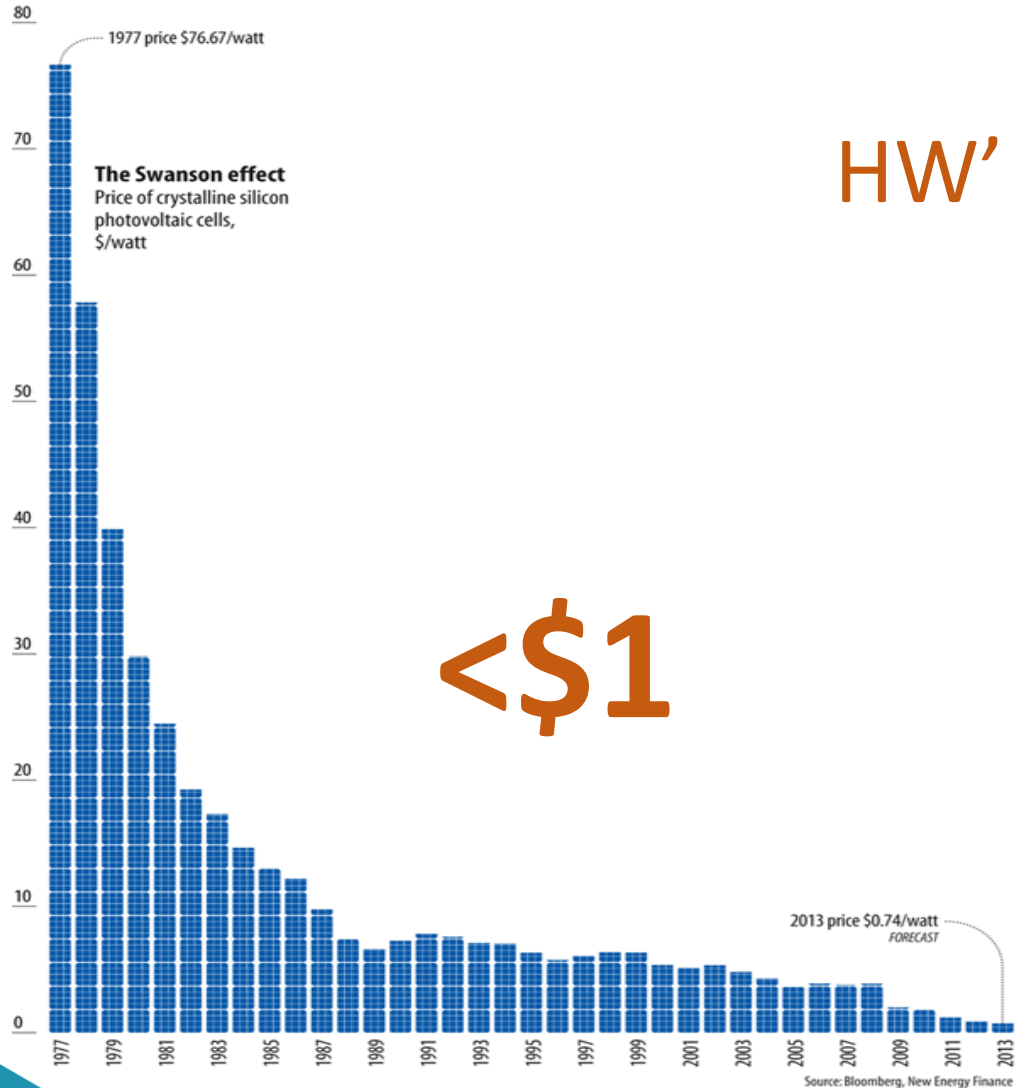
$$3d + \overbrace{(SW + IP)}^{\text{Content}} \approx 0\text{€}$$

Production means $\approx 0\text{€}$

$$\mathbf{HW' \approx 0\text{€}}$$



Moore's Law of energy



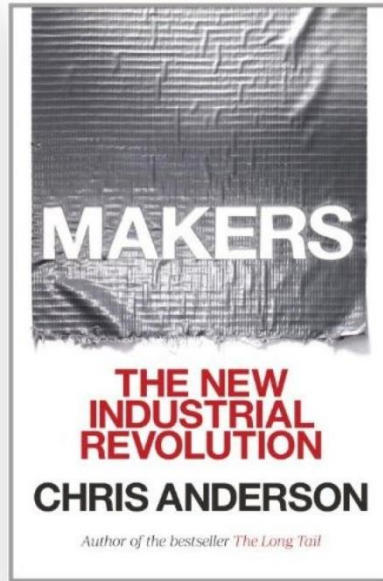
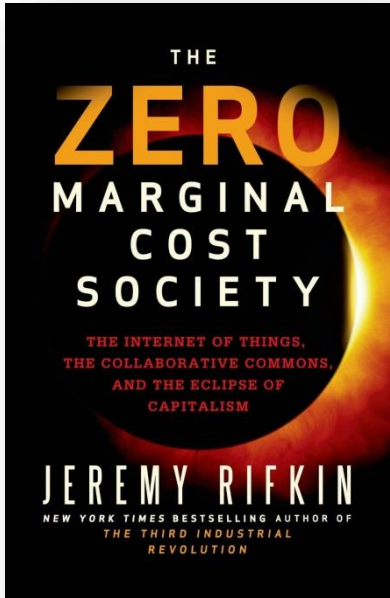
HW' + SW + Energy + Bandwidth \approx 0€

IoT \approx 0€



Internet of Things: the 3rd industrial revolution

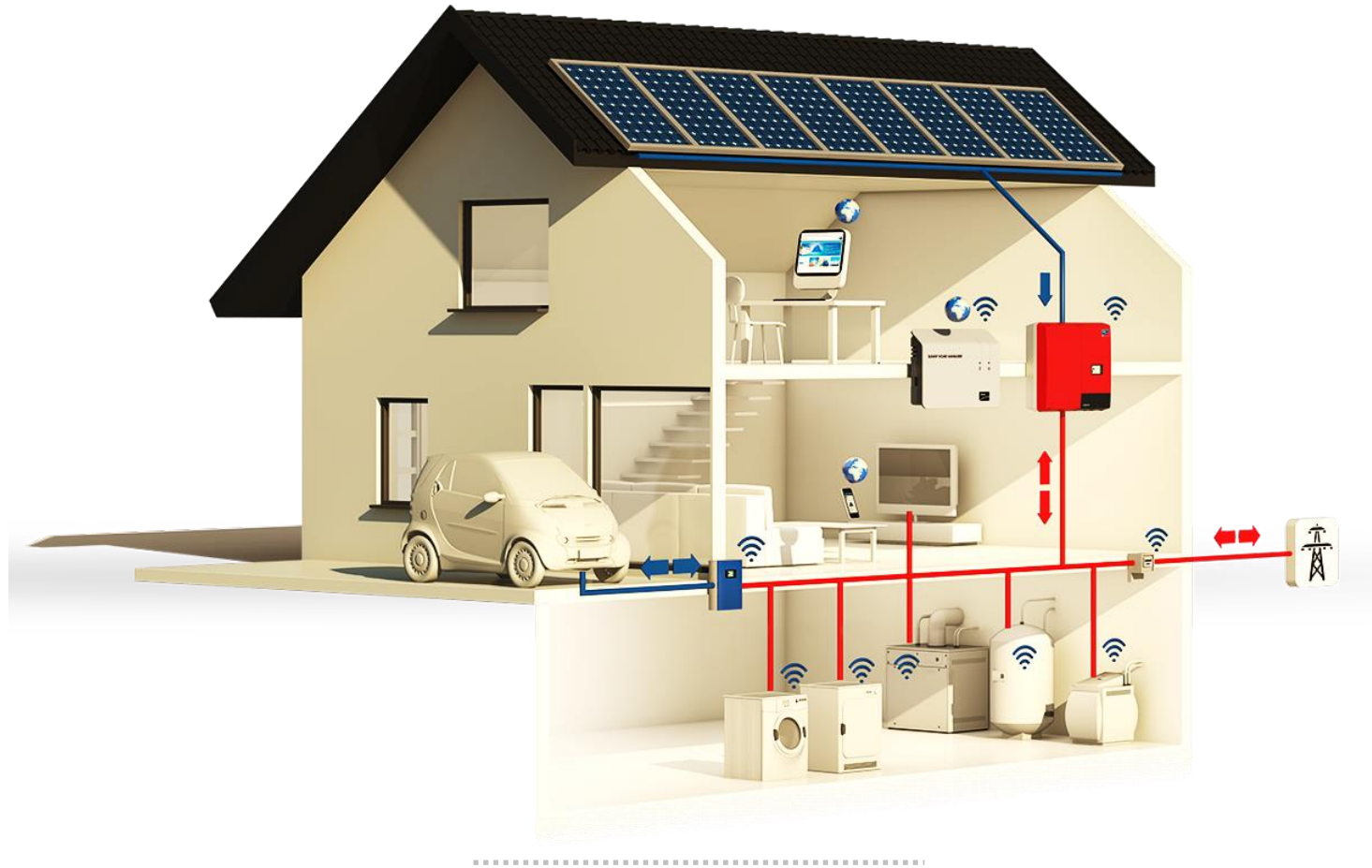
HW' + SW + Energy + Bandwidth \approx 0€



Why Software Is Eating The World.
By. Marc Andreessen.

Wall Street Journal,
August 20, 2011



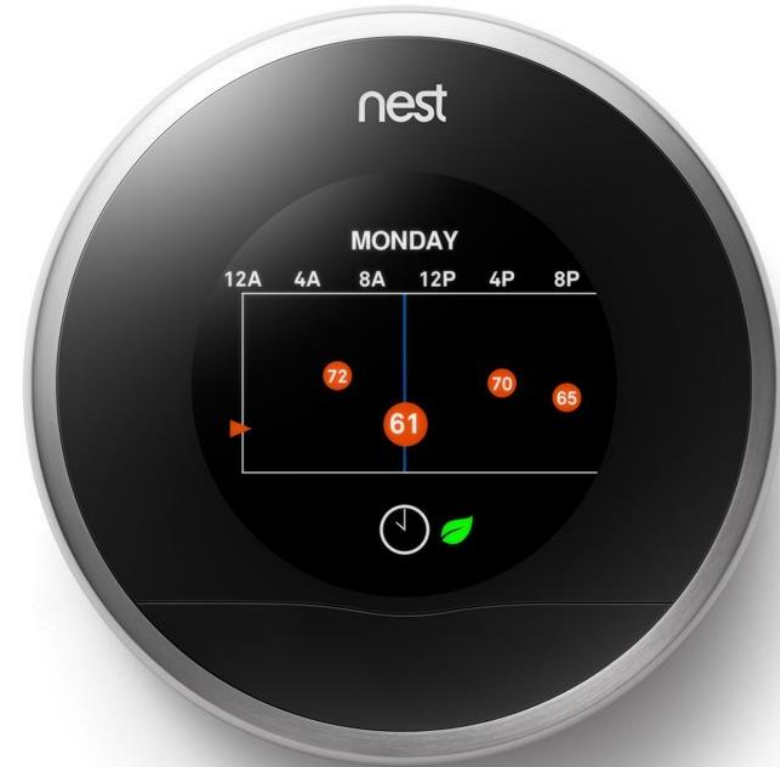


Data is a core part of **the product**.
Products networks are **service platforms**.

The role of data



Senses the environment



Learns the environment

The connected body: AliveCor

Activate Your AliveCor Mobile ECG

Your AliveCor Mobile ECG

The AliveECG app

A compatible smartphone or tablet

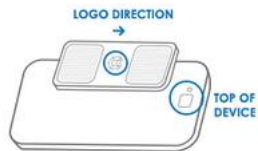
Get Started in 3 Steps:



AliveCor is a sensor enabled health monitoring service that allow users take ECG heart signal with a smartphone case and share it with professionals cardiologists on line. The system alerts users for AF risks, and traks ECG evolution based on personal context, activity and medication.

<http://www.alivecor.com/>

1 Attach the AliveCor Mobile ECG



Direction matters!

When attaching the Mobile ECG to your smartphone or tablet (or device case), check to make sure that the word "AliveCor" in the center of the Mobile ECG is upright. The electrode (silver plate) above the word "AliveCor" will be placed near the top of your device and the electrode below the word "AliveCor" will be placed near the bottom of your device.

2 Download the AliveECG App



3 Record an ECG



Create an account

Open the AliveECG app and follow the instructions to set up an AliveCor account. As part of the account setup, you will be asked to take your first recording. Place two or more fingers (it doesn't matter which fingers) from each hand on the electrodes and hold still for 30 seconds. While recording, try to relax your arms and hold still.

U.S. Only: A U.S. board-certified cardiologist will automatically review your first recording for free and will provide a medical interpretation of your ECG

The connected Car: Ferrovial @ Dallas

ferrovial





The non-scalable analytics value chain



Manual analytics efforts.



Models are always outdated



High CAPEX and *time-to-value*.



The market for Systems of intelligence



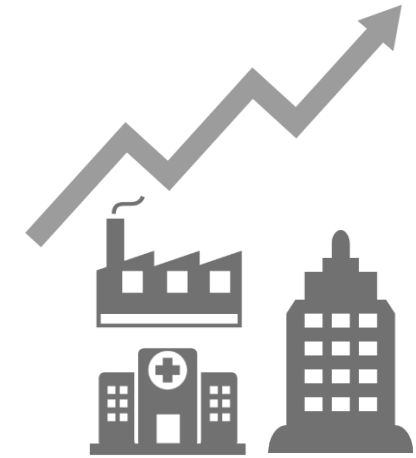
Skill shortage

Limit competitiveness and innovation



Systems of Intelligence

Autonomous solutions

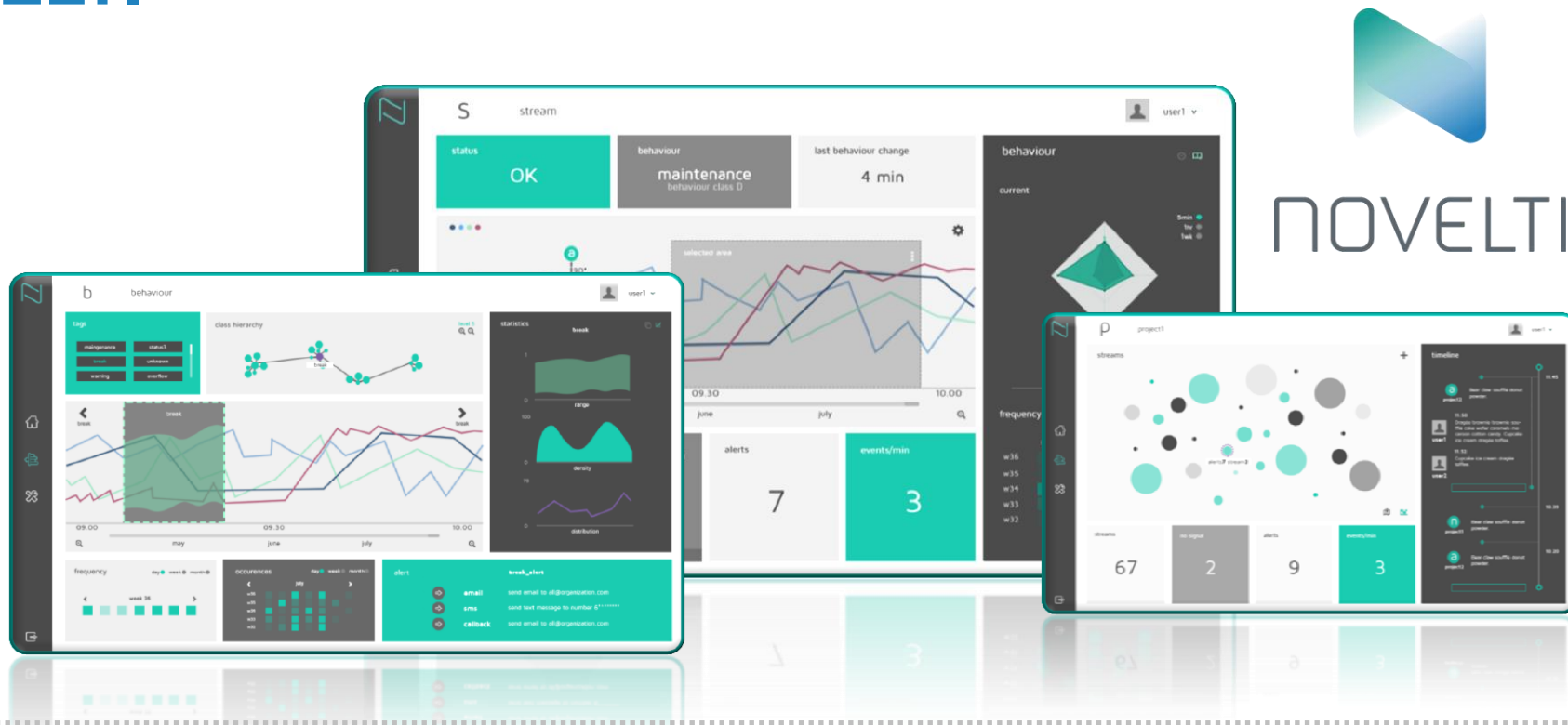


IoT Analytics

Up to 17 \$Bn in 2017
(30% CAGR)

- **Simple** Devices
- Limited **computing power**
- Limited **connectivity**
- May have **power limitations**
- Expect **failures**





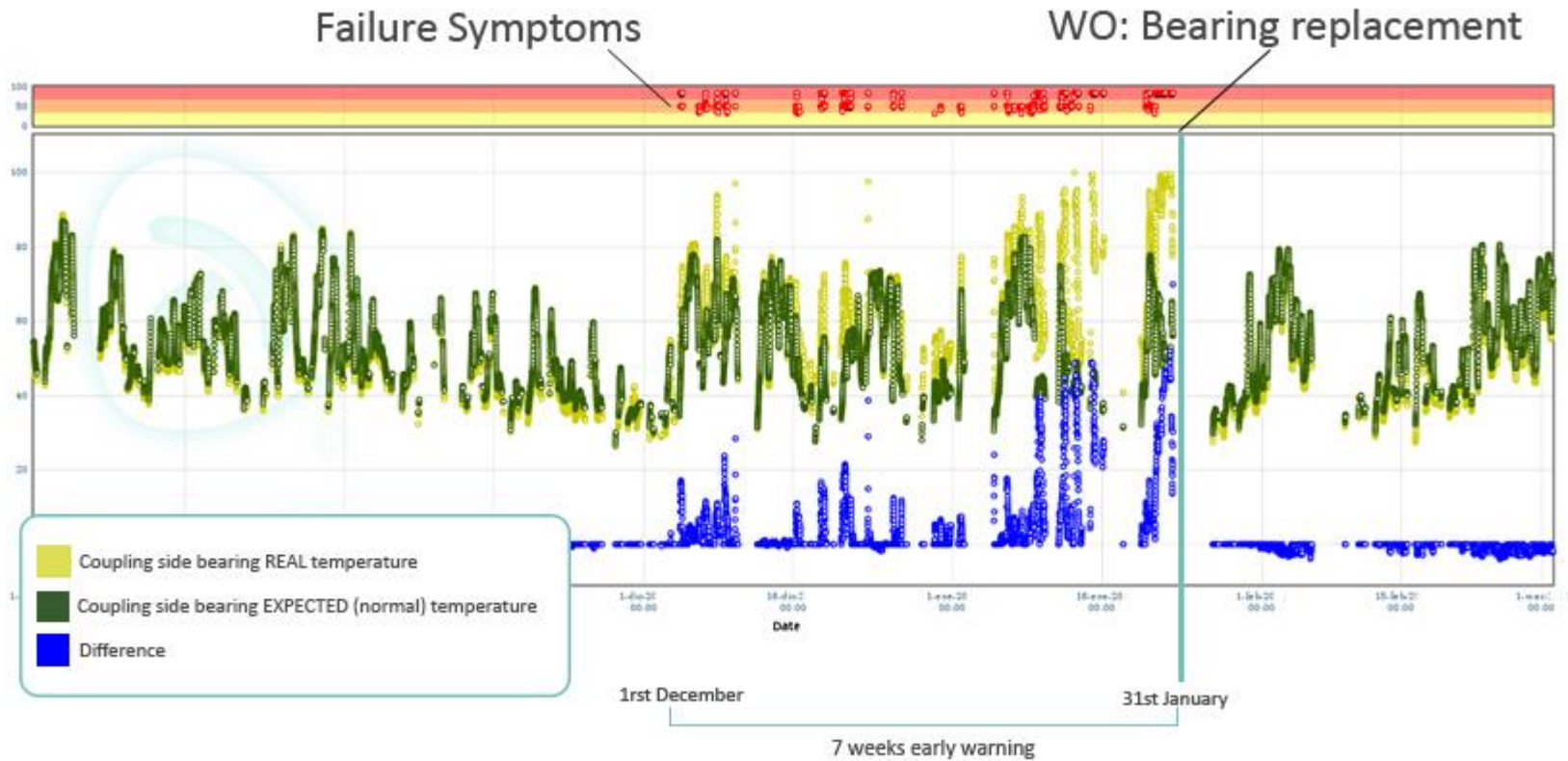
PLUG, LEARN, PREDICT

Autonomous · Multivariable Analysis · Anomaly detection ·
Pattern discovery · Real time profiling · SaaS



USE CASES: PROFILING THOUSANDS OF WIND TURBINES BEHAVIOR

To feed a predictive maintenance service.





A mind...



**Can a business have a
mind?**



NOVELTI

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Thanks for your attention

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