

INTERNET OF THINGS

FOUR VALUE OPPORTUNITIES

The capabilities of smart connected products creates **four areas of opportunity** to capture business value



THESE OPPORTUNITIES ARE CREATED BY TRANSFORMING PRODUCTS & SERVICES



Improve Customer Experience

Opportunity

Value

Control via smart apps	➔	Low-cost customization
Software-based product upgrades	➔	Longer product life
Predictive & remote service	➔	Increased uptime



Optimize Business Processes

Opportunity

Value

Real-time monitoring & reporting	➔	Improve & track performance
Integrate data with other systems	➔	Improve efficiency across value chain
Leverage usage with marketing & CRM	➔	Target promotions & build customer relationships



Differentiate Offering

Opportunity

Value

Enable self-service	➔	Customer satisfaction, reduced support demands
Software-driven customization	➔	Low-cost product differentiation
Performance-driven contracts	➔	Premium SLAs



New Revenue Streams

Opportunity

Value

Product-as-service-model	➔	Subscription-driven profit model
Performance-driven contracts	➔	Premium SLAs
Data-brokering	➔	Advertising revenue
Consumables management	➔	Consumables revenue

To learn more about the value of smart, connected products and how different capabilities can transform your business, visit www.ptc.com/connected-business