

# INTERNET OF THINGS (IoT) INTRODUCTION

**(IOTI)**

**(1 day, 8 hours, 8 Business PDUs)**

## AFTER THE COURSE/WORKSHOP YOU WILL

- ❖ Know and understand the terminology used.
- ❖ Have increased your IoT knowledge: business, trends and players
- ❖ Know and understand the challenges and barriers you will face when getting into this business.

... and most importantly:

- ❖ Have the necessary knowledge to make your business a success in this market.

## TRAINING METHODS

We apply a training method based on "learning by doing". This means optimizing your learning by combining the trainer's input with your own experience and active participation.

## TARGET GROUP

- ❖ People in charge of the strategy in your company.
- ❖ Business Planners and Developers.
- ❖ Account Managers: KAM & Enterprise (especially), all vertical segments.

[www.GreenlightPM.com](http://www.GreenlightPM.com)  
[GreenlightPM@GreenlightPM.com](mailto:GreenlightPM@GreenlightPM.com)

Everybody is talking about IoT; the huge volumes it moves (in units, in USD, in data... just mention it) and the huge potential it has. This is nothing new. It has been this way for the past 15 years or more. But there is a lot of confusion, and even contradiction around the subject.

This training course/workshop will provide you with the necessary knowledge to understand IoT: from the terminology to the business, the trends and the players, and the forces at work at each step of the process.

You will learn where the business is in each step of the Value Chain, the barriers and challenges and how to minimize them, as well as some realistic volumes.

## SUBJECTS

- ❖ Definition of IoT and its environment.
- ❖ The value chain.
- ❖ Main IoT applications.
- ❖ Forces, Challenges and Barriers.
- ❖ The Market:
  - ✓ Strategic forces.
  - ✓ Volumes: per Region and per Application.
  - ✓ Trends.
  - ✓ What some main players are already doing.
- ❖ Volumes you should consider: a realistic scenario 2010-2020 for the main segments.

## PREREQUISITES

None.