

## Industrial IoT SIG

### 'Reactive, Predictive, Prescriptive – Evolving your IIoT'

14<sup>th</sup> June 2018

Hosted by The Bradfield Centre

This SIG is championed by **Iain Davidson** - Head of Marketing, **Arkessa**, **Peter Montgomery** - Strategic Partnerships, **GSMA**, **Andy Rhodes** - Operations Director, **42 Technology** and **Rob Sheppard** - IoT Product & Solutions Manager, **Intel**

Venue: The Bradfield Centre, 184 Cambridge Science Park, CB4 0GA

WiFi: Central Working – Password: Ca3Br1d5e

#### AGENDA

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| <b>13:00</b> | Registration and networking with refreshments  |
| <b>13:30</b> | Introduction to the IIoT SIG from <b>Rob Sheppard</b> - IoT Product & Solutions Manager, <b>Intel</b>  |
| <b>13:35</b> | Welcome from CW, <b>Abhi Naha</b> , Chief Commercial Officer, <b>Cambridge Wireless</b>  |
|              | <b>Session chaired by SIG Champion, Rob Sheppard</b> - IoT Product & Solutions Manager, <b>Intel</b>   |
| <b>13:45</b> | <b>'Preventative maintenance applications and real time failure detection in Energy Management'</b><br><b>Omer Benyamini</b> - Solutions Consultant - <b>Panoramic Power, Centrica Business Solutions</b><br>Panoramic Power, part of Centrica Plc, provides wireless, self-powered sensors which measure the electrical current in real time through a non-invasive process. The measurements from the sensors are used to deliver visibility to your operation, significant energy savings, preventive maintenance applications and real time failure detection. |
|              | <b>Session chaired by SIG Champion, Rob Sheppard</b> - IoT Product & Solutions Manager, <b>Intel</b>   |
| <b>14:05</b> | <b>'Everything needs a digital twin'</b><br><b>Ali Nicholl</b> - Head of Sales and Marketing, <b>Iotic Labs</b><br>How a digital twin solves the challenges of being simultaneously secure and interoperable within a shared cloud of things.  |
| <b>14:25</b> | Q&A  |
| <b>14:40</b> | <b>Session chaired by SIG Champion, Rob Sheppard</b> - IoT Product & Solutions Manager, <b>Intel</b><br><b>'Driving Up-Time in the Automotive Industry'</b><br><b>Graham Dunlop</b> - Product Lead, <b>Senseye</b>   |
| <b>15:00</b> | <b>Session chaired by SIG Champion, Andy Rhodes</b> - Operations Director, <b>42 Technology</b><br><b>Rob Sheppard</b> - IoT Product & Solutions Manager, <b>Intel</b><br>Only about 10% of IoT data collected by video cameras is viewed and analyzed. Vision solutions that use AI to analyze data right at the edge can deliver near-real time insights to smart cities, retailers, and manufacturers.  |
| <b>15:20</b> | Q&A  |
| <b>15:35</b> | <b>Session chaired by SIG Champion, Andy Rhodes</b> - Operations Director, <b>42 Technology</b><br><b>'Start up to Scale, Engaging with the Channel. Pitfalls and Promises'</b><br><b>Evan Unrue</b> - Chief Technologist, <b>Iot, Analytics &amp; Cognitive EMEA, TechData</b>  |
| <b>15:55</b> | Q&A  |
| <b>16:10</b> | Refreshments and networking  |

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**17:00** Session chaired by SIG Champion, Andy Rhodes - Operations Director, **42 Technology**  
Panel Discussion

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**17:30** Event Close

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With the permission of the speakers, presentations will be loaded to the CW website on the day following the event

## Profile of organisers

### Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of host

### The Bradfield Centre, Cambridge

The Bradfield Centre is managed & operated by Central Working on behalf of Trinity College Cambridge. We are a collaborative, entrepreneurial community of innovative start-ups and scale-ups. This stunning building is the house for over 250 members across 62 companies, with a focus on deep tech projects. We offer a mix of memberships from hot desking to private offices. If you want to join the community here, find out more about what we do, free venue hire or have a tour of the building, feel free to approach us at the end of the event or ask in Reception. Profile to follow. <https://www.bradfieldcentre.com/>

## Profile of SIG Champions

### Iain Davidson - Head of Marketing, **Arkessa**

**In a career spanning 20 years with BAE SYSTEMS, Motorola, Freescale & Arkessa, Iain has worked in a number of roles from hardware/firmware design, systems integration, , IoT Business Development and Marketing. He is on the lookout for compelling new IoT devices/applications and especially a creative business model approach which can simplify adoption and scale. Currently, Iain runs Marketing at Arkessa.**

### Peter Montgomery - Strategic Partnerships, **GSMA**

Peter currently leads strategic partnership activities for the GSMA. He works with key stakeholders in the mobile telecoms market to collaborate on GSMA led industry initiatives with the aim of facilitating and triggering market expansion, enabling scale and fostering innovation. In turn lowering the barriers to widespread adoption of technologies such as mobile broadband and enabling new emerging solutions such as embedded mobile to gain a sure foothold. Having acquired a degree in Electrical and Electronic Engineering from Birmingham University, Peter moved swiftly into the commercial world where he led marketing and business development activities at Marconi, Symbian and then Nokia before arriving at the GSMA.

### Andy Rhodes - Operations Director, **42 Technology**

Andy has over 30 years of international experience in the development of wireless communications and tracking products and systems. He has sector experience in industrial and consumer electronics, commercial telecoms, high reliability satellite systems and security & defence. At 42 Technology, a technology and product development consultancy, he has recent first-hand experience of delivering an Industrial IoT system deployment with 1000's of

devices across UK and Europe, operating in harsh and hazardous environments, to provide quality data that can change the operating business model for the industry.

**Rob Sheppard - IoT Product & Solutions Manager, [Intel](#)**

Rob is responsible for driving the scale of IoT solutions, through Sales and Marketing in EMEA, across a broad range of vertical business markets including smart cities. Rob joined Intel in 1982 and has held a broad range of technical, marketing and management roles, with a strong background in IT and B2B markets. He holds a joint honours degree in Computer Science and Electronic Engineering from the University of Birmingham and is based in the UK.

### Profile of speakers

**Omer Benyamini - Solutions Consultant - Panoramic Power, [Centrica Business Solutions](#)**

Omer is responsible for all customers of Panoramic Power in the UK and Ireland region, as part of his role he participates in the pre-sale process, onboarding new customers, setting up the system and responsible for training workshops and ongoing support. Omer is working as part of Panoramic Power for the last 3.5 years, during the first 2 years he also developed the foundation of all existing customer facing reports. He holds a degree in Industrial Engineering from the University of Tel Aviv and is based in the UK.

**Graham Dunlop - Product Lead, [Senseye](#)**

Graham has 25 years' experience of software product development gained in the public and private sector. At Senseye, an innovate start-up providing scalable predictive maintenance, he is responsible for leading product development to deliver growth across all sectors with a focus on automotive.

<https://www.linkedin.com/in/grahamdunlop/>

**Ali Nicholl - Head of Sales and Marketing, [Iotic Labs](#)**

Ali is the Head of Engagement at Iotic, working across customers, partners and Iotic Ecosystem. Ali is focused on the co-creation of transformative services and solutions, that meet genuine business challenges today and are future flexible for as yet undefined futures. Leading the Sales and Marketing activity at Iotic, Ali is passionate about enabling and empowering individuals and organisations with Digital Twins and the secure interoperability they enable. Amy Webb noted that "The future doesn't simply arrive fully formed overnight but emerges step by step". The vast potential that can be unlocked by enabling things, systems and individuals to share, discover and interact with one another must be married to clear understanding of business benefits and the clarity that those first steps can be taken with confidence.

**Rob Sheppard - IoT Product & Solutions Manager, [Intel](#)**

Rob is responsible for driving the scale of IoT solutions, through Sales and Marketing in EMEA, across a broad range of vertical business markets including smart cities. Rob joined Intel in 1982 and has held a broad range of technical, marketing and management roles, with a strong background in IT and B2B markets. He holds a joint honors degree in Computer Science and Electronic Engineering from the University of Birmingham and is based in the UK.

**Evan Unrue - Chief Technologist, Iot, Analytics & Cognitive EMEA, [TechData](#)**

Evan Unrue is the EMEA Chief Technologist for IoT and Analytics and has worked within Tech Data (A global Technology Distributor) for 13 years. Having been the technology lead for converged infrastructure up until 2016, Evan has since been focused on driving Eco-System engagement within IoT and Analytics, with a view to on-boarding the right mix of technology vendors to support the EMEA Tech Data go to market for IoT. Evan also has the technical function of driving technical evangelism and providing country teams with tools and information to support local IoT Engagement.