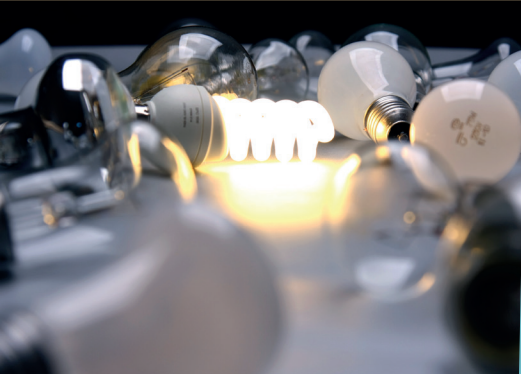




## WORKSHOP > IoT



“We achieved a tremendous amount in a short period of time, effectively developing and refining our ideas to select the strongest opportunities.”

SVP Technology, major tech company.

“STL Partners’ workshop provided a tremendous platform to build and develop our strategy. Insightful, rigorous and dynamic- a great team.”

VP, major tech company.

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# The Internet of Things (IoT) Workshop

Still in its infancy, the much-hyped Internet of Things (IoT) has significant growth potential with many predicting billions of connected devices within the decade. But how real is the opportunity and what does it look like for your organisation? More importantly, what do you need to do to realise the opportunity?

STL Partners offer a bespoke workshop that seeks to demystify the IoT opportunity. We can help you identify, develop and prioritise key initiatives so that you can move forward with assurance in this rapidly developing space.

The workshop seeks to uncover strategic opportunities that go far beyond basic M2M connectivity and closed solutions, providing a much more profitable and exciting future for your company.

## Objectives of the workshop (Tailored to your needs)

- Build a shared understanding of “The Internet of Things”: History, key players, current trends, potential future evolution, opportunity areas & potential constraints.
- Brainstorm and evaluate potential opportunity ideas.
- Develop priority initiatives in greater detail: outline the commercial rationale and develop action plans.
- Create strong engagement and buy-in from participants to build momentum in launching new services.

## Who is this workshop for?

- Operators, vendors, infrastructure/technology companies, OEMs and connected device manufacturers
- **Established M2M teams** who would like to expand beyond basic connectivity and define higher revenue generating strategies
- **Strategy, Innovation and marketing teams** who are looking to leapfrog low-revenue generating M2M connectivity plays

## WHO WILL FACILITATE THE WORKSHOP?

Phil Laidler and Keith McMahon will be leading the workshop.



**Phil Laidler**  
STL Partners Consulting Director

- 20 years’ experience in strategy, marketing and corporate development; 15 years in TMT, defining and delivering new services.
- Prepared and facilitated numerous Telco2.0 interactive workshops.
- Phil is STL Partners’ subject matter expert on connected things and has authored or edited most of the Telco2.0 research on the topic.



**Keith McMahon**  
Senior Consultant

- Senior Consultant and key contributor to Telco2.0 research including 2-sided-business-model-opportunities, broadband-business-models and on-line-content-strategies
- Previously held senior technology operations and strategy positions in the Telcoms industry around in the world, working for companies such as Cable & Wireless, America Movil (Brasil), Witel & Accenture.

## SAMPLE 1-DAY PROCESS (TAILORED TO YOUR NEEDS)

### Pre-workshop:

**Agree** objectives, **refine** design, **prepare** stimulus material

**AM: Understand** the Internet of Things landscape

**AM: Identify** strategic growth opportunities within the Internet of Things

### Lunch

**PM: Develop** and **evaluate** specific proposition concepts for your organisation, using interactive voting technology to efficiently **process** and **prioritise** the key initiatives

**PM: Secure** consensus on how to move forward – drive action

### Post-workshop:

**Summary report** with presentations, brainstorm output, votes, agreed plans