

# DEMYSTIFYING IOT: REALTIME PURCHASE MONETIZATION WITH RED HAT MIDDLEWARE

BY:  
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# PRESENTERS PROFILE

## ZOHAIB KHAN

Domain Architect, Red Hat NA  
Manager PaaS Community of Practice

## ERIC GETCHELL

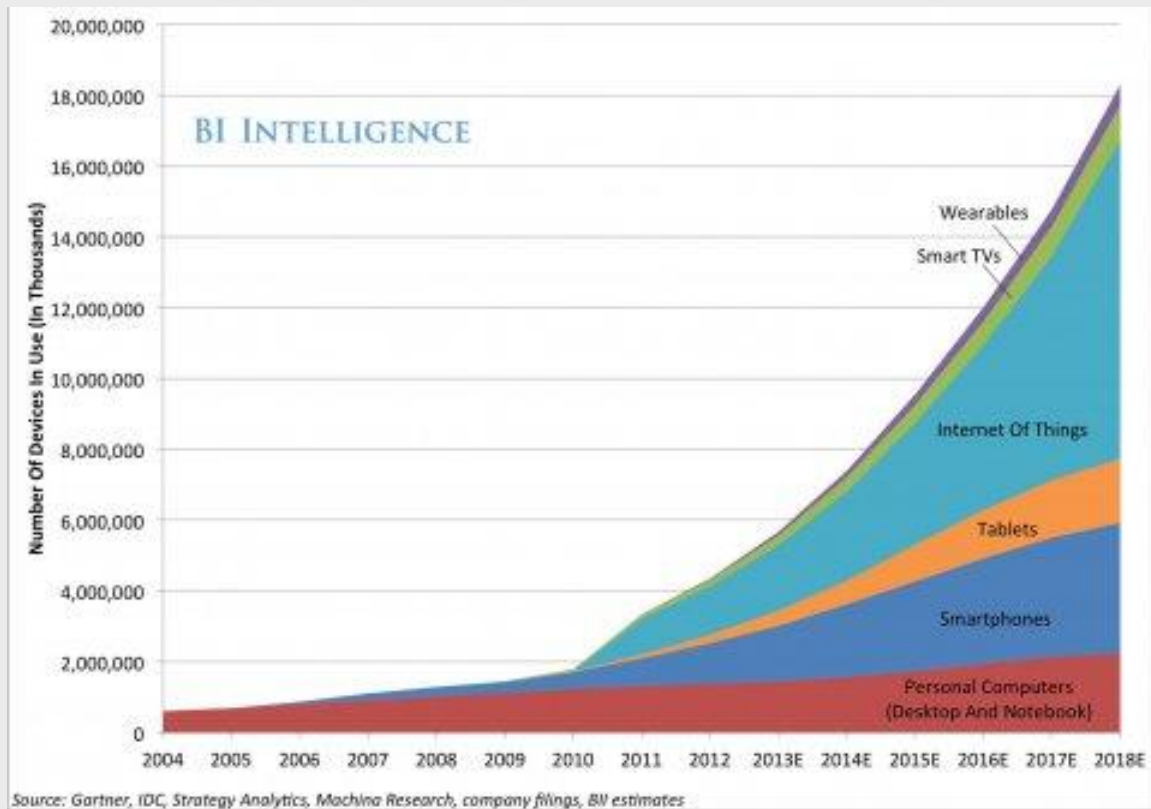
Senior Solution Architect, Middleware and PaaS

# WHAT WILL WE COVER TODAY?

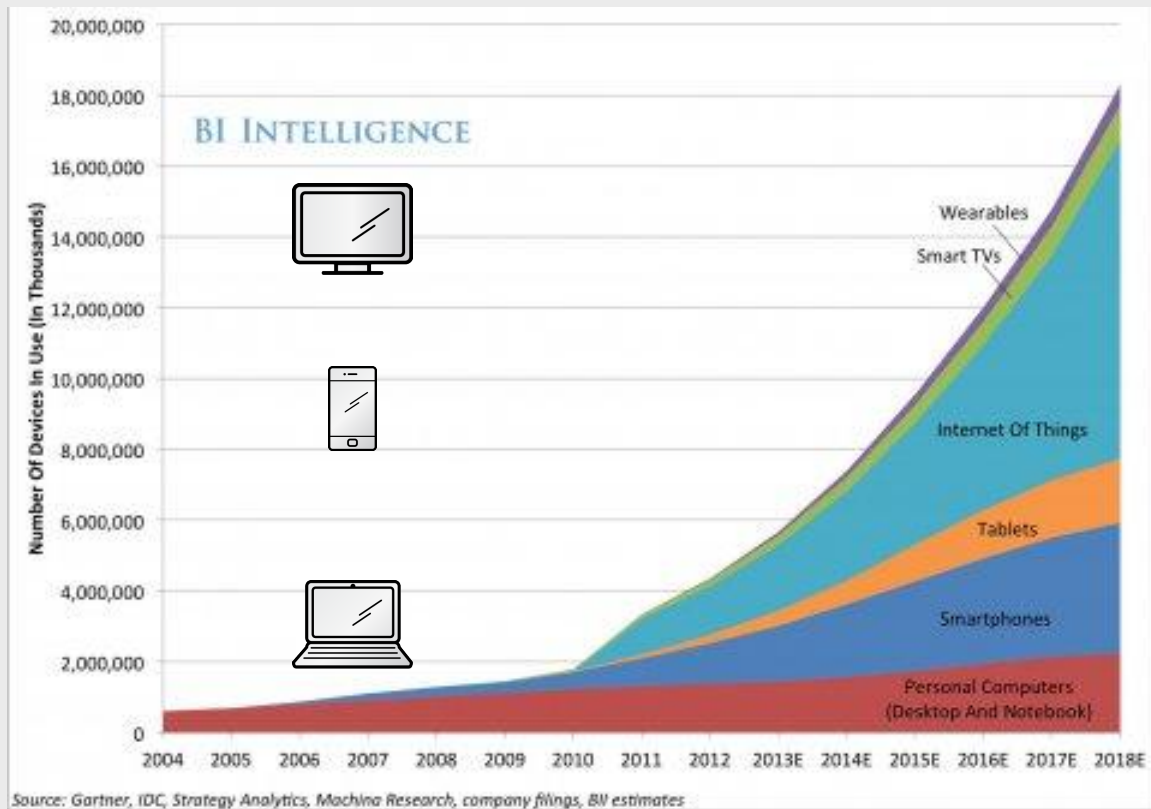
- DIGITAL UBIQUITY
- HOW IOT IMPACTS BUSINESSES?
- DEMO
- CREATING VALUE
- INTERACTIVE DEMO! ← Use your phones

# DIGITAL UBIQUITY

# EXPLOSION IN CONNECTED DEVICES



# EXPLOSION IN CONNECTED DEVICES



# RETHINKING VALUE CREATION

## A BUSINESS MODEL IS DEFINED BY

1. HOW THE ORGANIZATION CREATES VALUE FOR ITS CUSTOMERS
2. HOW IT CAPTURES THAT VALUE

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**DIGITAL UBIQUITY CHANGES BOTH!**



# DOES IOT CHANGE EVERYTHING?

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DANGEROUS OVERSIMPLIFICATION

THE RULES OF COMPETITION AND COMPETITIVE  
ADVANTAGE STILL APPLY!

# C-LEVEL's DELIMA

# APPROACHING IOT

## RE-EXAMINE EXISTING PRODUCTS AND SERVICES

# APPROACHING IOT

## CONNECT YOUR EXISTING ASSETS

# APPROACHING IOT

## EXAMINE NEW MODES

# APPROACHING IOT

CONSIDER NEW AVENUES OF VALUE CREATION AND  
CAPTURE

# APPROACHING IOT

## USE SOFTWARE TO EXTEND THE BOUNDARIES



# APPROACHING IOT

A. Re-examine existing products and services

D. Consider new avenues of value creation and capture



B. Connect your existing assets



E. Use Software to extend the boundaries



C. Examine new modes



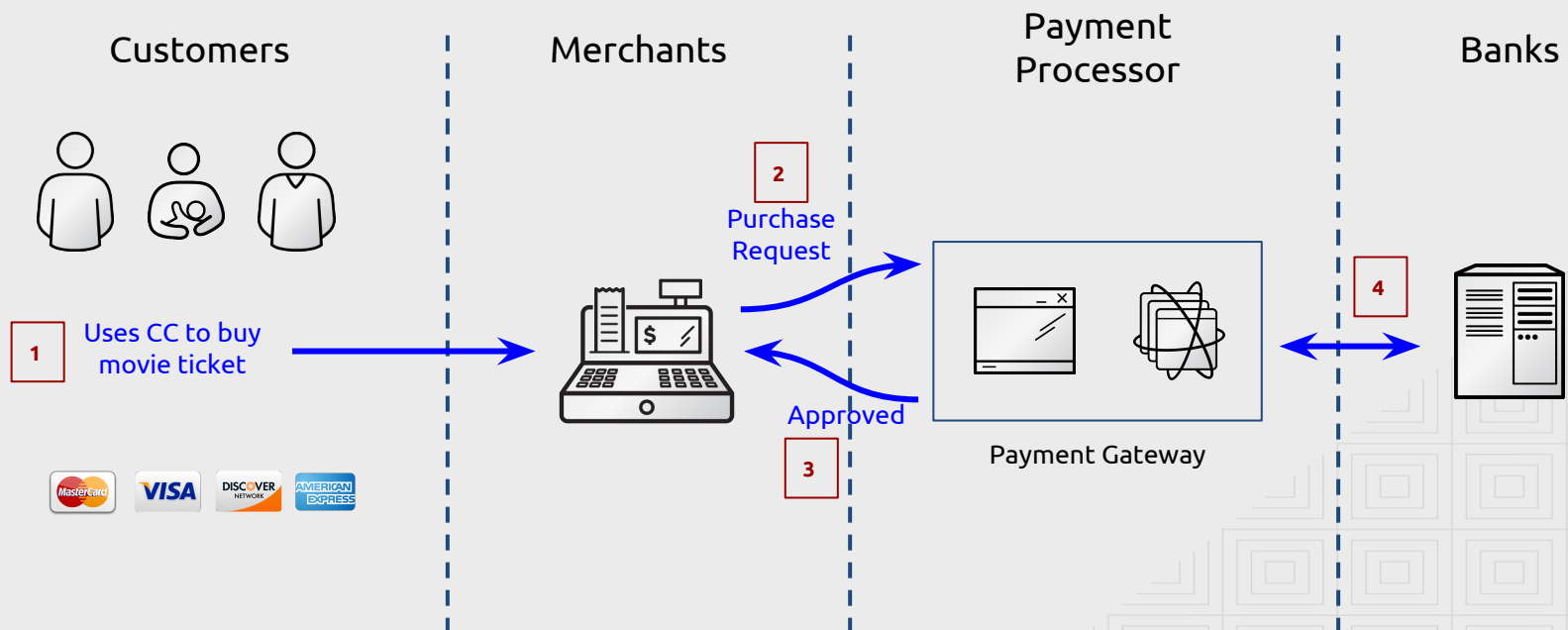
# IOT THE RED HAT WAY

# REALTIME PURCHASE MONETIZING SCENARIO

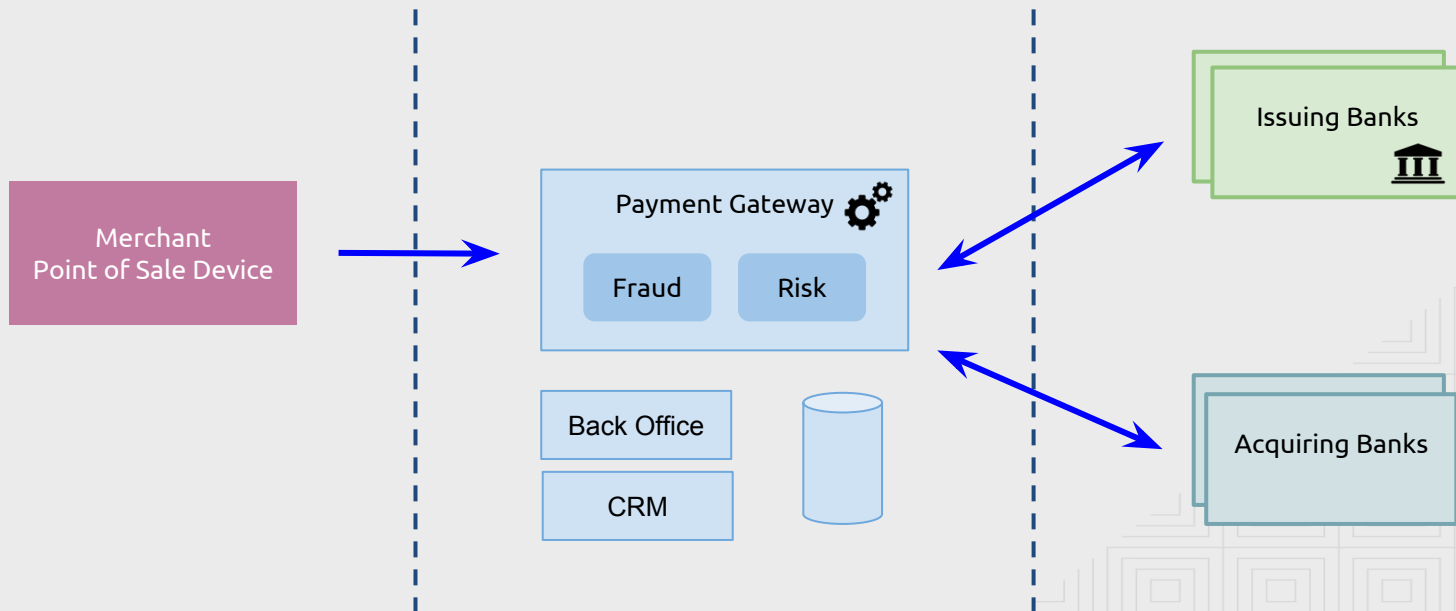
## EZ PAYMENT PROCESSOR FOR CREDIT CARDS

- Point Of Sale network for Credit Card acceptance.
- Merchant Services provide accounts for retail outlets and shops.
- Existing IT Systems to process incoming CC transactions.
- Existing IT Systems to adjudicate transactions with issuing banks.

# EZ PAYMENT PROCESSOR EXAMPLE



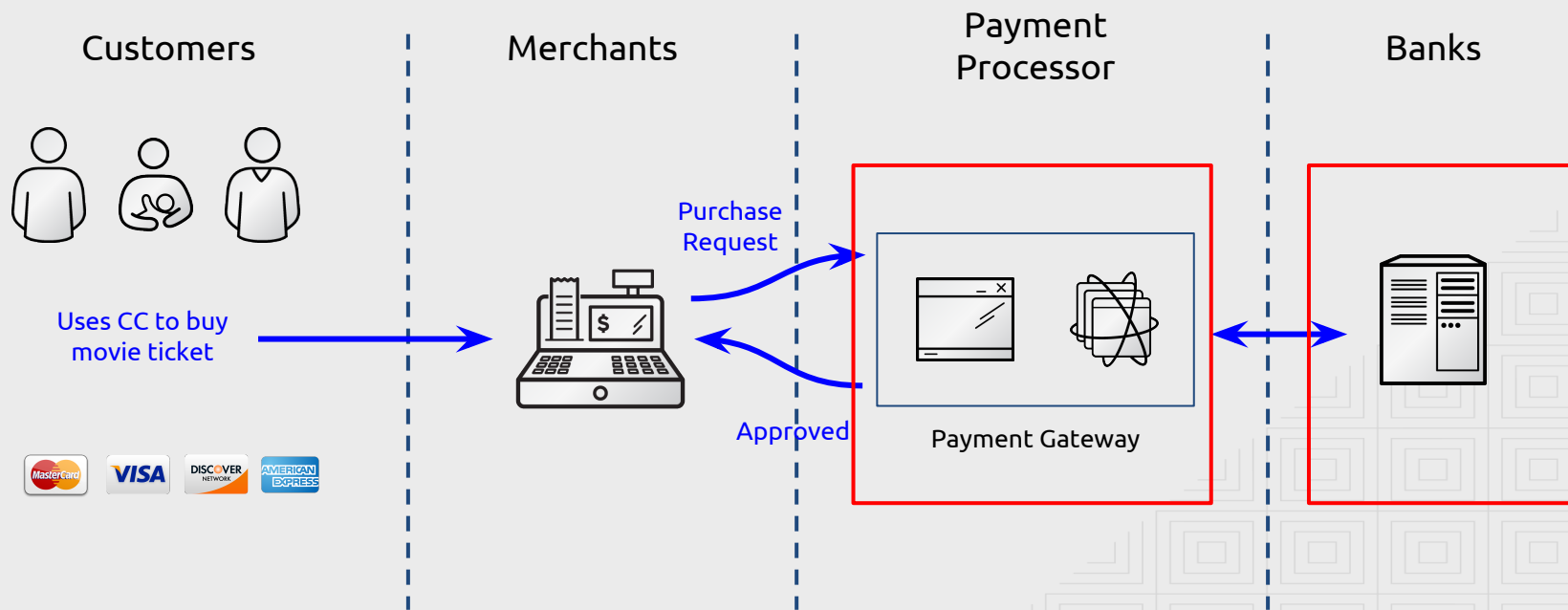
# EZ PAYMENT PROCESSING INFRASTRUCTURE



# EZ PAYMENT DEMO

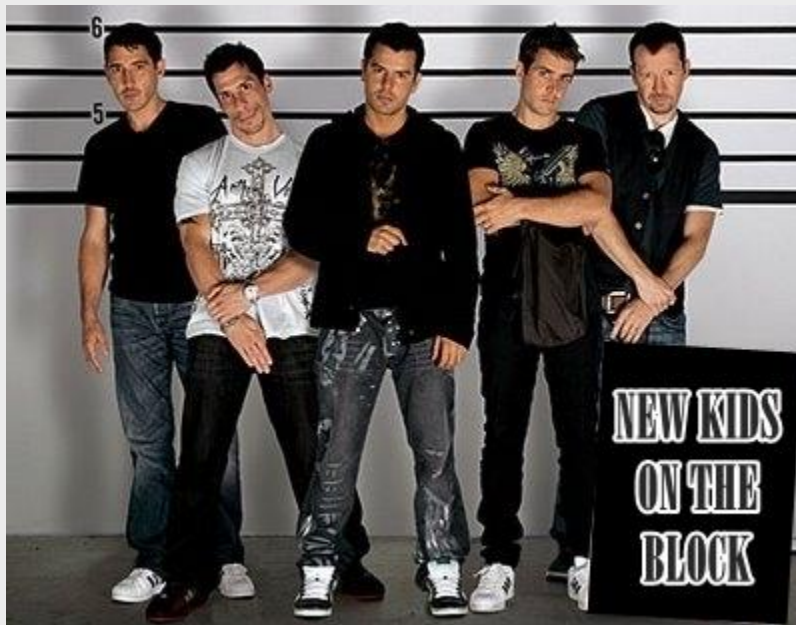
# BUT ... IT'S GETTING TOUGH

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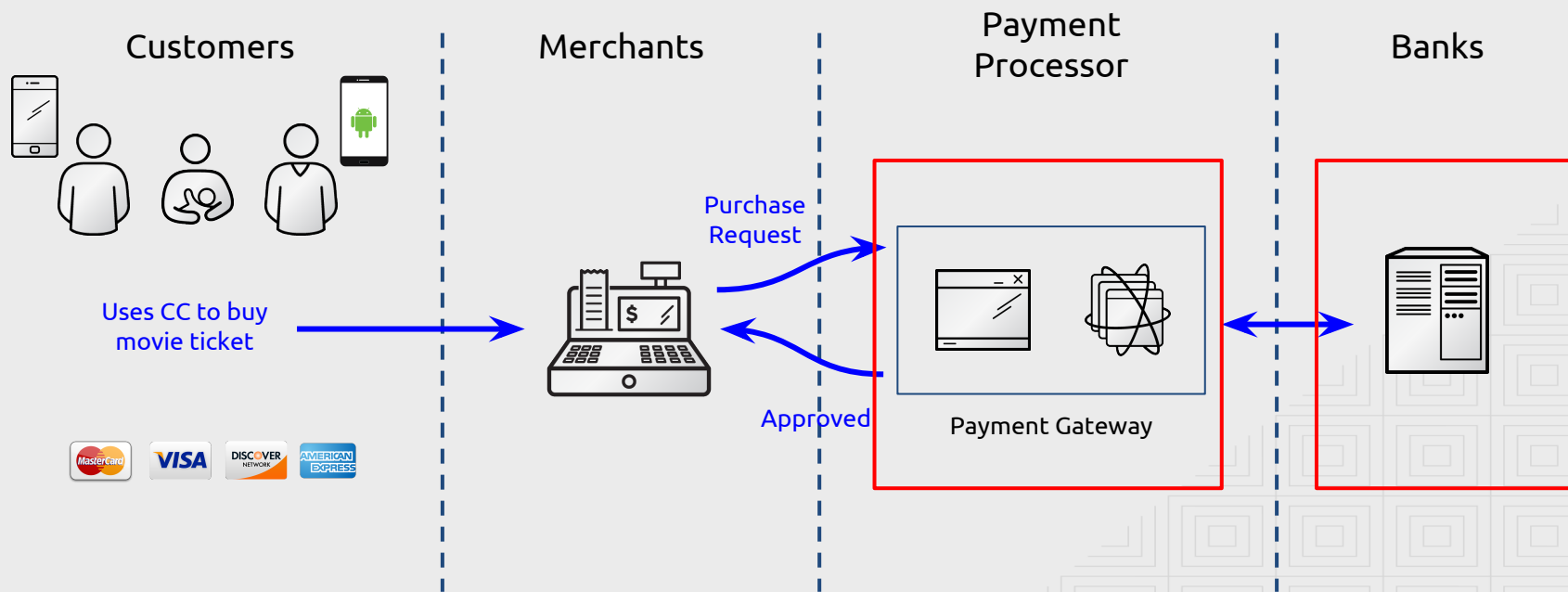




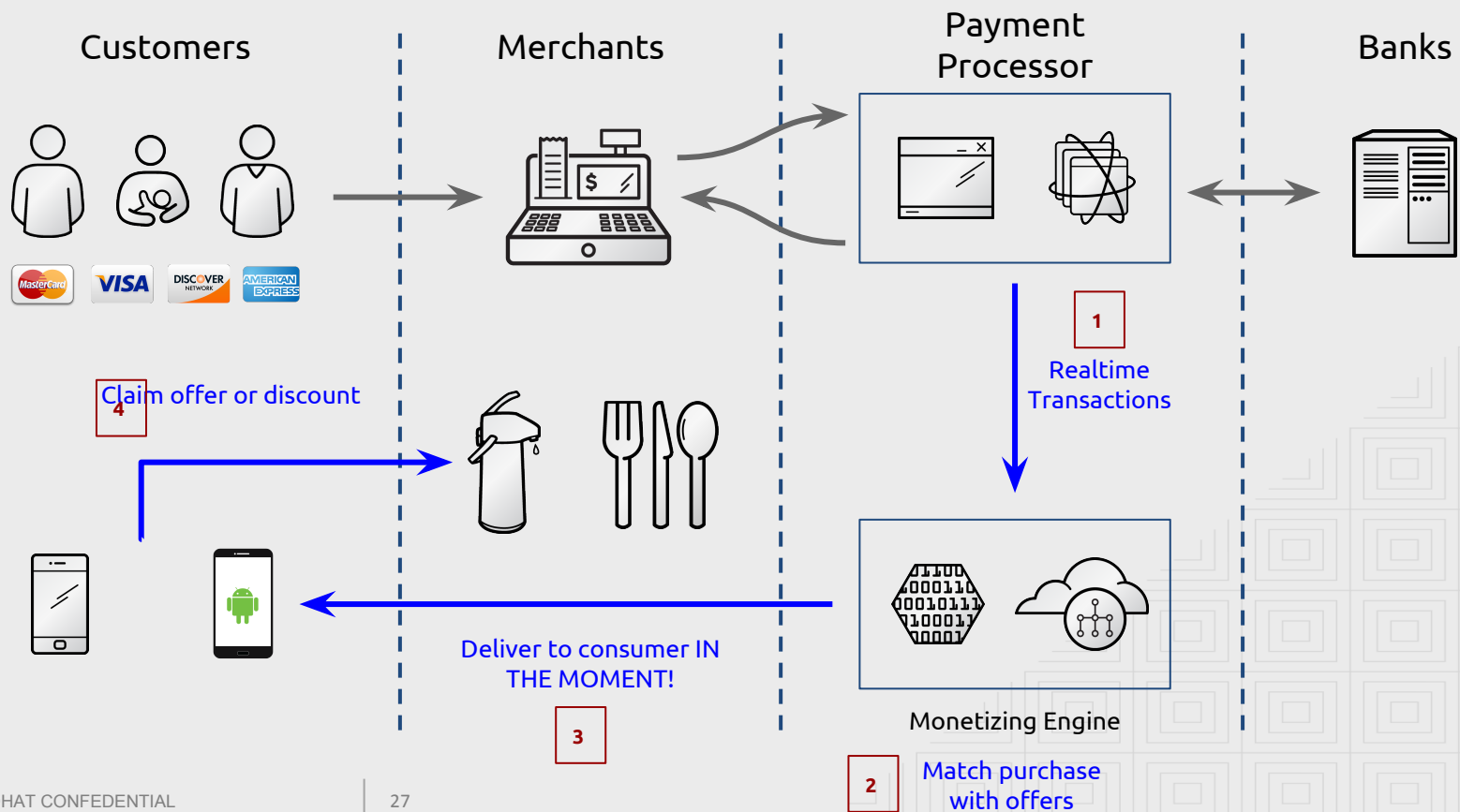
# WATCHA GONNA DO?!



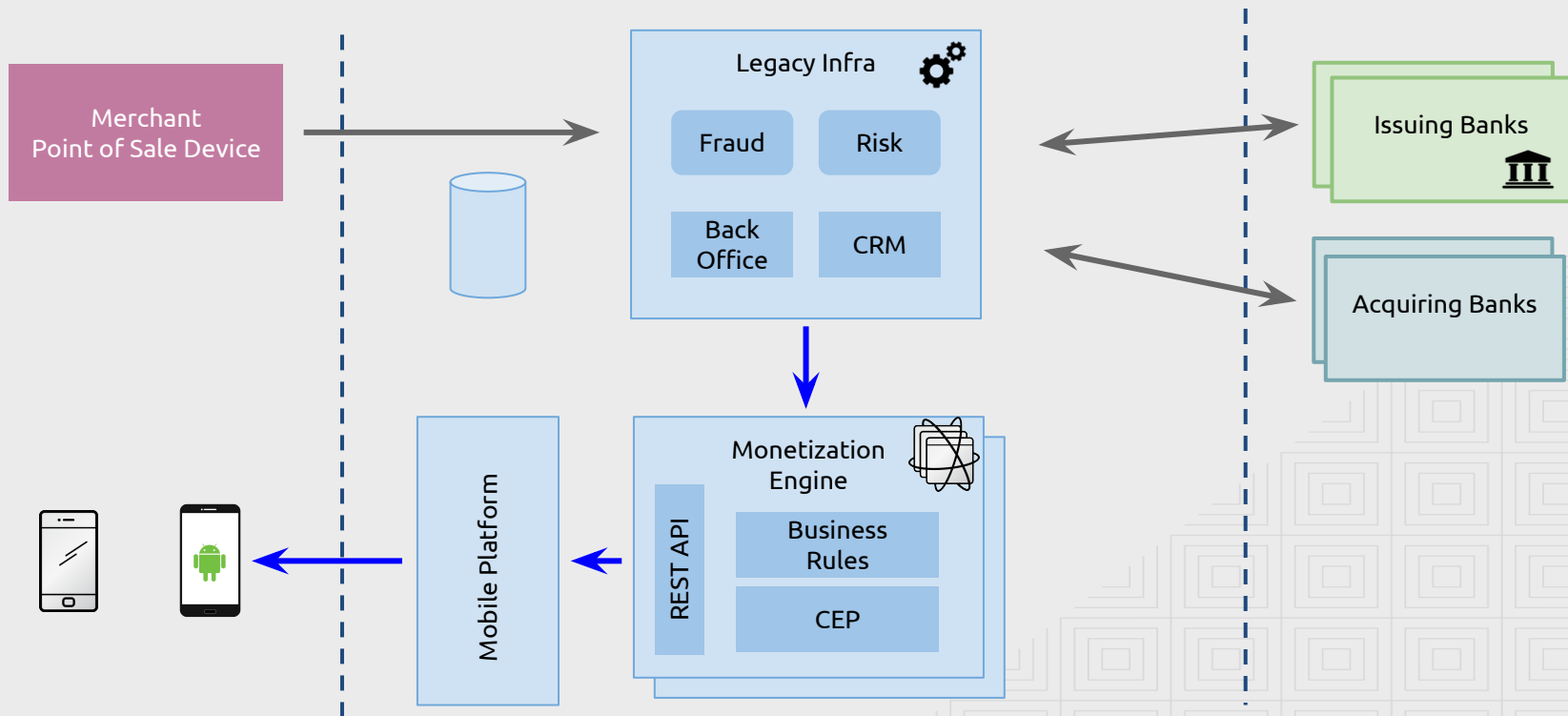
# RE-THINKING BUSINESS VALUE



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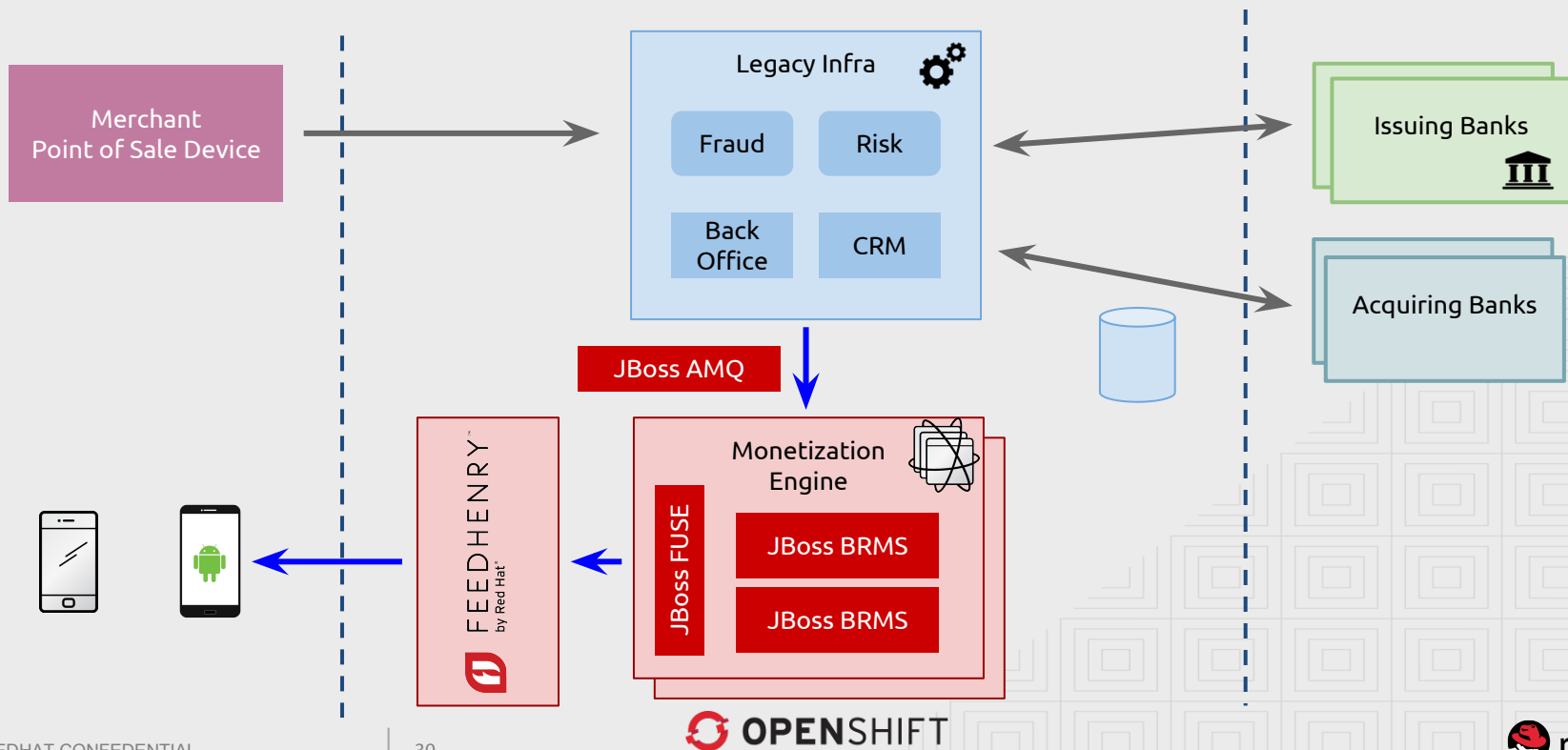


# USING RED HAT TECH TO UNLOCK NEW VALUE

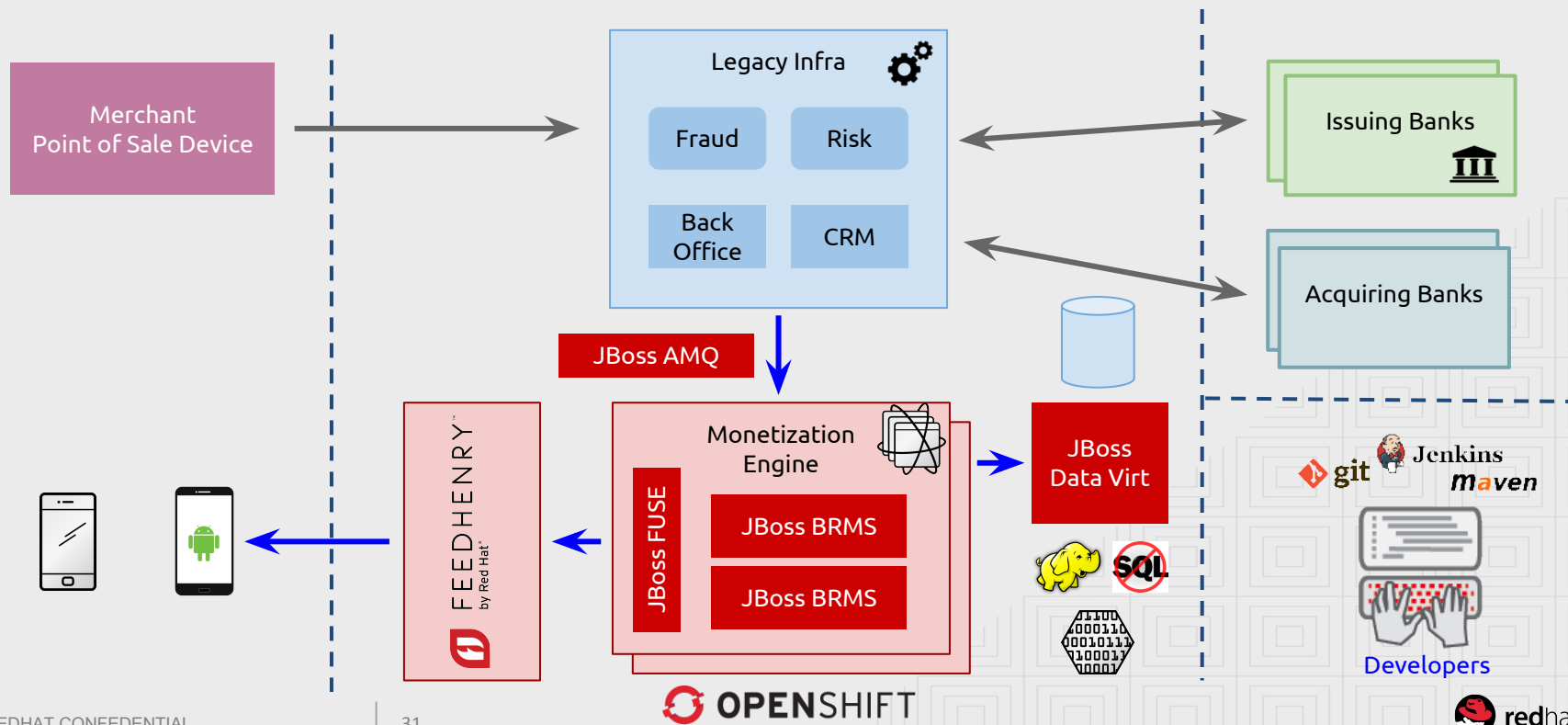


# LET'S SPIN IT UP ...

# USING RED HAT TECH TO UNLOCK NEW VALUE



# USING RED HAT TECH TO UNLOCK NEW VALUE



**GET YOUR PHONES OUT!**  
**<http://bit.ly/ezpayment>**