DEMYSTIFYING IOT:
REALTIME PURCHASE MONETIZATION
WITH RED HAT MIDDLEWARE

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PRESENTERS PROFILE

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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
A BUSINESS MODEL IS DEFINED BY

1. HOW THE ORGANIZATION CREATES VALUE FOR ITS CUSTOMERS

2. HOW IT CAPTURES THAT VALUE
RETHINKING VALUE CREATION

A BUSINESS MODEL IS DEFINED BY:

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

DIGITAL UBIIQUITY CHANGES BOTH!
DOES IOT CHANGE EVERYTHING?
DOES IOT CHANGE EVERYTHING?

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

<table>
<thead>
<tr>
<th>A. Re-examine existing products and services</th>
<th>D. Consider new avenues of value creation and capture</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Connect your existing assets</td>
<td>E. Use Software to extend the boundaries</td>
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<tr>
<td>C. Examine new modes</td>
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</tbody>
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*Images of the Red Hat logo.*
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

Customers
Uses CC to buy movie ticket

Merchants

Payment Processor

Banks

Payment Gateway

1 Uses CC to buy movie ticket
2 Purchase Request
3 Approved
4
EZ PAYMENT PROCESSING INFRASTRUCTURE

- Merchant
- Point of Sale Device
- Payment Gateway
  - Fraud
  - Risk
- Back Office
- CRM
- Issuing Banks
- Acquiring Banks
EZ PAYMENT DEMO
BUT ... IT’S GETTING TOUGH
IT’S GETTING TOUGH

Customers

Merchants

Payment Processor

Banks

Uses CC to buy movie ticket

Purchase Request

Approved

Payment Gateway
WATCHA GONNA DO?!
Customers

Merchants

Uses CC to buy movie ticket

Payment Processor

Banks

Purchase Request

Approved

Payment Gateway
RE-THINKING BUSINESS VALUE

Customers → Merchants → Payment Processor → Banks

1. Realtime Transactions
2. Match purchase with offers
3. Monetizing Engine
4. Claim offer or discount

Deliver to consumer IN THE MOMENT!
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

- Merchant
- Point of Sale Device
- Legacy Infra
  - Fraud
  - Risk
  - Back Office
  - CRM
- Issuing Banks
- Acquiring Banks
- JBoss FUSE
- JBoss AMQ
- Monetization Engine
  - JBoss BRMS
  - JBoss BRMS
- JBoss Data Virt
- OPENSHIFT
- Developers
- Jenkins
- Maven
- git

REDHAT CONFIDENTIAL
GET YOUR PHONES OUT!