

#### We all use Cloud technologies in our daily lives

















#### The reason is the customer centric value



#### **General Data (Music, Products, Services)**

**Customer Insights** 

Analytics

Market Data

24/7 Connectivity

**Customer Oriented Data and Services** 

**Customer Centric Value** 

#### But how does it work?



#### **Generic IT stack**



Applications/Services













IoT cloud platform



Gateway



2G/3G/4G



Devices







ex. PLCs, Sensors, ...

#### And what makes it different?





### On-demand self-service

No human interaction required for provision of computing capabilities



### Broad network access

Network available and access through standard mechanisms are guaranteed



# Resource pooling

Computing resources are pooled to serve multiple consumers in a multi-tenant model, independent of location



# Rapid elasticity

Computing capabilities can be elastically provisioned and released according to demand



### Measured service

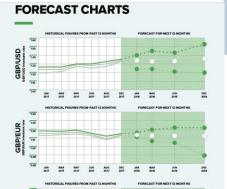
Resource usage can be monitored, controlled and reported, providing full transparency to provider and consumer

#### Now imagine...

#### **SIEMENS**

Ingenuity for life





















# MindSphere Cloud based Open IoT Operating System

#### **MindSphere Business Model**



**Global Market** 



#### **MindSphere Store**

MindSphere Components

MindApps

#### **MindAccess Plans**

**IOT Value Plan** 

DevOps Plan

Developer Plan

Operator Plan

#### **MindConnect Options**

Nano

IoT2040

API/ LIB

Extension

Cloud integration



# MindAccess Plans

#### **MindAccess Plans Landscape**



#### **Global Market**



#### **IOT Value Plan**

#### **Small customers/ OEMs**

- 50 user/ 10 subtenants
- 10 Agents (MindConnect)
- Data storage 60GB

#### Worldwide installed base

- 150 user/ 40 subtenants
- 25 Agents (MindConnect)
- Data storage 300GB

#### **Big international plants**

- 500 user/ 80 subtenants
- 100 Agents (MindConnect)
- Data storage 3TB

#### **Developer Plan**

#### **Small developers**

- Test & Develp RAM 2GB
- Number developers 10
- Outbound traffic 60GB

#### **System integrators**

- Test & Develp RAM 10GB
- Number developers 50
- Outbound traffic 300GB

#### Software houses

- Test & Develp RAM 20GB
- Number developers 100
- Outbound traffic 600GB

#### **Operator Plan**

#### **Small accounts**

- Number operators 5
- Assets types/inst. 5/20
- Outbound traffic 60GB

#### Mid size accounts

- Number operators 10
- Assets types/inst. 25/100
- Outbound traffic 300GB

#### Large accounts

- Number operators 25
- Assets types/inst. 50/200
- Outbound traffic 600GB

Large

Small

Medium

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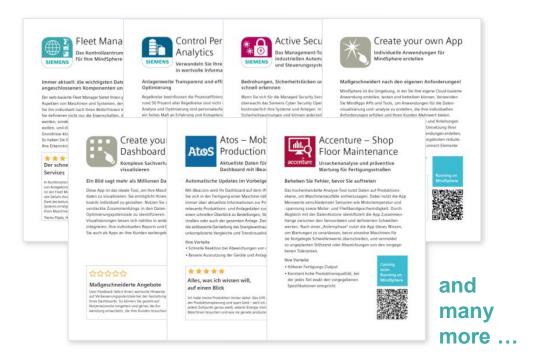


# MindSphere Apps & Components

# Applications for MindSphere are powerful industry applications addressing challenges and creating value

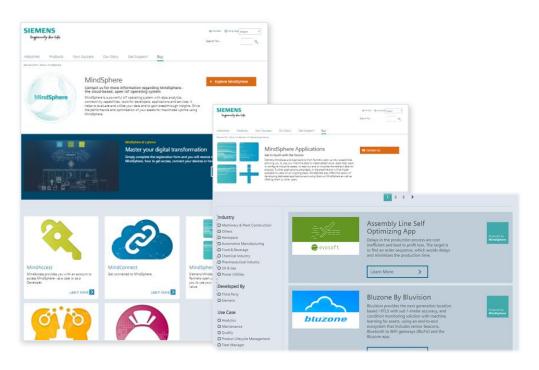


#### **Applications for MindSphere**



Hundreds of Apps are in development by Siemens, partners and customers

#### **MindSphere Store**



MindSphere Store, the MindSphere marketplace, is online and growing over time

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# MindSphere Live



#### MindSphere – Apps Development (MindApps)



MindSphere offers a cost-effective, scalable cloud Platform as a Service (PaaS) that's perfect for developing apps.

MindSphere is a distributed two-sided open platform to connect the IoT and leverage it's combined power through services and Apps. To do so, we provide you tools with the latest technology and security standards.

The platform consists of three distinct layers:

- MindSphere Application Platform which provides a managed Platform as a Service (PaaS) to host your applications directly on MindSphere
- MindSphere Services Platform which allows you to use our services via public APIs in your own solutions
- MindConnect Elements which provide you with plug and play hardware and customizable software components to get your data into the platform.

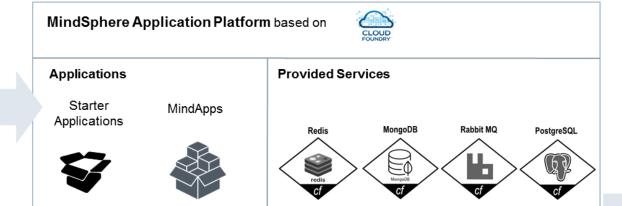
#### **MindSphere Architecture**







use



Runs on AWS / Azure

#### MindApps 3rd Party Apps

use







Connectivity Services



#### Existing Hardware

can be MindSphere enabled







IoT





#### MindConnect Elements



MindConnect MindConnect IoT2040 Nano



MindConnect FB MindConnect LIB for S7-1500

**3rd Party Elements** 



3rd Party Agents

Existing

Cloud Resources

**Enterprise Systems** 

On Premise **Solutions** 

> can be integrated

#### **MindSphere Buildpacks**



The following Buildpacks are supported by MindSphere















#### MindApps for energy – **EnergyIP®** Process and Analytics Suite



**Flexible Substation** Decentralized **Analytics Energy** and **Distributed Planning Asset Energy Meter Data Payment Device Performance Efficiency Energy** and Outage **Energy** CoCreation **Management Programs** Intelligence **Monitoring Management Optimization Analytics** Resource **Enabler** Management **EnergyIP** EnergyIP **EnergyIP EnergyIP** EnergyIP Omnetric **EnergyIP EnergyIP EnergyIP** Analytics DEMS SDM **RCAM** DEOP EEA MDM / MDUS Prepay **PnOI Foundation Smart Smart** Consumers **Distributed Transmission Siemens** Distribution meters/ inverters, generation and 3rd party **Prosumers** Market storage, devices **Participants RTU** 

#### **MindSphere Demo**



**Discover MindSphere** 

**MindSphere Launchpad (Developer Account)** 

**MindSphere Radar** 

#### Feedback?





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