



# McRock IIoT Symposium 2019

## Recap

**Alison Nankivell, Vice President, Funds investments and Global Scaling, BDC Capital**

- Welcome address and highlighted how BDC has enabled their GPs

**Stacey Higginbotham, Top IoT influencer, tech journalist, Founder, Internet of Things Podcast**

- A talk about the IT/OT divide in a heterogeneous industrial environment
- IT is the Cowboy and OT is the Farmer
- IT knows how to scale. IT likes platforms and thinks they rock. OT is the problem solver. The engineer. The tester. They don't care about scaling
- The importance of understanding each other's perspective

**Saskia Mureau , General Manager Digital Global B2B Business, Royal Dutch Shell**

- Data is the blood of the machine
- The importance of being able to translate the insights into actual dollars for the business units
- Shell believes in the energy transition and is actively looking for solutions of the future. Electrification is one of the main themes
- Data is an asset and data ownership is the new area of attention

**Cyber-physical Security - The Risky Business - Dell Technologies, Invixium, Zingbox, V5 Systems, Stratus Digital Systems**

- Learn from past lessons. There is an opportunity to leap frog where we are today
- Understand your network. Identify the specific machines and what the machines are doing. In many industrial applications, they are in critical operations. Applying machine learning is perfect for this application because the patterns are identifiable
- Physical security - physical attackers cannot be over looked. Video analytics and gun shot sensors help save lives
- Crypto mining could be happening all around you. Even while you are operating an MRI machine

**Harnessing the power of weather - Dr. Joel Myers, Founder & CEO, Accuweather**

- A story of how he grew Accuweather from zero to hero with no outside capital
- 57 years of impressive growth and savings many lives along the way. Now that's a legacy
- Believe in your dream. Stay focused. And don't quit



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## **The Internet of Remote Things - Shell, Cumulus, Stanley Black & Decker, Fiix**

- Major corporations can act quickly if start-ups have the right people to ignite their passion
- The key is to create companies that are truly solving an industry problem and have cracked the code on how to scale their business
- The world is going towards open architectures. The key is how to strike a balance between ownership and benefit

## **The Realities of the Exit - Dave Kalez, Managing Director, Energy & Industrial Technologies, KeyBanc**

- The Industrial tech M&A market remains strong
- Wise words on how to go public, how to use a banker and how to have a successful M&A process

## **The Digital Farm - BASF, Decisive Farming, DTN, mnuvo**

- Ag is done very differently around the world
- New technologies are being adopted such as “uber for drones”
- The use of AI and machine learning is the game-changer for the agtech space

## **The Art of the Exit - Munich Re, AspenTech, Cisco, Nuralogix**

- The art of the integration and how the integration is different for each company
- The make versus buy approach to acquisition. Good tech companies are bought. Not sold. Acquirers must pry the company out of your hands
- The value of how analytics can help acquirers get closer to customers. This is likely what is driving the M&A activity

## **The Internet of Vehicles - Caterpillar, Schneider, AddEnergie, Pitney Bowes, Miovision**

- It's all about adding productivity and safety to customers
- Safer to drive autonomous cars in the city than human drivers in the country
- Autonomous trucking will likely occur before autonomous taxis

## **Stop, Drop and Roll! - Grace Killelea , Executive Leadership, Best Selling Author, Founder of GKC Group**

- How you look at situations affects you
- As time passes, people focus on what they failed to do, rather than what they did
- Fear is a liar

## **McRock IIoT Awards**

- IIoT Corporate Leader of the Year: **AspenTech**
- IIoT Entrepreneur of the Year: **Mark Chung, Verdigris**
- IIoT Diversity Leader of the Year: **Cisco Systems**