

Iniciativa AEC

DIGITAL 2016
Experiencia de Cliente
28 de abril de 2016
CUSTOMER
La Refinería. Madrid
EXPERIENCE

Cumbre AEC 2016
Experiencia de Cliente

Partners Impulsores



La economía del trillón de sensores

Alberto Rodríguez de Lama
Growth and innovation Leader

Unlimiteck

Partners Impulsores





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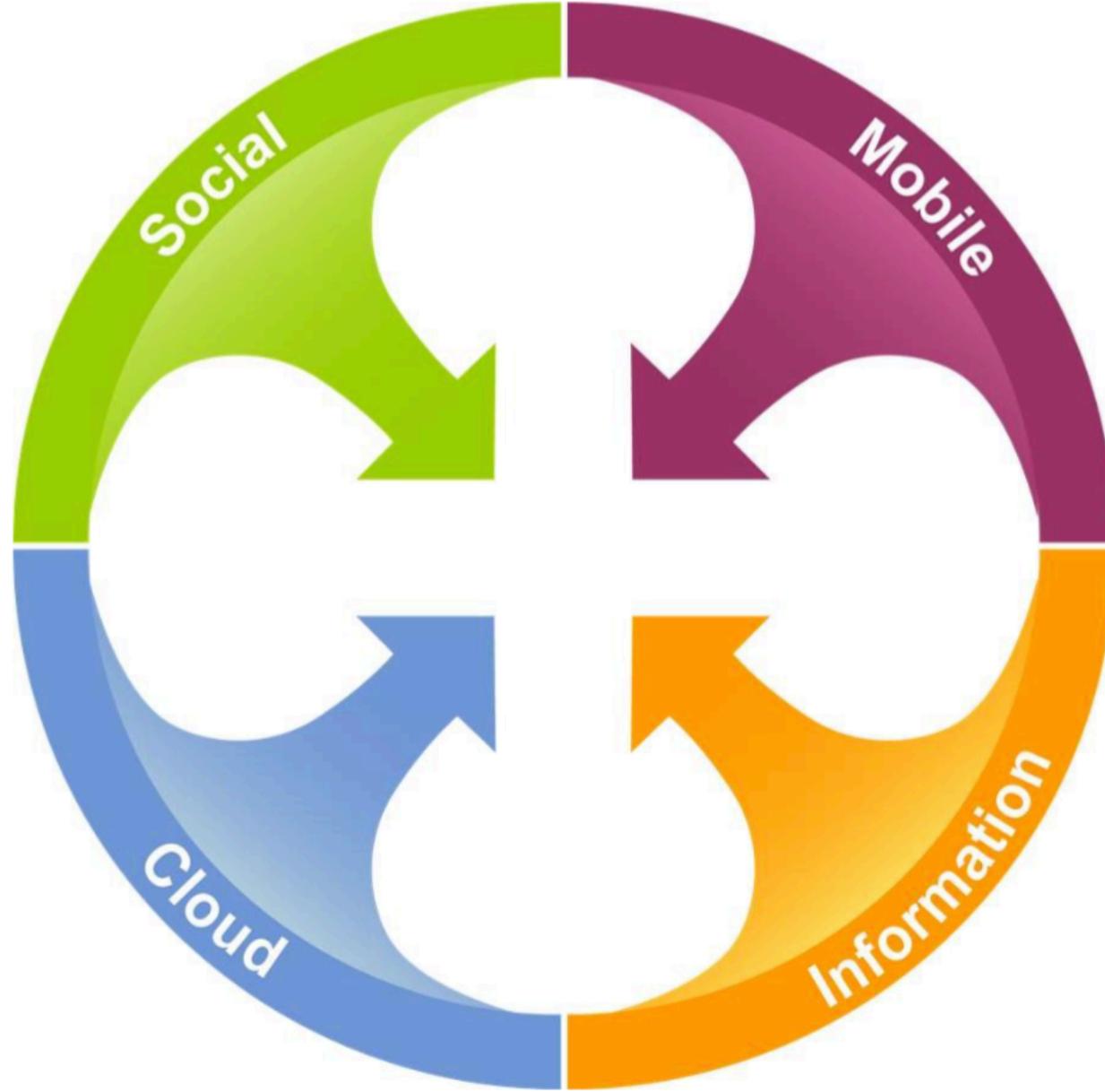


El 52% de las compañías que formaban el ranking Fortune 500 en el año 2000 no existen actualmente

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De la propiedad al acceso

airbnb



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PC

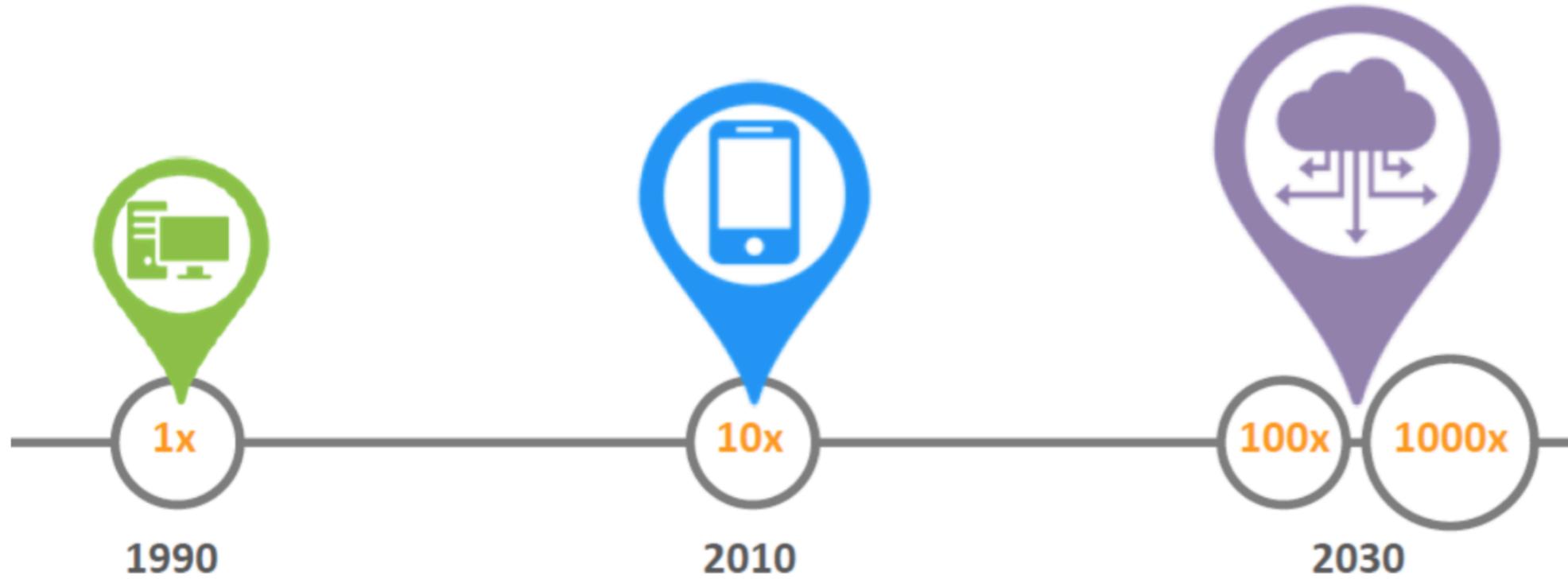
Home as unit

Mobile internet

Person as unit

IoT

Thing as unit



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Digital Product



WEB & MOBILE APPS

APPLICATION PLATFORM

ANALYTICS

DATABASE

Connectivity



NETWORK COMMUNICATION

Physical Product

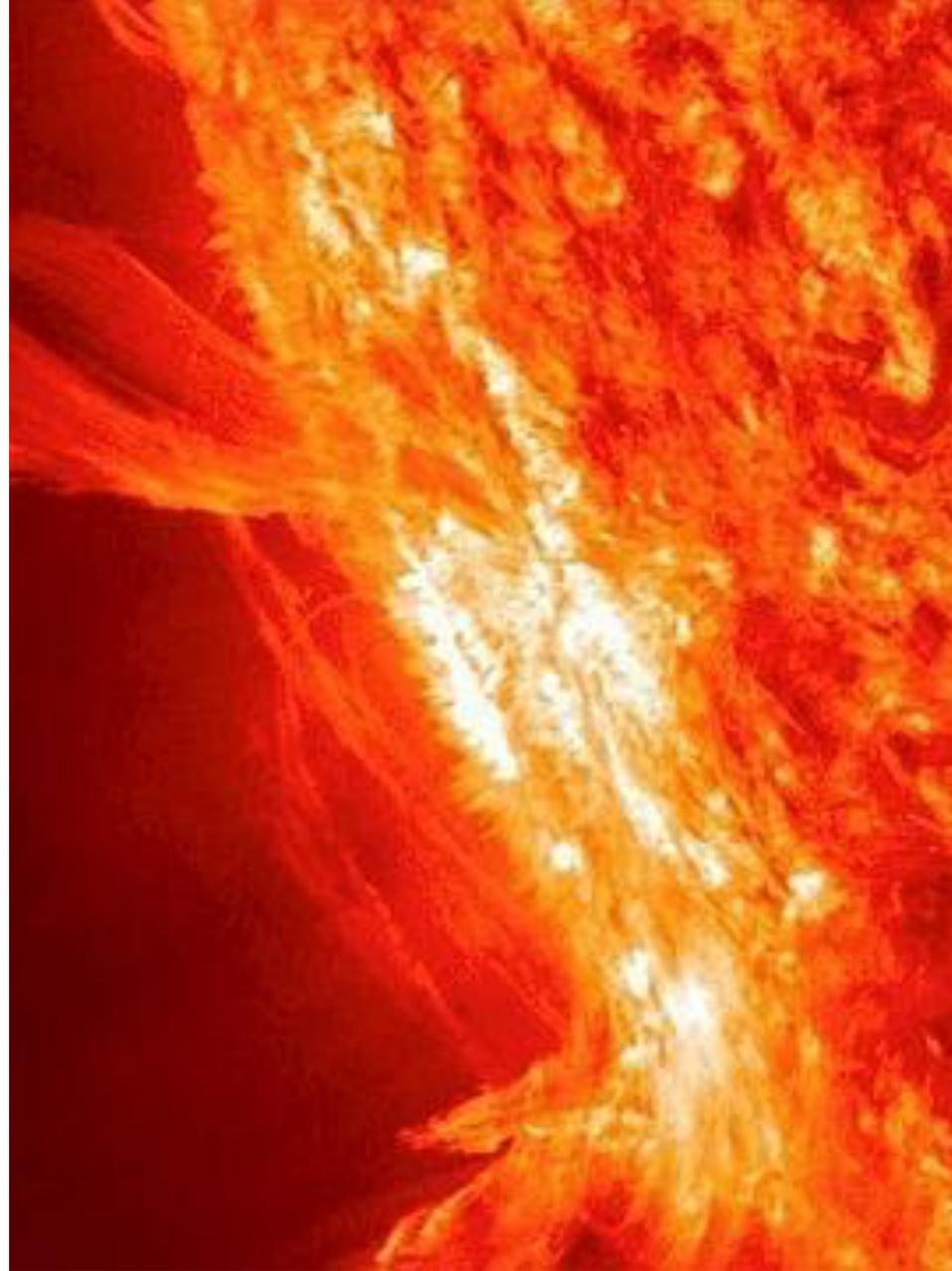


SOFTWARE

HARDWARE

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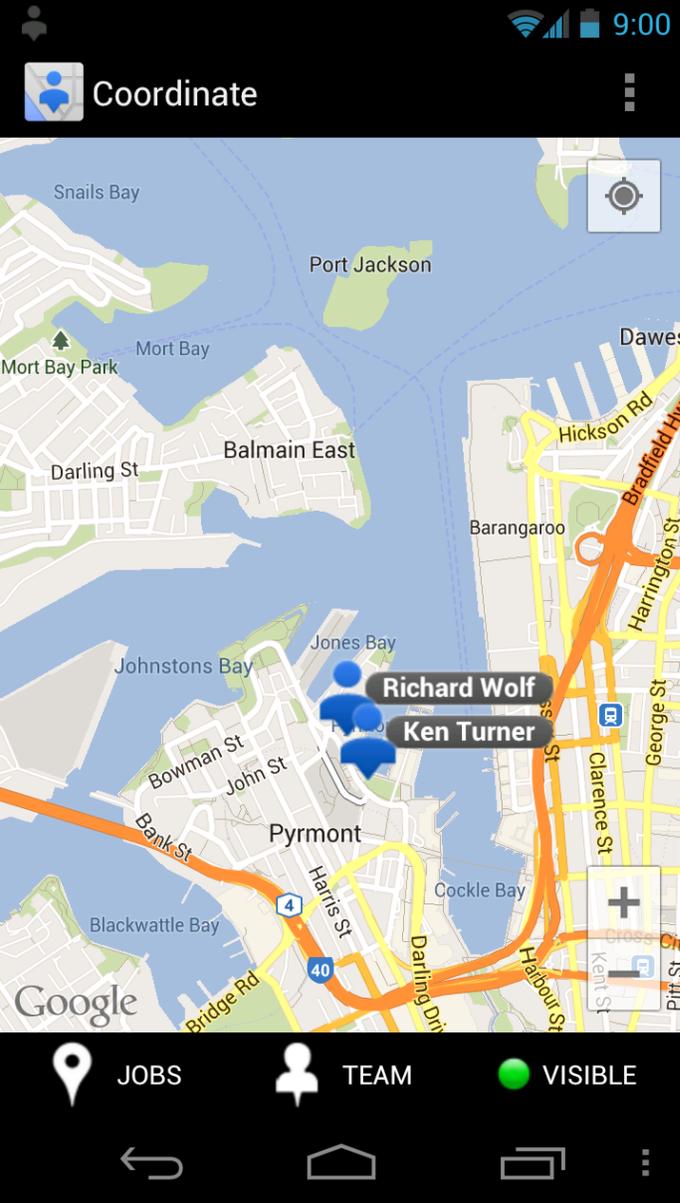




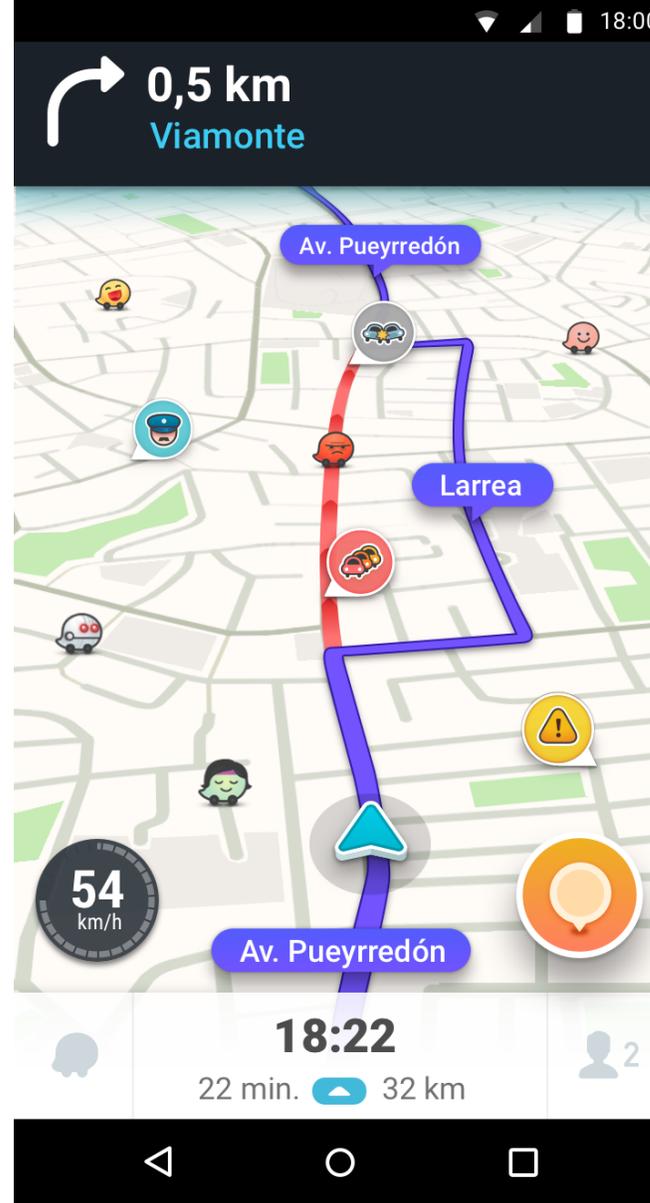
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VS



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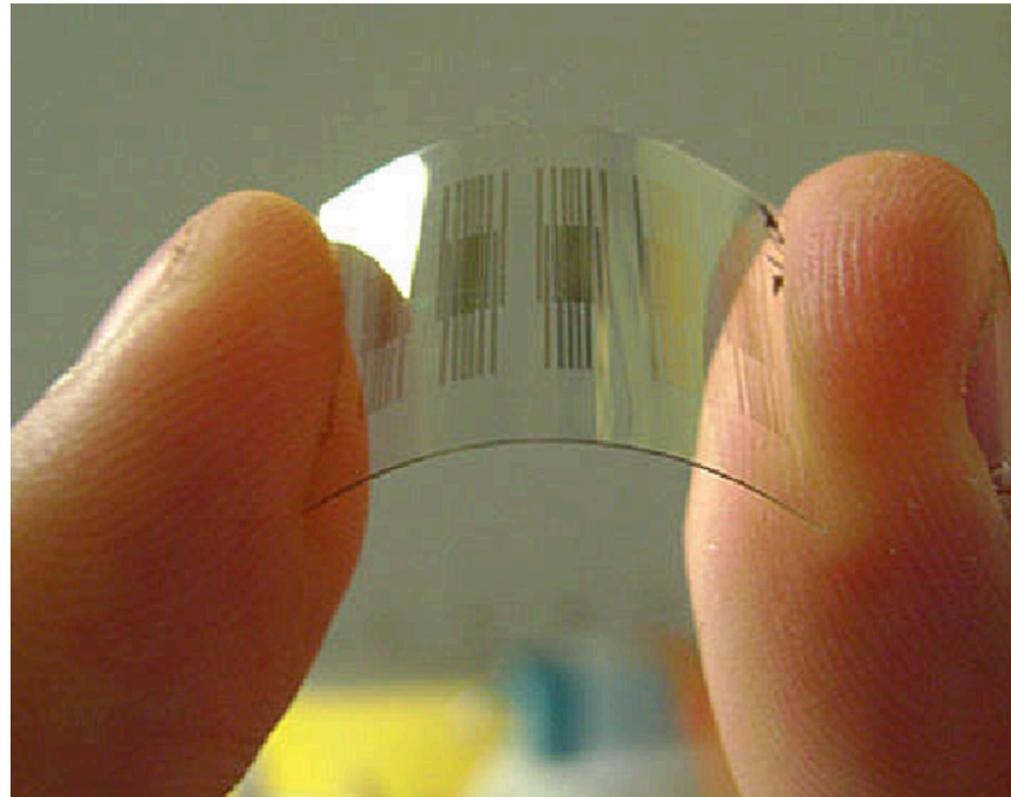


“Si la tasa de cambio del exterior es mayor que la tasa de cambio del interior, el final está cerca”

Jack Welsh

IoT: How a trillion sensor economy will change our world

March 30, 2016 | Fabiola Perez



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Grant Thornton

