

## **PAINEL 3 – “AS NOVAS DEMANDAS DA SOCIEDADE E O PAPEL DO SETOR”**

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# THE INCOMING FLOOD OF DATA

## The rise of connected things and media by 2020

- **212B** sensors
- **50B** devices
- **47%** connections will be machine to machine

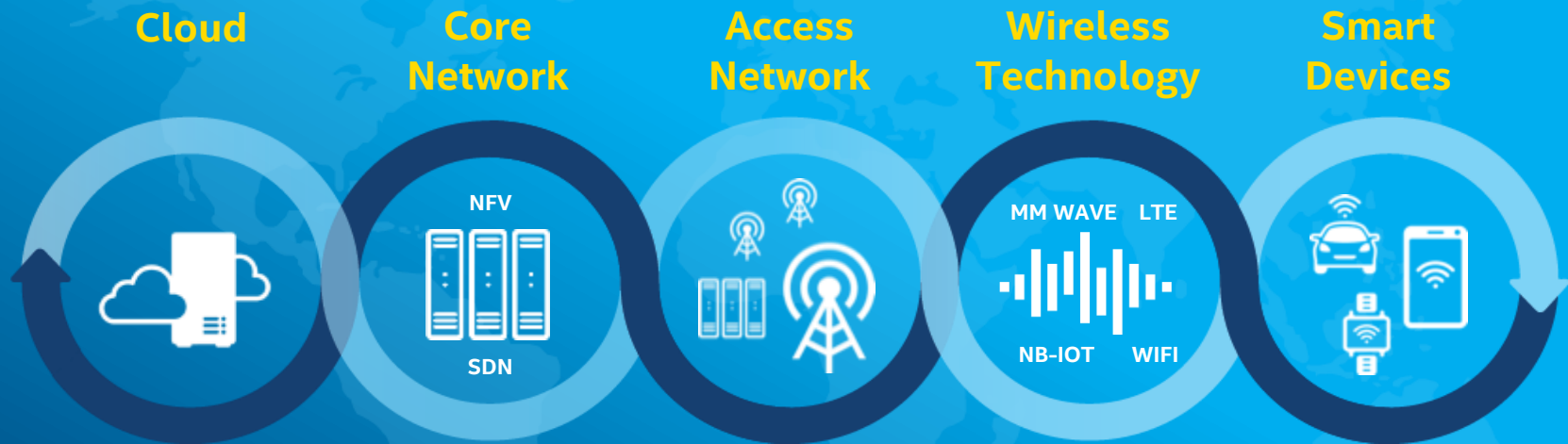
## Generating tremendous amounts of data every day in 2020

- Internet users **1.5 GB** per day
- Self-driving cars **4,000 GB** per day
- Connected planes **20,000 GB** per day
- Connected factory **1 Million GB** per day

Source: Amalgamation of analyst data and Intel analysis.  
And VNI Global Traffic Forecast. VNI stands for Visual Networking Index.



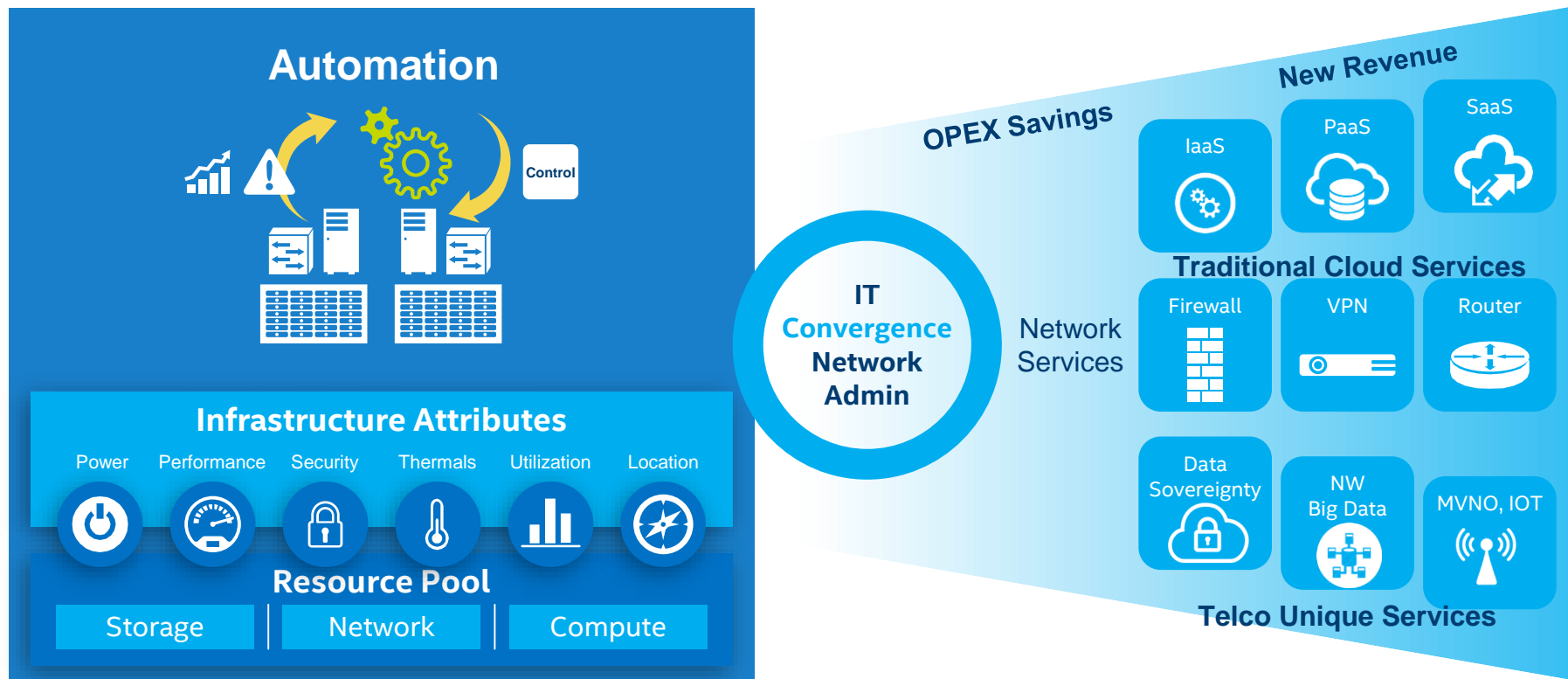
# END-TO-END



Intel Architecture, FPGAs, Software, Security



# ...MODIFIED TO DELIVER TELCO CLOUD SERVICES





# IOT ERA OF UBIQUITOUS INTELLIGENCE



**DATA IS ENABLING NEW USER EXPERIENCES**

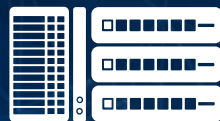
# IOT EVERYWHERE... WHY NOW?

**50B**  
DEVICES<sup>1</sup>



**THINGS**

**212B**  
SENSORS<sup>1</sup>



**NETWORK**

**85%**  
UNCONNECTED<sup>4</sup>

**44**  
ZETABYTES<sup>2</sup>



**CLOUD**

Cost of Sensors<sup>1</sup>  
Past 10 Years

**2X** ↓

Cost of Bandwidth<sup>2</sup>  
Past 10 Years

**40X** ↓

Cost of Processing<sup>3</sup>  
Past 10 Years

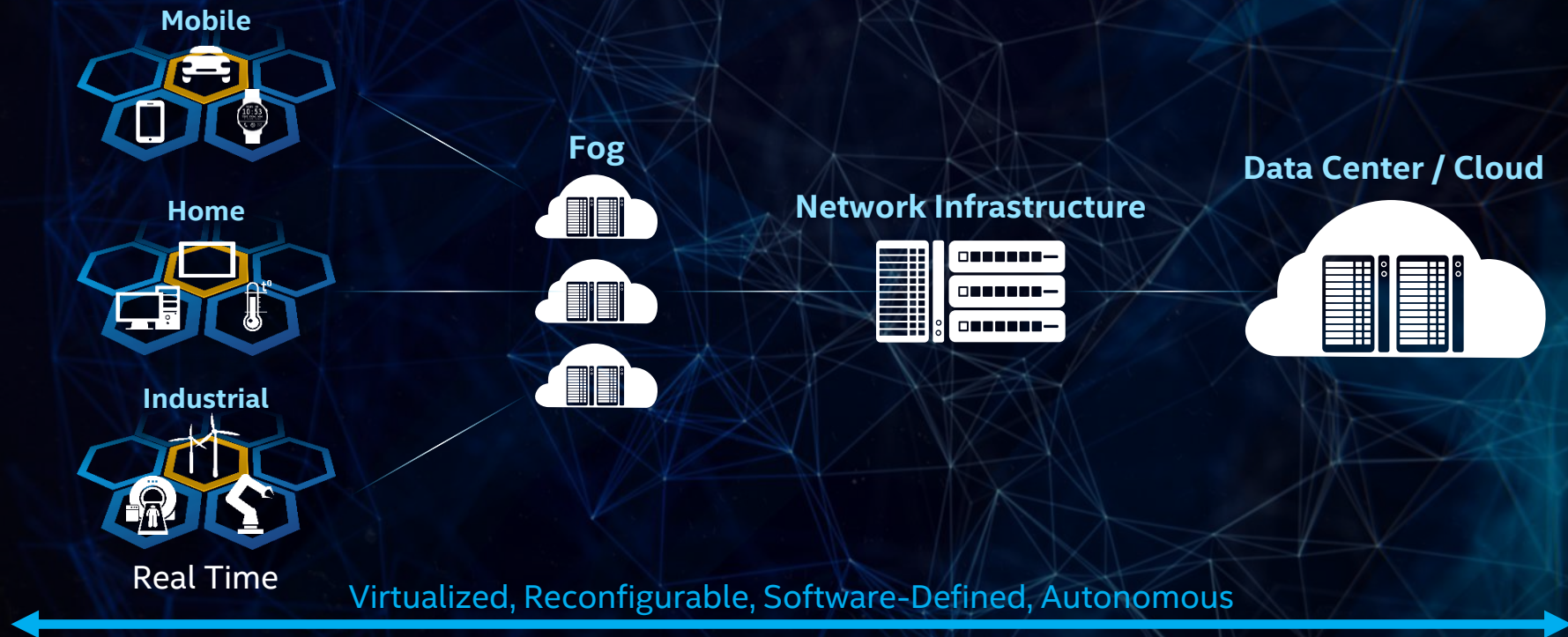
**60X** ↓

1. IDC  
2. MC/EDC: The Digital Universe of Opportunities  
3. Goldman Sachs  
4. IMS Research



# SOFTWARE-DEFINED AUTONOMOUS WORLD

## MOVE THE COMPUTE TO THE DATA





**SAP**



**Honeywell**



# IoT IN ACTION



**Levi's**

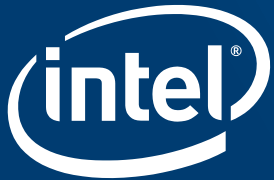


**BMW**



**FUJITSU**





**OBRIGADO**

