

If data is the new gold

Why is it so hard to capture
the value?



Sven van der Meer
KPN IoT & Data Strategy

Connecting then

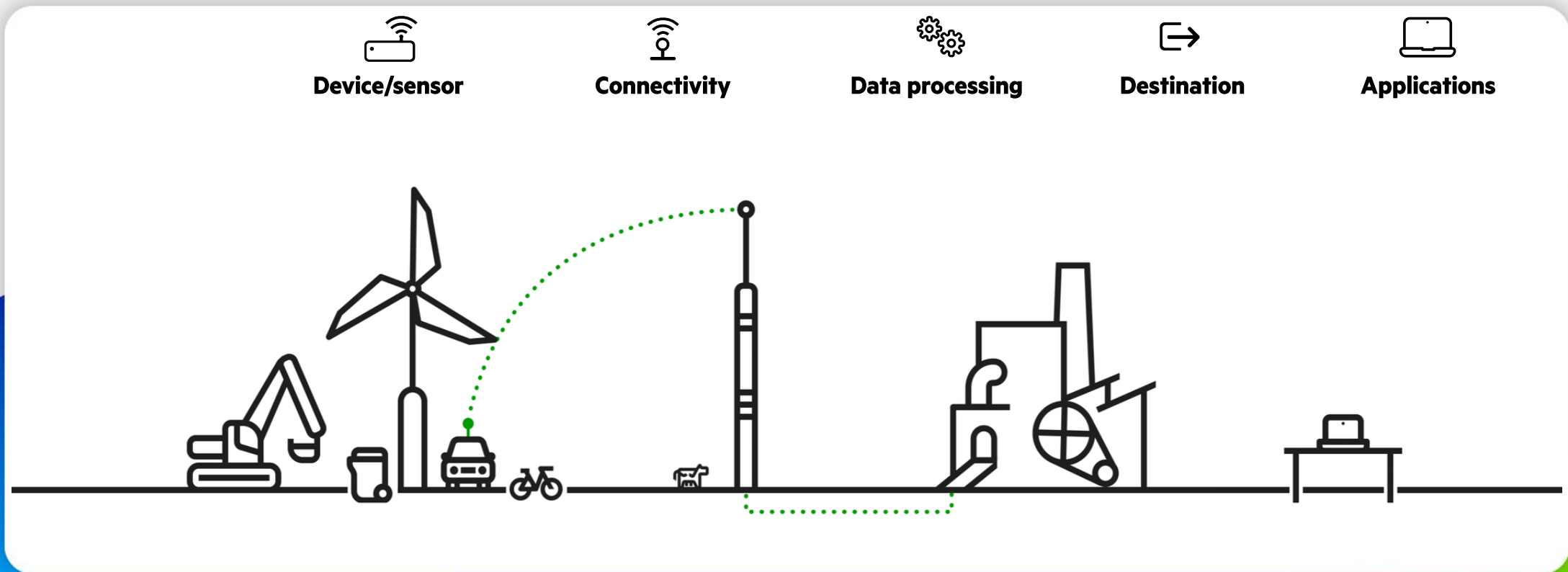


... and now



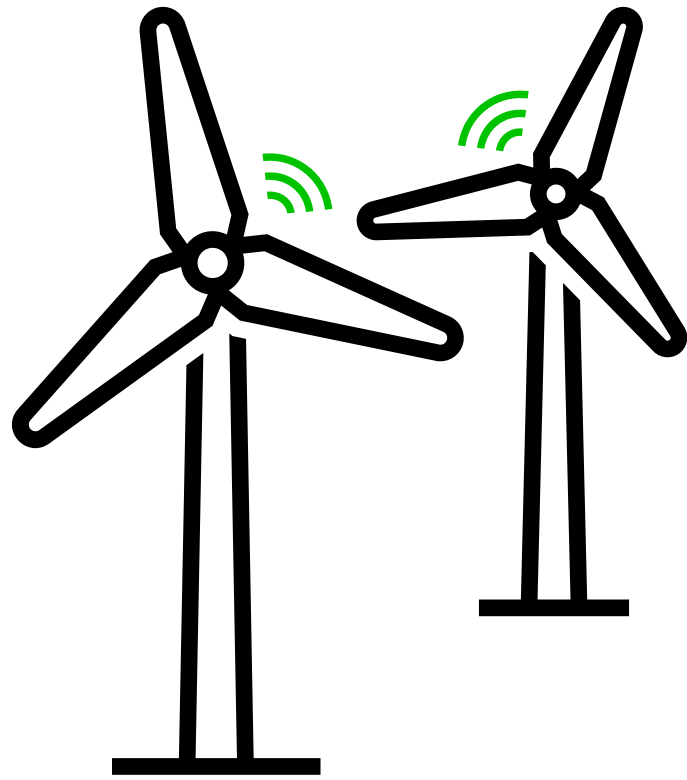
The Internet of Things challenge

Billions of devices connected with 'the power of IoT'

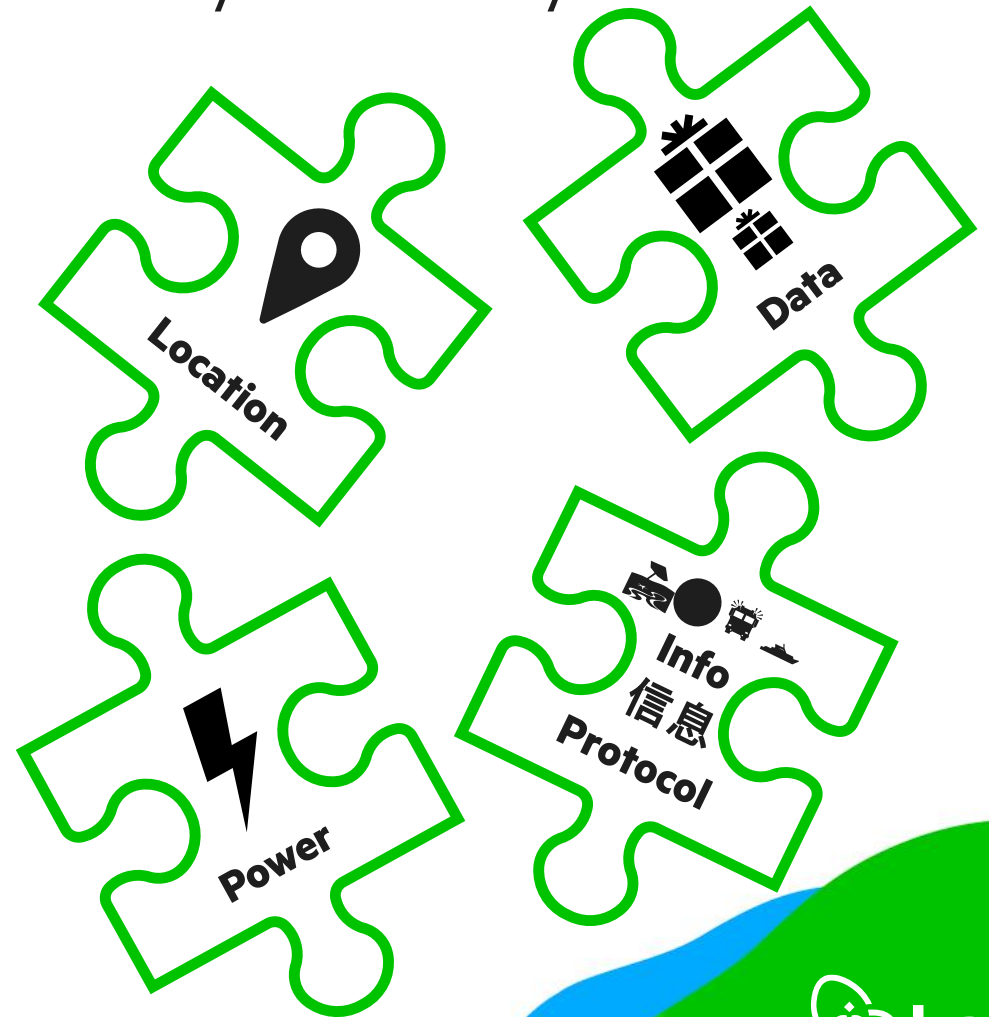


So.. Everything is connected, right?

Wrong: creating a 'Connected solution' isn't always that easy



Solving the
technical puzzle:



Itho Daalderop

Heat pump monitoring



EV-Box

Connected chargers



- Available
- Ready
- Charging
- Error

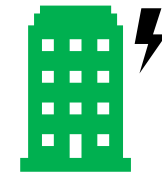
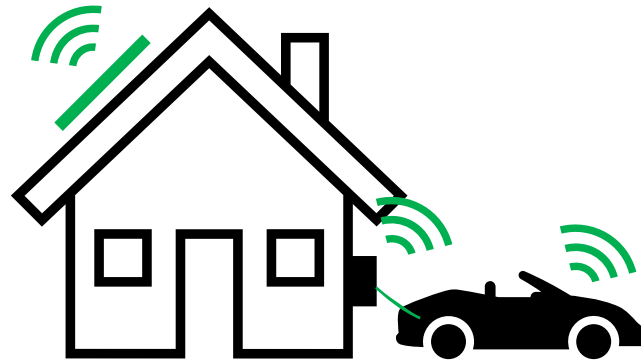
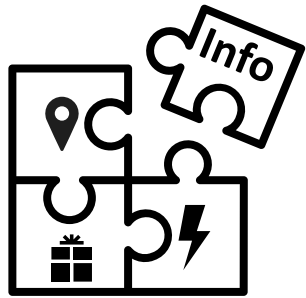


1. Connect the charging cable to your vehicle.
2. Launch the EVBox mobile app on your smartphone and scan the QR code located on the station ID or hold your EVBox mobile app to the grey card reader above.
3. When prompted on the mobile app, select "Charge Now".
4. When the LED light above the charging port is lit, plug your vehicle's charging cable into the station.
5. To stop charging, simply unplug the cable from your vehicle.

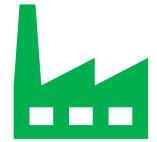
Now: Who has access to and ownership of the Data?

Solving the Value Case puzzle

You solved the technical puzzle and now have a lot of connected items, but who has access to this data and who wants the data?



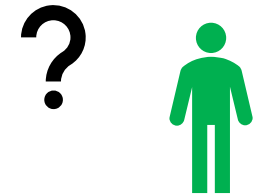
Energy company



The Manufacturer



The installer



The Consumer

KPN helps to unlock and exchange data securely, reliably and scalable

Access



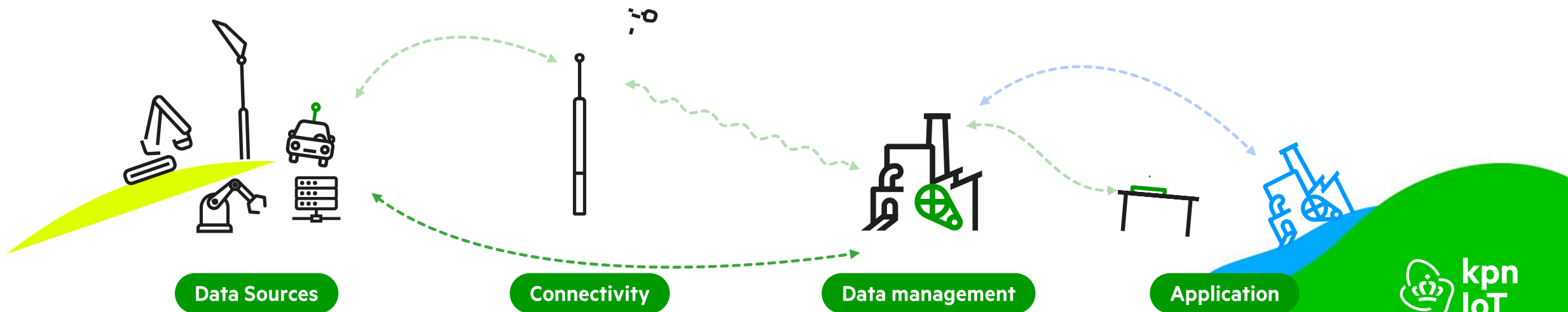
Control



Trust



Share



**So that's just for 1
organization**

Now we need to share with many

Major Societal Challenges lead to a demand for data (sharing)



Energy Transition



Affordable Healthcare



Mobility & Liveability in Cities



Sustainable Industry

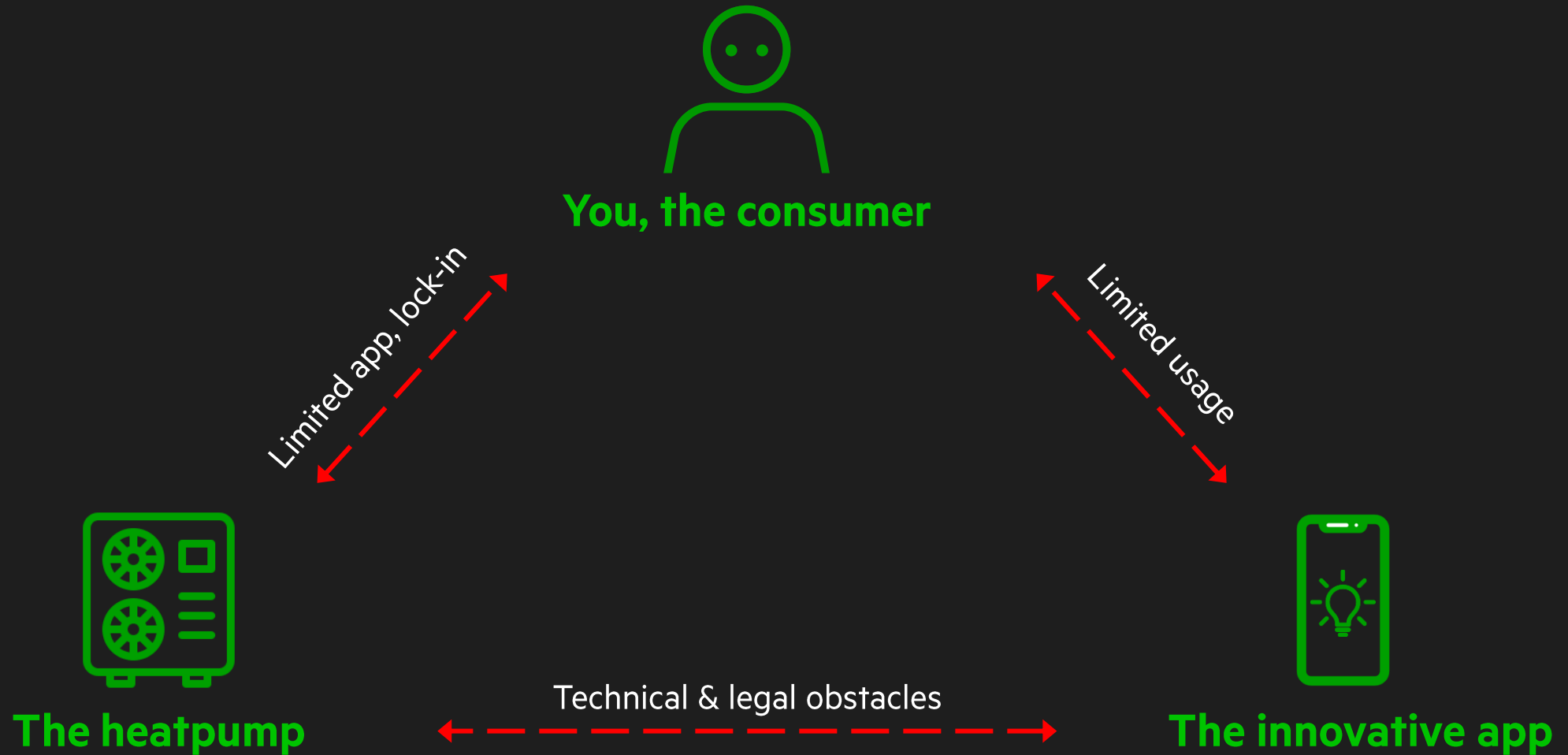


Sustainable Agriculture

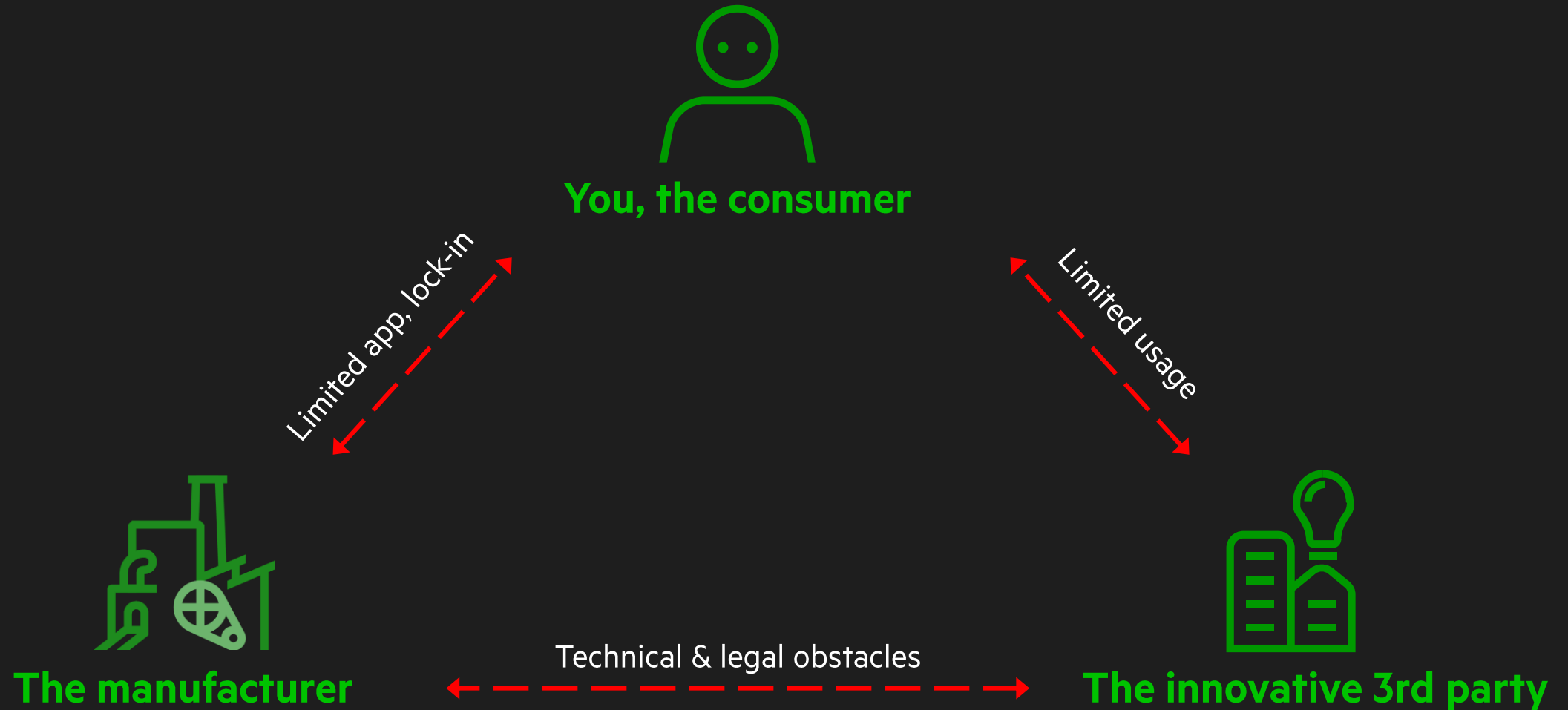


KPN Datacenter as part of the Energy Transition

What's to problem for (future) IoT innovation?



What's to problem for (future) IoT innovation?



EU Data Strategy accelerates IoT & Data innovation with subsidy and regulations

Accelerators for data exchange



Share cloud infrastructure in a open, transparent and secure way

**ID
SA**

Single data market so that data can flow freely,

IPCEI-CIS

12 EU Member States subsidizing a common cloud and edge infrastructure

Regulation to stay in control & enforce



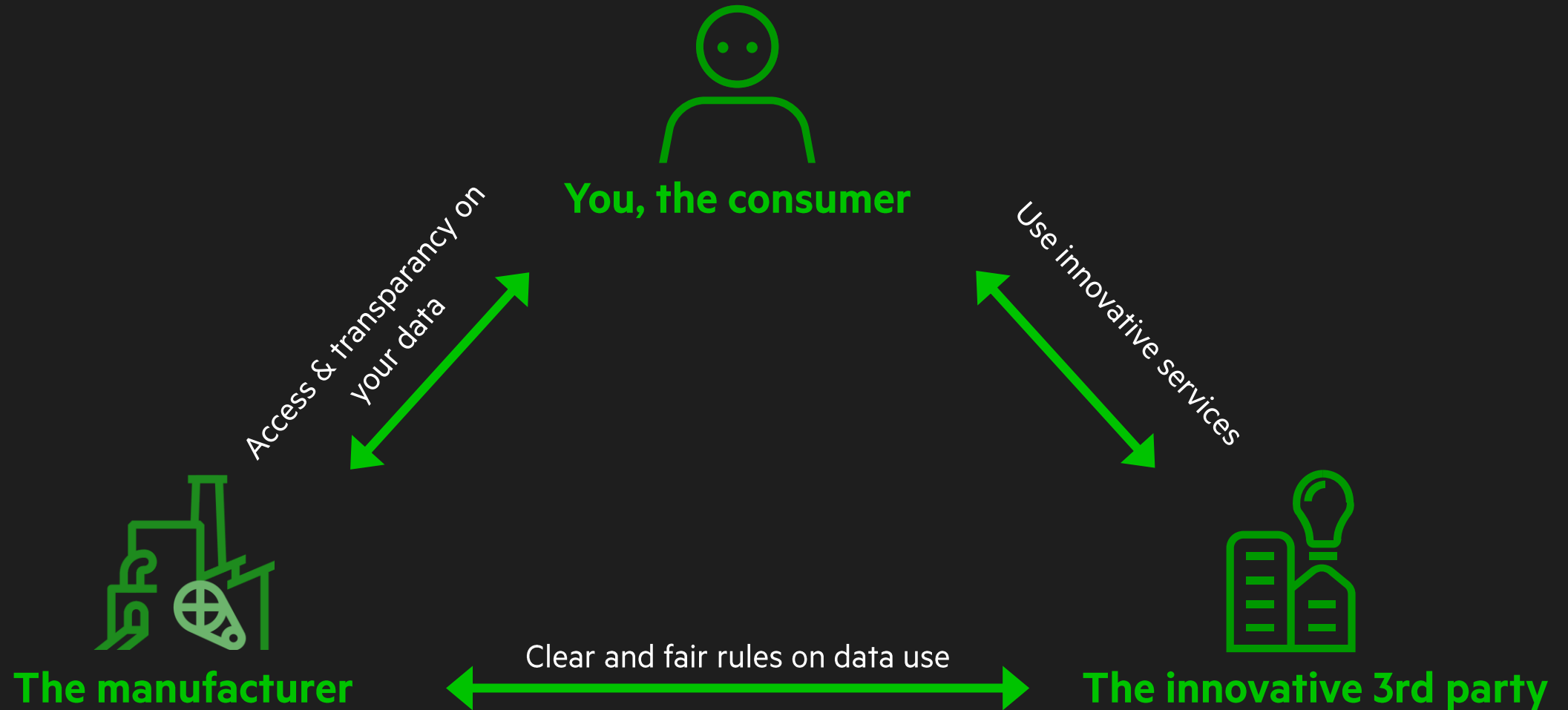
EU Data Act to make more data available for use and set up rules on who can use across sectors.



GDPR to enhance individuals' control and rights over their personal data

Source: https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy_en

Accelerate innovation with exchanging data



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Access



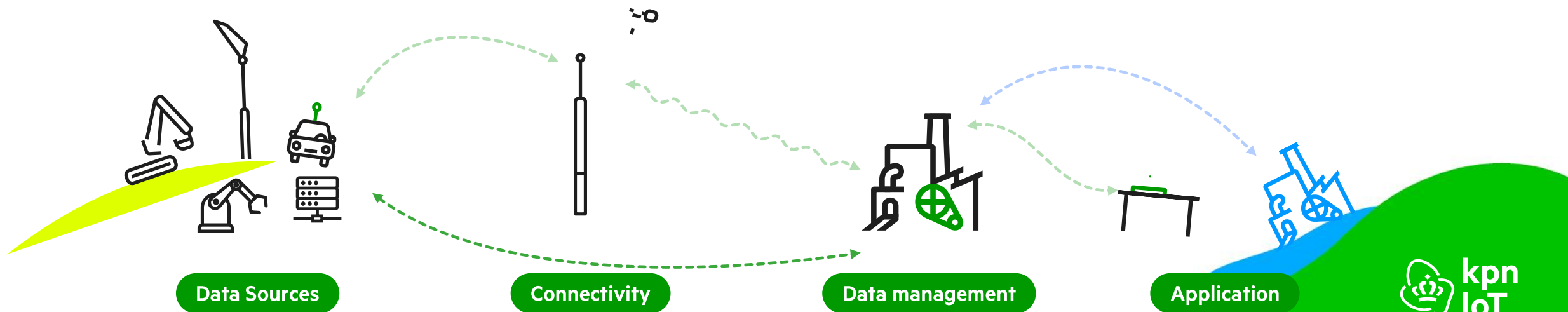
Control



Trust



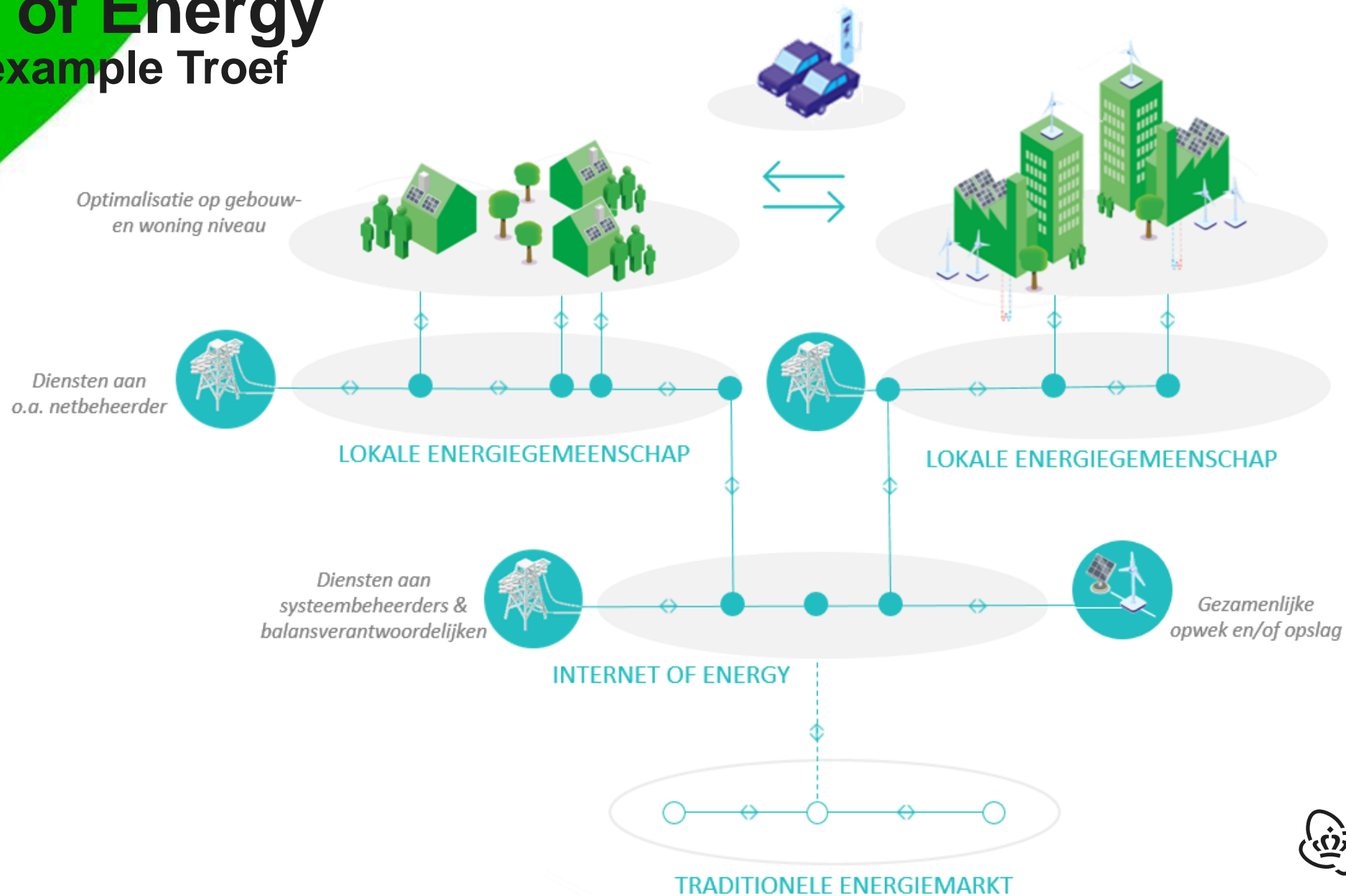
Share



Vertrouwelijk

Internet of Energy

Customer example Troef



Internet of Energy

Customer example Troef

Energy as a service



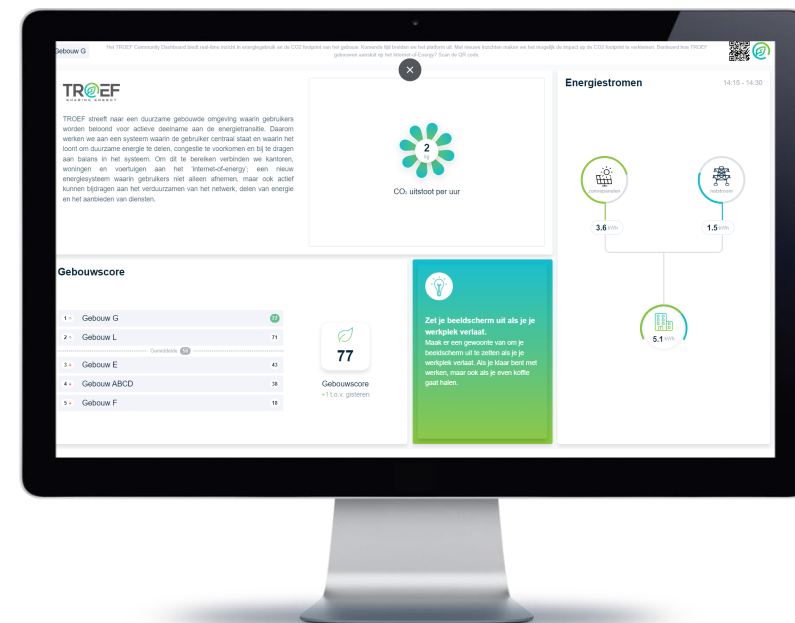
Community platform



Internet-of-Energy provider



Blauwdruk



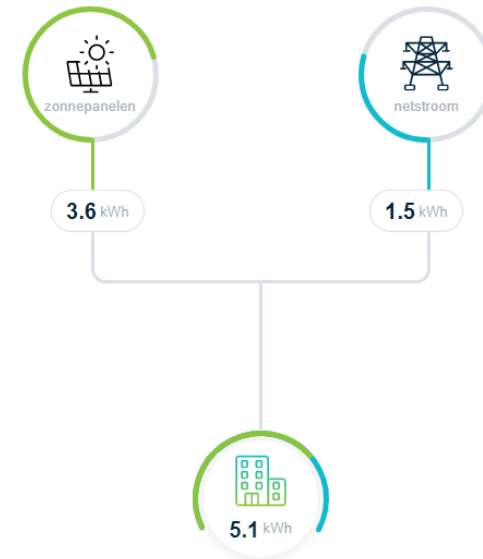


TROEF streeft naar een duurzame gebouwde omgeving waarin gebruikers worden beloond voor actieve deelname aan de energietransitie. Daarom werken we aan een systeem waarin de gebruiker centraal staat en waarin het loont om duurzame energie te delen, congestie te voorkomen en bij te dragen aan balans in het systeem. Om dit te bereiken verbinden we kantoren, woningen en voertuigen aan het 'internet-of-energy'; een nieuw energiesysteem waarin gebruikers niet alleen afnemen, maar ook actief kunnen bijdragen aan het verduurzamen van het netwerk, delen van energie en het aanbieden van diensten.

CO₂ uitstoot per uur

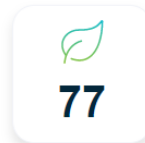
Energiestromen

14:15 - 14:30



Gebouwscore

1 ↑	Gebouw G	77
2 ↑	Gebouw L	71
----- Gemiddelde 50 -----		
3 ↓	Gebouw E	43
4 ↓	Gebouw ABCD	38
5 ↓	Gebouw F	18

Gebouwscore
+1 t.o.v. gisteren**Zet je beeldscherm uit als je je werkplek verlaat.**

Maak er een gewoonte van om je beeldscherm uit te zetten als je je werkplek verlaat. Als je klaar bent met werken, maar ook als je even koffie gaat halen.

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Access



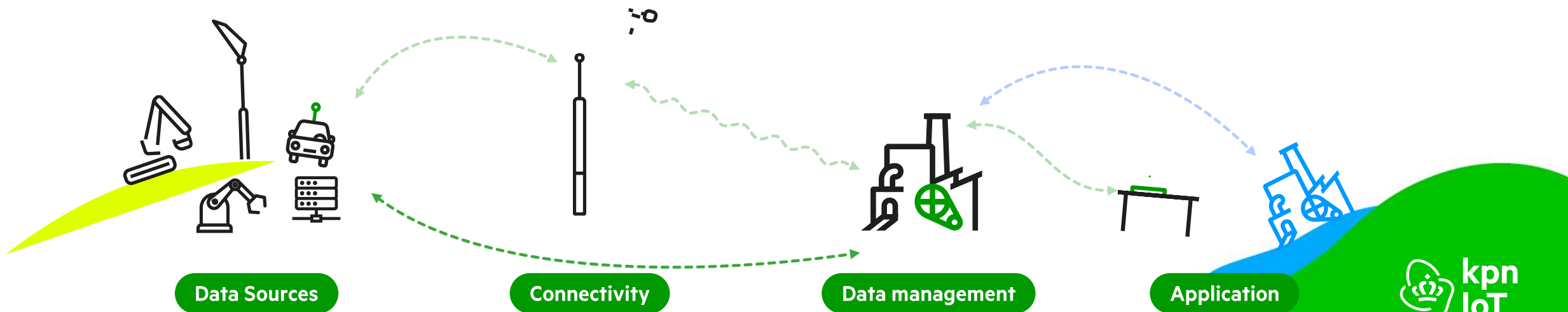
Control



Trust



Share



Vertrouwelijk



Connect Things? Connect with us!



Sven van der Meer

Commercial Product Manager at KPN
IoT & Data

