

Scaling IoT Solutions through the Power of Strategic Alliance

The COVID-19 pandemic has undoubtedly pushed organizations over the tipping point for digital transformation. The growing need for remote access, online monitoring, distributed manufacturing processes, and predictive maintenance is accelerating the adoption of next generation technologies by years.

Key Takeaway

IoT is in the limelight of digital transformation and, as the technology evolves, the two most prevalent use cases are remote monitoring and predictive maintenance. The Intel, Microsoft and Tech Data strategic alliance is a compelling solution to keep this digital transformation moving forward.

Key Stats

The remote asset management market is predicted to grow from **\$16.5B USD in 2020 to more than \$32B USD by 2025.**

Demand for predictive maintenance is expected to expand from **\$4B USD in 2020 to \$12.3 B USD by 2025.**

*MarketsandMarkets™ Analysis: "Remote Asset Management Market Report"

In This Spotlight

Introduction	2
Better Together	2
Intel	3
Microsoft	4
Tech Data	5
Why Better Together is Compelling	6



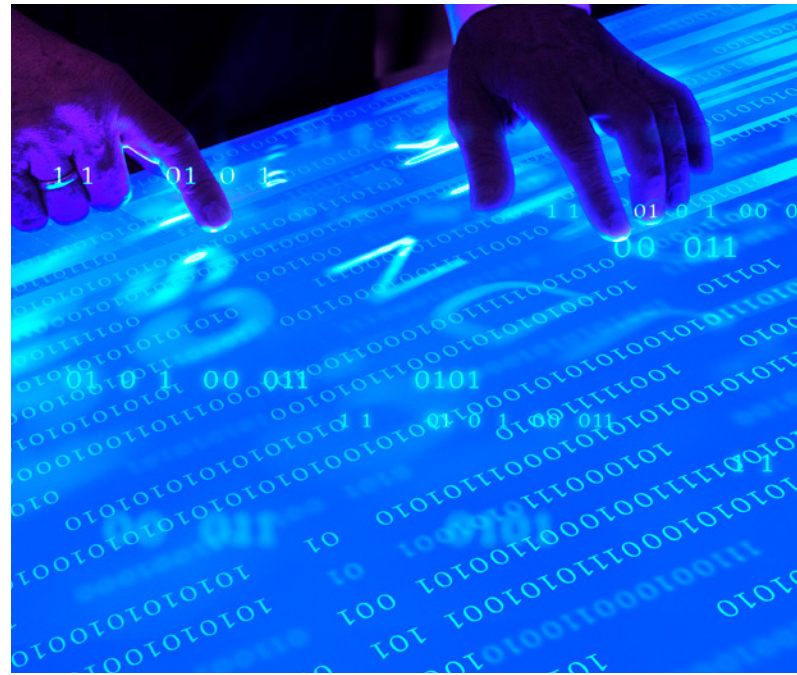
Introduction

IoT has moved beyond “things” and now requires an architecture that addresses the scale, variability and rate of change in today’s virtual environments. Digital channels have become the primary customer engagement model and connected automated processes are now a key driver of productivity, cost savings and revenue, whether in healthcare, retail, manufacturing, distribution, transportation and logistics, banking or virtually any industry.

Because this “new normal” is quickly becoming the “next normal”, most executives realize that technology’s importance as a critical business component is strategic, not simply a source of cost efficiencies. The convergence of edge computing, AI, 5G and the cloud are poised to spark a new level of innovation, allowing enterprises to:

- **Enable faster insights and actions**
- **Maintain continuous automated operations**
- **Provide new customer experiences**
- **Enable more impactful business outcomes**

Selling into this marketplace is more challenging than ever, and solution providers are looking for ways to select and present the best options to their customers.



Better Together: The Intel, Microsoft and Tech Data Strategic Alliance

IoT is at the heart of this digital transformation and is the reason Intel, Microsoft and Tech Data are collaborating to help organizations build a prosperous, connected future with market-ready edge and cloud solutions.

The strategic alliance, code named “Better Together”, is designed to provide scalable, repeatable, end-to-end solutions from across the IoT ecosystem that will help channel partners accelerate and monetize their sales efforts. Each alliance partner brings unique strengths to the equation, along with the essential executive support and commitment.

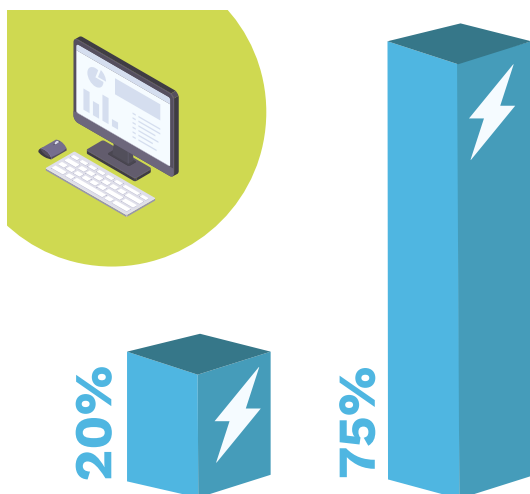


Intel: Creating world- changing technology that enriches the lives of every person on earth

Intel is accelerating its focus on edge technology with an eye to being a key player in the fast-growing IoT marketplace. With computing capabilities increasingly being positioned closer to a customer's premises, the need to bring analytics and custom business logic to edge devices and allow organizations to focus more on business insights rather than data management is crucial. CIOs in every industry are building strategies that will empower their lines of business to increase revenue, speed to market and cost savings by adopting massively decentralized computing architectures with power at the edge.

By 2025 75% of enterprise data will be created and processed at the edge, compared to only 20% today.

**Gartner, "What Edge Computing Means for Infrastructure and Operations Leaders"*



2021 **VS** **2025**
Edge Computing

It's clear the opportunity is enormous. Because Intel bakes in advanced security at every level to better defend against both existing and evolving threats, partners can sell to their customers with confidence.

Choosing the best solution can be complex, so Intel is simplifying IoT for system integrators and accelerating time to value for their customers with its *Intel® IoT Market Ready Solutions*.

Intel® IoT Market Ready Solutions are vetted for delivering real business transformation, such as:

- **Streamlining operations**
- **Mitigating risk**
- **Providing insights from actionable data**
- **Reducing costs**

Intel® IoT RFP Ready Kits are focused technology offerings that solve a class of market problems, have been deployed and tested in the field, and provide bundled hardware, software and support. The technology is scalable and designed to grow with customer requirements, enabling accelerated development and time to market.

“Customers are looking for the IoT solution, not the ingredients. In the evolution from connected products to connected environments to a connected ecosystem, customers want a trusted, ready-built solution. If you're a customer with a smart stadium, for example, you don't want 10 different vendors selling smart things into your stadium. You want one solution to manage all of that.”



— Philip van de Mortel,
Global Sales Manager
and IoT Lead, Intel

Microsoft: Empowering every person and every organization on the planet to achieve more

Microsoft is known for its software platforms, both in the cloud and at the edge, that help organizations manage servers, applications and data securely at scale—regardless of where they reside. **Azure IoT** is a collection of managed and platform services across edge and cloud that can connect, monitor and control billions of IoT assets. Azure unlocks new on-premises, hybrid, and multi-cloud scenarios for customers by extending Azure services and management to any infrastructure. Organizations that bring together the intelligent edge and the intelligent cloud as part of an IoT solution see vastly improved operations, resulting in optimized automation and productivity. Azure facilitates the shift from intelligent assets to intelligent environments, which ensures a quicker return on investment.

Because customers want more power on premises, Microsoft's Azure platform moves cloud workloads seamlessly to edge devices and back again. By moving certain workloads to the edge, devices spend less time communicating with the cloud and react more quickly to local changes. Microsoft ensures these bidirectional moves distributing intelligence and transmitting code and services between the edge and the cloud occur reliably and securely, even when offline. Azure IoT edge device management automatically syncs the latest device state once reconnected to ensure seamless operability.



“We support partners and customers in their transformation journey by providing the tools and services in our edge and cloud platforms, like Azure, so they can drive innovation and differentiation. This could be by adding new capabilities to current solutions, creating new product categories, or by enabling state-of-the-art business models like ‘as a service’. Responsibly driving adoption of IoT is important for Microsoft. So, it’s very relevant to have partners prepared to create solutions that support customer business needs with a special focus on sustainability and unity across the different vertical industries.”



— Luis Benito Matías Igea,
IoT Partner Solution
Specialist, Microsoft

Tech Data: Continuously satisfying the world's ever-evolving demand for technology

Tech Data is the linchpin, where it all comes together. The company acts as a full-service solution aggregator and distributor, offering Intel's bundled Intel IoT Market Ready Solutions built on Microsoft's Azure cloud and edge platforms, in solutions that are vetted and focused on business outcomes in key vertical industries.

The Goal: Streamline and optimize channel partners' entry into the IoT marketplace, which is estimated to be \$561B USD globally by 2022.

IDC: "IoT Market Global Forecast to 2022"



A key part of the secret sauce Tech Data brings is their ***Solution Factory***, a comprehensive solution readiness methodology that takes concepts through a reference architecture, specific functional requirements and customer-centric use cases.

Only when a solution has been fully vetted is it included in the ***Tech Data Solution Catalog*** which, along with the company's in-depth strategy development workshops, is the go-to resource for channel partners seeking repeatable IoT solutions that are tried and tested.

“Both Intel and Microsoft have been long-time strategic partners of Tech Data. We’re focused on helping our channel partners by providing access to solutions and expertise from edge to datacenter to cloud. We’ve worked together simplifying IoT through pre-aggregated, market-ready solutions, delivering outcomes that align to the business needs of end users.”



—Lisa McGarvey, Director,
Solution Development -
Internet of Things (IoT) &
Data Solutions, Tech Data
North America

Tech Data's **Practice Builder™** methodology is the last piece of the go-to-market puzzle, empowering channel partners to market, sell and confidently deliver leading-edge IoT solutions. It's designed with the right combination of specialized solutions, tools, training and services to accelerate growth in next-generation technology markets, including cloud, security, IoT and analytics.

For many technology solutions providers, entering these high-growth markets can be challenging and costly. Practice Builder eliminates the guesswork and minimizes both the risk and costs for channel partners who are looking to make IoT a strategic part of their business model. It is a framework that encompasses all the key components needed to either help build a new technology practice or accelerate an existing one.

“We know that data is at the heart of everything end users need for their businesses to succeed. Tech Data has built data and IoT solutions that that help our channel partners capture ever growing market opportunities. Intel and Microsoft are integral to developing these solutions that enable us to deliver value to our customers no matter where they are on the data maturity journey.”



— Clay Davis, VP, Global Data & IoT Solutions, Tech Data

Why Better Together is Compelling

If the pace of the pre-Covid world was fast, the emerging need for speed means that penalties for the “test and try” approach are far too high. The Covid-19 crisis provides a sudden glimpse into a future world in which agile ways of working are a prerequisite to meeting seemingly daily changes to customer behavior. A world where digital capabilities are central to every interaction, forcing organizations further up the adoption curve almost overnight. Bold moves to embrace digital technologies early are imperative to drive down costs, scale IT to support changing needs, and deliver resilient remote experiences that lead to value creation.

There is good news to be found in the falling barriers to improvisation and experimentation that have emerged among customers, markets, regulators and organizations:

- In this unique moment, companies can learn and progress more quickly than ever before
- The ways companies learn from and adjust to today's crisis will deeply influence their performance in tomorrow's changed world, providing the opportunity to retain greater agility as well as closer ties with customers, employees and suppliers
- Those that are successfully able to make gains “stick” will likely be more successful during the recovery and beyond



The fact that IoT has become an extension of a cloud, data and emerging technology strategy is what makes the Intel, Microsoft and Tech Data strategic alliance so compelling. The ability to deliver market ready, pre-built solutions based on Intel's silicon hardware, Microsoft's cloud-to-edge platform capabilities, and Tech Data's arsenal of aggregated solutions complete with services and enablement creates a highly competitive advantage for channel partners. And that is what will enable customers to successfully navigate the digital journey.

“We will keep working hard to provide the most innovative platform at the edge and in the cloud to support partners as they help customers adopt these new technologies. Success for all of us will be measured in seeing that partners are able to create new value propositions for their customers as they grow and change their business models. This need has accelerated because of the Covid situation, so it's an important moment for us to be working better together.”



— Luis Benito Matías Igea,
IoT Partner Solution
Specialist, Microsoft



To learn more about how Tech Data, Intel and Microsoft help solve end user business pain points and aggregate solutions to help grow your IoT practice, we invite you to visit: **Tech Data - IoT Solutions** or contact us at: **iot@techdata.com**

