



SPONSORSHIP OPPORTUNITY

SHOWCASE YOUR THOUGHT LEADERSHIP AND GAIN NEW INSIGHTS BY SPONSORING THIS COMPREHENSIVE MARKET STUDY ON "INDUSTRIAL ANALYTICS"

Motivation and context

We are currently at an inflection point where industrial analytics is starting to enable a new kind of „data-driven industrial organization“. This trend may change the way industrial businesses are run for decades to come. At the core, machine and product data are increasingly used in new ways. Examples include the improvement of product quality in factories, the increase of machine uptime through predictive maintenance or specific services based on real-time data coming from products currently in-use.

Technological advancements known as Industry 4.0 and the Internet of Things (IoT) lay the foundation for Industrial Analytics by bringing millions of machines and industrial products online. Advancements in machine learning and predictive analytics are enabling completely new ways of working with data.

At the moment, there is a lack of comprehensive material to help companies understand the opportunity, provide guidance on where to start and which organizational capabilities to build. This study aims to bridge that gap.

The project at a glance

Industrial Analytics is becoming a key topic for industrial companies. Data coming from sensors (IoT), better analytics tools, and the Industry 4.0 infrastructure are opening up a world of completely new applications.

On behalf of DAA Germany, IoT Analytics, will be conducting a study that aims to become the go-to-guide for anyone who wants to start on this exciting new topic.

You have the chance to sponsor and participate in this market study, thereby showcasing your thought-leadership and using the insights for the next years to come (and particularly for the Hannover Messe HMI 2016).

Scope and timeline



The study will be conducted during a 3-month timeframe from 4 January to 3 April 2016. The outcome will be a 30-40 page document in English that includes 10-12 illustrations, individual pages for the sponsors, and the survey results of 30-100 industrial decision makers.

Preliminary storyline

1. **INTRO: ADVANCED ANALYTICS DRIVES THE NEXT WAVE OF INDUSTRIAL OPTIMIZATION**
(Includes intro to Industry 4.0, digitalization, IoT, big data tools, machine learning, the path to a data-driven company)
2. **INDUSTRIAL ANALYTICS: A WIDE FIELD WITH VERY DIFFERENT APPLICATIONS**
(Includes definition of IA, how it fits in with other analytics, a segmentation of the topic, use cases)
3. **CURRENT STATUS OF THE TOPIC**
(Includes survey results regarding key applications, hurdles, selected use cases, etc.)
4. **LOOKING AHEAD: HOW INDUSTRIAL ANALYTICS IS STARTING TO CHANGE INDUSTRIES**
(Includes analysis of new business models, a look into decision sciences, organizational structure)
5. **HOW COMPANIES CAN START MAKING THE MOST OUT OF THEIR MACHINE DATA NOW**
(Includes an analysis of the tools and skillsets, and

offers a step-by-step guide to get started as well as apply industrial analytics to existing challenges)

6. **APPENDIX**
(Includes information about the sponsors, the DAA and IoT Analytics)

Sponsorship benefits

As a sponsor we will interview you to get your perspective and (if suitable) include one of your use cases. Your logo and products will be seen by 1,000s of decision-makers in the industry, helping you to increase your awareness and generate new leads. See the sponsorship packages for more details.

Interested?

Frank Poerschmann, Board member at DAA Germany
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Knud Lasse Lueth, CEO at IoT Analytics
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Deadline for sponsors: 15 January 2016*

About

Commissioning body



Counting ~5,000 members worldwide, the DAA makes analytics professionals more effective and valuable through professional development and community.

Research firm



IoT Analytics is the leading firm for market insights on IoT and Industry 4.0, reaching more than 20,000 decision makers every month.

Advisory board

DAA-IA Steering Committee
Support and quality assurance by: Frank Poerschmann, Alexander Thamm, Erik Schumacher, Peter Sorowka

SPONSORSHIP	BRONZE	SILVER	GOLD
ONE-PAGER AD IN THE STUDY	✓	✓	✓
OWN INTERVIEW AS STUDY INPUT	✓	✓	✓
MAY USE INSIGHTS FOR OWN PR, WEBSITE, ETC.	✓	✓	✓
DISTRIBUTION AND COMMUNICATION TO DAA COMMUNITY	✓	✓	✓
LOGO ON FRONT PAGE OF PAPER		✓	✓
SHOWCASE OWN USE CASE IN THE STUDY		✓	✓
WILL BE MENTIONED IN PRESS RELEASES		✓	✓
JOINT PRESENTATION OF RESULTS DURING HMI 2016		✓	✓
EXCLUSIVITY RIGHTS (NO COMPETITORS AS CO-SPONSORS)			✓
	€ 3,999	€ 8,999	€19,999

* Final confirmation of sponsorship will be given after 15 January, in case a direct competitor claims exclusivity rights as a Gold sponsor