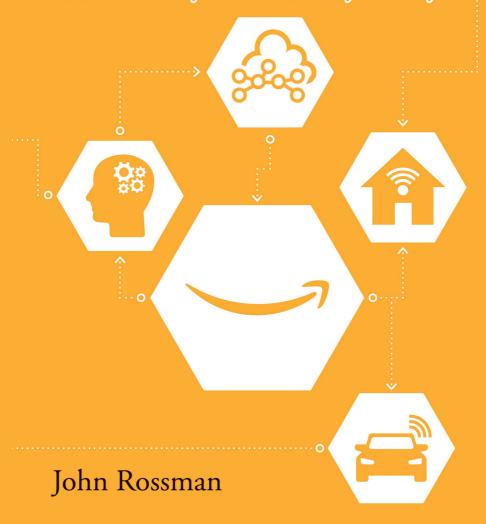
The Amazon Way on IoT

10 Principles for Every Leader from the World's Leading Internet of Things Strategies



BONUS MATERIAL

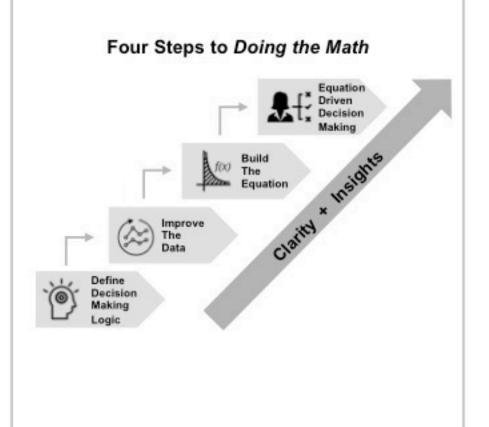
Diagram Name: The Triple Threat of IoT The Triple Threat of IoT Develop New Business Models Improve Operational Effectiveness

Chapter: Introduction

Diagram Name: IoT Extensibility Framework The IoT Extensibility Framework COMPLEXITY Many Devices 4. Network 2. Insights & Coordination Adjustments & Optimization Few Devices 1. Tracking 3. Optimizations Limited Network Coordination Coordination Network Effect Potential

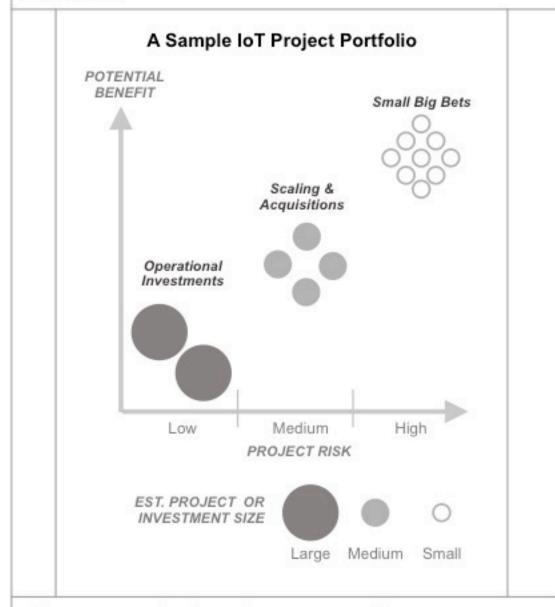
Chapter: 1 - Introduction

Diagram Name: 4 Steps to Doing the Math



Chapter: 4 – Do the Math

Diagram Name: A Sample IoT Project Portfolio



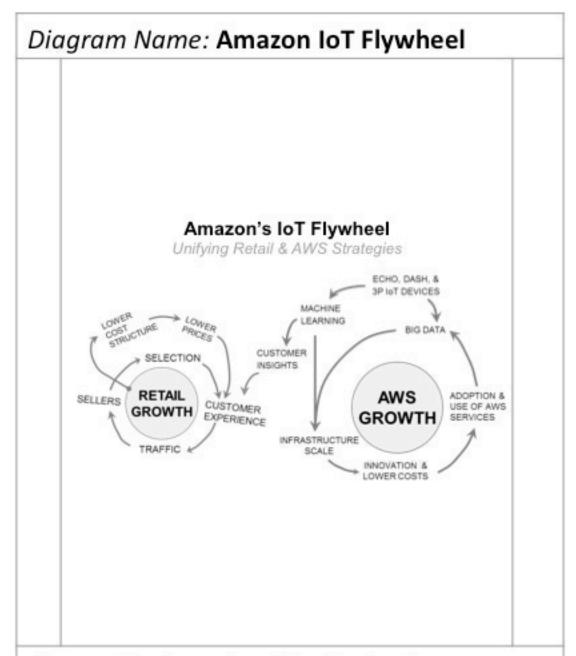
Chapter: 5 – Think Big but Start Small

Diagram Name: Original Amazon Flywheel

Amazon's Original Flywheel



Chapter: 10 – Synergies of the Flywheel



Chapter: 10 – Synergies of the Flywheel

Diagram Name: Designing Your Own Flywheel

Six Steps to Designing Your Own Flywheel

1 @

Create a preliminary definition and scope statement

2 🗐

Outline the key nouns and variables

3 🗮

Rationalize and group the nouns and variables

4 🕚

Build a causal relationship diagram



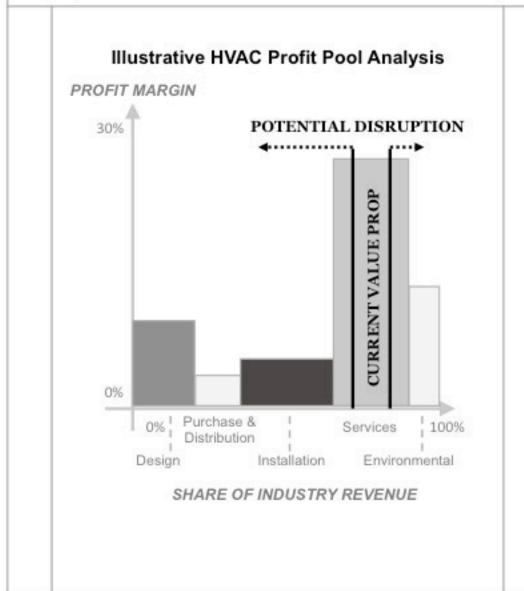
Keep working the model and simplify overtime



Identify the implications of the model

Chapter: 10 – Synergies of the Flywheel

Diagram Name: Illustrative HVAC Profit Pool Analysis



Chapter: 9 - Disrupting the industry value chain

Comments: complete