Introducing the Digital Transformation Kit from Lenovo OEM Solutions and ADLINK

Digital Transformation Kit

Lenovo OEM Solutions · ADLINK

Open this box and unleash innovation

- Bring certainly to proposed IoT computing solutions

- Build and test IoT applications

- Develop mobile IoT applications

- Use the included project blueprints and software activation instructions

- Find it all packaged in a sleek protective case

Atos IoT partner
for Coca-Cola
Hellenic Bottling

Secured IoT
Endpoints with
Microchip 32-bit MCU
Chip-level Security

ADLINK Technology
Partners with Lenovo
to Extend IoT and OEM
Business Reach

Rockwell pays
USD 1 bln
for stake in PTC

Anatomy
of an IoT Solution
How to Cut Costs and
Accelerate Time-to-Market

Digital eXperiments
as-a-Service
to Alleviate High Costs
and Risks

The Internet of Things will connect Billions of Devices,
IoT World is connecting you with your Next Customers & Partners TODAY

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ADLINK DXS
IoT **D**igital e**X**periments as-a-**S**ervice

Connect the Unconnected
People, assets & places

Steam Anywhere
Data to the right place at the right time

Control the Edge
Monitor, manage, analyze

● Create Secured IoT Endpoints with the First 32-bit MCU to Feature Robust, Chip-level Security and Arm TrustZone Technology

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CEO & co-Founder
at e2mos
Acting Chief Editor

*Over 3 decades
Chips & Embedded
Systems Market Expertise*

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Atos becomes official IoT partner for Coca-Cola Hellenic Bottling Company

- The Coca-Cola Hellenic Bottling Company (Coca-Cola HBC) to implement the first mass-rollout of Atos Codex Connected Cooler solution

- A significant number of coolers to be connected globally, with Coca-Cola HBC leading the way

- This is the first application of Atos Codex for Retail – the Atos service for a fully connected ecosystem in the Retail & Consumer Packaged Goods markets

Paris, July 3 2018

Atos, a global leader in digital transformation, today announces a new multi-national contract with the Coca-Cola Hellenic Bottling Company (Coca-Cola HBC), one of the world's largest bottlers for The Coca-Cola Company with operations in 28 countries in Europe, Russia & Nigeria serving approximately 595 million consumers. Under the new contract, Atos will provide end-to-end IoT services for the Coca-Cola HBC Connected Cooler program. The program delivers valuable insight into consumer behavior and retail performance while helping to improve operational efficiency and increase sales revenue.

Turning Connected Cooler data into valuable business insights

Connecting assets, such as in-market cooler placement, is a cornerstone of The Coca-Cola System's digital business enabling strategy. Coca-Cola HBC, with investment in a fleet of 1.6 million coolers in operation, is leading the way. Coca-Cola HBC is partnering with Atos to rollout the Atos Codex Connected Cooler solution and will have the first 300,000 coolers connected by the end of 2018. This solution will enable Coca-Cola HBC to access huge amounts of point of sale data, including: in store cooler placement and availability, temperature, stock-level, product placement, customer behavior and trends. This end-to-end solution will enable Coca-Cola HBC to connect, collect and manage data from connected coolers across the 28 countries where Coca-Cola Hellenic operates.

Smart coolers also enable proximity interaction with the use of mobile apps, enabling Coca-Cola HBC to engage with customers in real-time. This provides an added value with customized offers and near-me promotions, turning digital engagement into increased product sales.

Atos Codex Connected Cooler is an IoT solution. Using either existing cooler sensors or fitting new ones, the solution establishes secure network connections to a cloud-based IoT platform over which the data can be processed and analyzed. Atos is managing the entire project using Atos Codex IoT technologies and through long-lasting partnerships including those with Microsoft and the domain expert, eBest IoT. The Connected Cooler solution provides flexible, scalable, and secure end-to-end support.

Alain Brouhard, Group Business Solutions & Systems Director and CIO at Coca-Cola Hellenic HBC, comments "By connecting the coolers we are starting our journey towards digitizing the marketplace and establishing a connected environment with our customers and shoppers. Such an environment will allow us to accelerate time-to-market and increase operational efficiency, while at the same time gaining more insightful market analytics to engage better with our consumers."

Peter Pluim, Executive Vice President, Infrastructure and Data Management at Atos says "Using Smart coolers is the first step in this journey towards a fully connected ecosystem. This end-to-end solution will not only enable Coca-Cola HBC to easily manage the data from millions of connected coolers, but also be the foundation in turning more assets such as shelves and vending machines into IoT devices. In addition, these connected assets will become an important touchpoint for consumer engagement."

Atos has been working with Coca-Cola HBC for more than 15 years as a strategic IT partner in developing and managing its key IT solutions. Atos is a recognized leader in the IoT market and was recently named as a Leader by the global research and analyst firm NelsonHall in the 2017 NEAT analysis on Internet of Things (IoT) Services.

Atos Codex for Retail
This contract with Coca-Cola HBC is a top priority for Atos Codex for Retail, as it connects all devices within the retail sales process. Based on a technology platform delivered by Microsoft, millions of different devices like shelves, vending machines or coffee machines can be connected, thus creating huge amounts of data on customer behavior, usage and state of operation.

The technological backbone of the Connected Cooler solution is based on components of Microsoft Azure IaaS, PaaS and IoT Hub – building an innovative and advanced platform to connect, monitor, and manage a huge number of assets. Especially the scalability and a high degree of standardization make it an important element of the end-to-end solution realized by Atos.

Trace Issel, General Manager for Retail Sales at Microsoft says: "This solution is an ideal example of how the strengths of the Azure platform can be leveraged. Thanks to our strong partnership with Atos, clients can utilize next generation technology to help increase the value generated from in-store coolers and further connected retail devices".

About Atos
Atos is a global leader in digital transformation with approximately 100,000 employees in 73 countries and annual revenue of around € 12 billion. The European number one in Big Data, Cybersecurity, High Performance Computing and Digital Workplace, The Group provides Cloud services, Infrastructure & Data Management, Business & Platform solutions, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies, digital expertise and industry knowledge, Atos supports the digital transformation of its clients across various business sectors: Defense, Financial Services, Health, Manufacturing, Media, Energy & Utilities, Public sector, Retail, Telecommunications and Transportation. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. Atos SE (Societas Europaea) is listed on the CAC40 Paris stock index.

About Atos Codex
Atos Codex is the Atos brand for advanced analytics, Internet of Things and cognitive solutions consisting of methodology, design labs, an open industrial platform factory as well as high-performance data analytics. It provides clients a complete set of solutions and capabilities to design, build and run digital business platforms. Atos Codex is a key pillar of Atos' Digital Transformation Factory covering the complete data value chain and taking a strong business-driven approach rather than focusing just on technology.

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Atos is playing its IoT cards well -- TBR SPECIAL REPORT

In Internet of Things (IoT), Atos (Nasdaq: ATOS) leverages several structural and practical advantages. The company's acquisition of Siemens IT Solutions and Services in 2011 gives Atos a strong base in operations technology (OT), the driving force behind IoT and a challenge to most IT companies. Also, Atos' engagement model for business transformation, including IoT, is well suited to the current state of IoT maturity among customers, vendors and within the IoT market.

The model facilitates customer choice among feasible, moderately sized projects that are completed, deployed and delivering positive ROI within a year, engendering a process of agile continual innovation that TBR believes serves most customers well. Each project generates further innovation and contributes to a growing body of business-relevant data from which additional value can be extracted through further analysis and integration, expanding Atos' ongoing engagement with the customer. TBR believes this evolutionary approach to business transformation is a better and more common choice for most customers than a revolutionary business-model-changing approach to digital transformation.

TBR perspective
TBR believes Atos is successfully addressing the challenging IoT market, using IoT to drive revenue growth while the company accrues intellectual property and the benefits of scale. This will lead to continued and gradually increasing IoT-driven revenue and profit, as well as increased utilization of Atos IoT by client companies. Atos brings several assets, including practices in big data and analytics, managed services, e-transactional services, and blockchain, to the IoT table. At the same time, the company is using its IoT assets well, such as by focusing on medium-effort use cases and leveraging the IoT startup community.

Atos gave prominence to its IoT capabilities at a two-day analyst event in Boston. The event keynote was shared among three different leaders of three different Atos groups that are deeply engaged in the company's IoT business. Other plenary presentations featured the Siemens Digital Factory Division, an important IoT contributor, and Atos Worldline's work with blockchain as a contributor to IoT. Indeed, IoT was woven throughout the presentations about digital transformation, and two different slides were headlined "IoT is driving business transformation." Digital transformation is Atos' growth engine. The company's Digital Transformation Factory accounted for 23% of revenue in 2017, up from 13% in 2016. IoT is playing a major role in this growth; more than 150 Atos customers were engaged in business transformation projects in 2017, and all the examples included some form of IoT. TBR believes IoT is one of several technologies and techniques that propel digital transformation and that customers and vendors approach IoT and other digital transformation projects in similar ways. These new projects rely on Atos' established expertise across all of its practices, and contribute to growth in these practice areas, as the projects incorporate traditional IT products and services.

Register and Download the Report: https://my.tbri.com/register/   **More about ATOS:** https://atos.net/en/

ADLINK Launches IoT Digital eXperiments as-a-Service to Alleviate High Costs and Risks

17-May-2018

ADLINK Technology has announced the launch of its innovative DXS IoT digital experiments as-a-service offering. The service is for the testing of potential IoT-based endeavours to determine the viability of possible solutions with none of the upfront costs and risk associated with a full solution commitment.

ADLINK DXS
IoT Digital eXperiments as-a-Service

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Full IoT solutions conventionally require significant upfront investment, despite, according to industry studies, success rates for such projects only reaching 26%. In response, the convergence of IT best practices and OT (operations) has given rise to the concept of digital experimentation. ADLINK's own DXS provides operators with all the benefits of digital experimentation, is vendor agnostic, and enables timely implementation of experiments without associated upfront costs.

ADLINK DXS provides all the resources required to get digital experiments up and running, including pre-validated hardware, client asset connection, data movement consolidation to bridge the IT/OT gap, enterprise sharing, endpoint management, and field and professional services.

The DXS approach is built on the experience of building military grade solutions – optimised for real-world limitations such as security, latency and power. Solutions are designed to take maximum advantage of cloud, data centre and edge processing.

"ADLINK DXS IoT digital experiments as-a-service allows organisations to think big, start small and work fast when integrating IoT-based functionality within new business models or processes," said Andy Penfold, Director of Offering Management, ADLINK IoT Solutions and Technology. "Digital experiments combine existing elements in new ways, and the more experiments that are implemented, the more innovations are created. We believe strongly that digital experiments will form the basis of the next generation of business models and processes shaping industry landscapes. Digital experiments, whether successful or unsuccessful, are key to an effective culture of innovation."

"As successful digital experiments are completed, stakeholder confidence grows, supporting the investment needed for large-scale rollouts," adds Penfold. "But, unsuccessful experiments can also provide significant value, whether uncovering design issues or revealing where to avoid further investment."

ADLINK DXS approaches each project individually to determine which areas are likely to be affected by the solution, from ground level operations to admin and resource allocation. Each digital experiment is defined at the intersection of people, places and affected assets, where most value can be created.

"Our service leverages technologies through all layers of the required hardware, software and network stacks to create viable, scalable and secure IoT solutions," adds Penfold. "These solutions span not only capabilities from ADLINK, but also from partners throughout our ecosystem, and are therefore agnostic in nature."

For more information, please visit:
http://go.adlinktech.com/DXSGetQuote_LP.html?UTM_Source=PR&utm_campaign=ISTS&utm_medium=

All Contacts Worldwide:
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Create Secured IoT Endpoints with the First 32-bit MCU to Feature Robust, Chip-level Security and Arm TrustZone Technology

New MCUs combine industry's best-in-class low power consumption and water-tolerant, noise-immune capacitive touch

CHANDLER, Ariz., June 25, 2018 — With the booming growth of Internet of Things (IoT) endpoints, security is sometimes an afterthought for many designers, increasing the risk of exposing intellectual property (IP) and sensitive information. To address the growing need for security, the new SAM L10 and SAM L11 MCU families are now available from Microchip Technology Inc. (NASDAQ: MCHP). For more information visit www.microchip.com/SAML11.
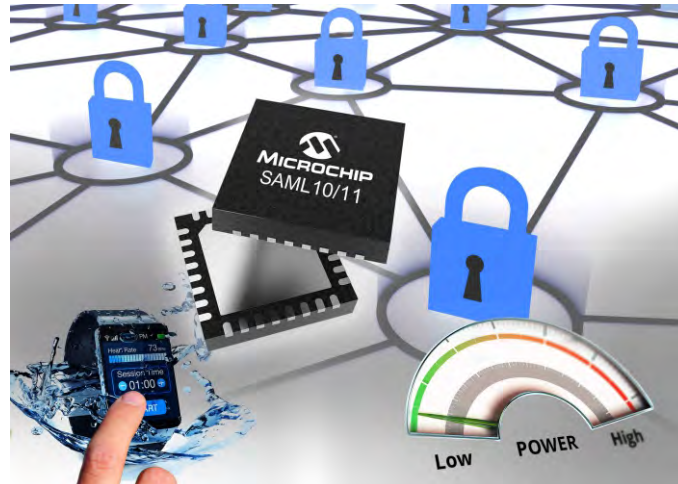
The new MCU families are based on the Arm® Cortex®-M23 core, with the SAM L11 featuring Arm TrustZone® for Armv8-M, a programmable environment that provides hardware isolation between certified libraries, IP and application code. Microchip enables robust security by including chip-level tamper resistance, secure boot and secure key storage that, when combined with TrustZone technology, is designed to protect customer applications from both remote and physical attacks.

Both MCU families offer the industry's lowest power consumption, as well as have capacitive touch capability with best-in-class water tolerance and noise immunity. When benchmarked for power consumption the SAM L10 received a ULPMark™ score of 405, which is over 200 percent better performance than nearest competitor certified by EEMBC®, the Embedded Microprocessor Benchmark Consortium. Microchip uses proprietary picoPower® technology to provide industry-leading low power consumption in active and all sleep modes.

"IoT end points often require low power and high security," said Rod Drake, vice president of Microchip's MCU32 business unit. "However, the growth of IoT nodes is happening so fast that security is not always addressed. The features of the SAM L11 are exactly what customers need to plan for security early in the design cycle."

In addition to TrustZone technology, the SAM L11 security features include an on-board cryptographic module supporting Advanced Encryption Standard (AES), Galois Counter Mode (GCM) and Secure Hash Algorithm (SHA). The secure boot and secure key storage with tamper detection capabilities establish a hardware root of trust. It also offers secure bootloader for secure firmware upgrades. Microchip has partnered with Trustonic, a member of Microchip's Security Design Partner Program, to offer a comprehensive security solution framework that simplifies implementation of security and enables customers to introduce end products faster. Microchip has also partnered with Secure Thingz and Data I/O Corporation to offer secure provisioning services for SAM L11 customers that have a proven security framework.

Both MCU families offer Microchip's latest-generation Peripheral Touch Controller (PTC) for capacitive touch capabilities. Designers can easily add touch interfaces that provide an impressively smooth and efficient user experience in the presence of moisture and noise while maintaining low power consumption. The touch interface makes the devices ideal for a myriad of automotive, appliance, medical and consumer Human Machine Interface (HMI) applications.

Development Support
The SAM L10 and SAM L11 Xplained Pro Evaluation Kits are available to kick-start development. All SAM L10/L11 MCUs are supported by the Atmel Studio 7 Integrated Development Environment (IDE), IAR Embedded Workbench, Arm Keil® MDK as well as Atmel START, a free online tool to configure peripherals and software that accelerates development. START also supports TrustZone technology to configure and deploy secure applications. A power debugger and data analyzer tool is available to monitor and analyze power consumption in real time and fine tune the consumption numbers on the fly to meet application needs. Microchip's QTouch® Modular Library, 2D Touch Surface Library and QTouch Configurator are also available to simplify touch development.

For more information, visit the Microchip website at www.microchip.com.

Rockwell pays USD 1 bln for stake in PTC

Monday 11 June 2018 | 16:53 CET | News from telecompaper

Rockwell Automation will pay USD 1 billion for an 8.4 percent stake in Boston-based PTC. When the transaction completes, Rockwell Automation CEO Blake Moret will join PTC's board of directors and the two companies will combine their resources, technologies, industry expertise and market presence.
In particular, PTC and Rockwell Automation will align their respective smart factory technologies and combine bring together PTC's ThingWorx IoT, Kepware industrial connectivity, and Vuforia augmented reality (AR) platforms with Rockwell Automation's FactoryTalk MES, FactoryTalk Analytics, and Industrial Automation platforms. PTC and Rockwell believe the move will help customers achieve increased productivity, up plant efficiency, reduce operational risk, and better system interoperability.

Under the specific terms of the deal, Rockwell will be acquiring almost 10.5 million PTC shares at USD 94.50 per unit. Rockwell will fund the investment with cash on hand and commercial paper borrowings. PTC will use proceeds from the equity investment to buy back shares to offset dilution. Rockwell Automation meanwhile will up its share buyback target for fiscal year 2018 to USD 1.5 billion, an increase of USD 300 million.

According to Reuters, the investment means Rockwell becomes PTC's third largest investor.

Anatomy of an IoT Solution: How to Cut Costs and Accelerate Time-to-Market
An eBook from KORE

Download The eBook

Organisations looking to break into the ever-expanding world of the 'Internet of Things' are faced with the monstrous challenge of designing, developing, and deploying their IoT applications, all while trying to source, integrate, and manage the infrastructure that operates behind the scenes to make these applications work.

Before taking on this challenge to launch a connected product or service, it is critical that businesses have a thorough understanding of what key components must be incorporated, how these components interact with each other, and how common integration pitfalls can be avoided.

This eBook will provide guidance around all of these topics through best practices for efficiently and cost effectively sourcing these elements. The information shared in this eBook will enable readers to navigate the clear path to IoT success by cutting costs and accelerating time-to-market for their IoT solutions.

IOT SOLUTION ANATOMY
Think of the three components of your IoT solution as its "DNA" – in this case, the device(s), the network and the IoT application.

The devices are the "things" in IoT, and comprise the hardware that collects, gathers, transmits and/or analyzes data – or that takes action based on the analysis of that data. These devices range from an RFID chip on a pallet of products, to a pressure sensor on a gas well, to a netw sork router that provides critical failover capabilities.

The network consists of the hardware and software that transmits the data, the analyses of the data or the commands resulting from that analysis to other physical devices. Depending on the needs of the application, the network most often takes the form of cellular or satellite connectivity, but devices can also be connected via wired links, Bluetooth or Wi-Fi.

The application is the data and business logic that enables a person, application or device to take action. Sample business use cases for such applications include:

• Automatic tracking of perishable goods shipments, including tracked location and temperature of containers and application of rules to that data, triggering email alerts of possible problems. For one logistics firm, this prevented tens of thousands of dollars of lost or ruined shipments.
• Gathering and analyzing data from "smart shelves":
  - Tracks when customers look at a shelf or pick up a product, or collects data from near field communications and RFID sensors to adjust inventory levels in realtime.
  - Assures perishable products nearing expiration are tagged or marked down.
  - Simplifies payment processing.
  - Provides customer data to guide merchandising, pricing, and product placement.
• Cellular delivery of landfill monitoring data:
  - Delivers vast quantities of data more reliably, at lower cost, than traditional landline-based systems.
  - Improves landfill management and prevents pollution-causing accidents.
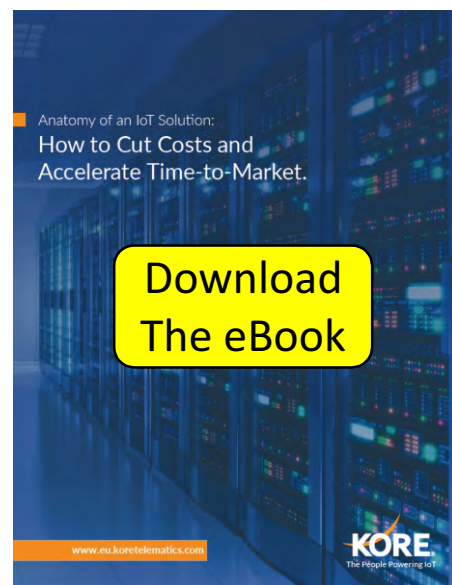
ADLINK Technology Partners with Lenovo to Extend IoT and OEM Business Reach

Partnership provides ADLINK with expanded access to IoT opportunities while providing Lenovo customers with new options for innovative edge computing solutions

09-May-2018 -- ADLINK Technology, a global leader in Edge Computing, is teaming with Lenovo to expand ADLINK's reach into the IoT marketplace while enhancing Lenovo's integrated hardware/software solution offerings. Through this new partnership, Lenovo's OEM Solutions business will expand its portfolio of products with ADLINK-provided embedded PC solutions and services.

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ADLINK offers a variety of technology building blocks and market-specific IoT platforms to serve various industry use cases. Lenovo, through its OEM Solutions business, offers a full portfolio of hardware products and allows OEM customers to leverage custom solutions and worldwide services from development to deployment. By collaborating, the two companies have bundled offerings that solve critical IoT issues by utilizing the best-in-breed solutions from two industry leaders. These integrated systems will provide customers with a more seamless integration of consumer and industrial building blocks and make it easier for OEM companies to design and innovate new products.

"We are excited to partner with ADLINK and unify these two solutions that will allow customers to benefit from an easy-to-use, all-in-one hardware and software package," said Paul Burke, Director of Lenovo OEM Sales.

With the Lenovo partnership, ADLINK continues to add to its eco-system of industry leading technology partners. The companies are currently focused on the Americas and China markets, with plans to roll-out the pre-integrated hardware/software solutions in additional regions by the end of the year.

"The relationship between Lenovo and ADLINK is mutually beneficial and complements the strengths of each organization," said Elizabeth Campbell, General Manager for ADLINK, Americas. "Lenovo is well known for their reliable workstations and PCs, while ADLINK solutions add rugged performance and software-enabled features to help Lenovo extend its reach into new industries and applications."

About Lenovo
Businesses around the world trust Lenovo, a global, public company with revenues of over $45B, for their Information Technology needs. Lenovo is among the top three manufacturers of IT products from mobile to desktop to data center and is acclaimed for innovation, quality, reliability, supply chain, and customer satisfaction.
With years of experience serving OEMs, Lenovo understands what's important to you. Choose Lenovo OEM Solutions and stake your reputation on our award-winning portfolio, our global presence, and our record as an industry leader.

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