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Technology Labs

Reality Online and Sensor Telemetry
John M. Schullian

May 2005

Envision a world where…

- …objects can **sense, reason, communicate** and act

- …for every physical entity or event, there is a **virtual cooperating double**

- …time between stimulus and response approaches **zero**

- …**business insight** will be bought and sold

- …the market will reward those who effectively **harness the real-time economy** and garner and preserve **the trust of their stakeholders**

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Why Sensor Telemetry?

Accenture believes that Sensor Telemetry will help organizations:

- **Drive Operational Effectiveness**
  - Reducing costs through greater efficiency
- **Improve Customer Relationships**
  - Understanding product usage = understanding customers
- **Create New Services**
  - Moving from product to services
- **Generate Business Insights**
 - Using Sensor Telemetry data to generate business value

"Sensor Telemetry offers organizations a means to increase focus on service and quality, to turn products into services and to respond immediately to market demand"

Joel Osman
Accenture Technology Labs

Sensor Telemetry: Infrastructure Behind It

Just as yesterday's complex and expense technologies have become the fabric of today's infrastructure
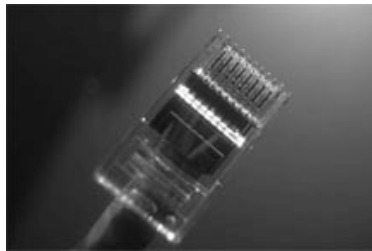
Internet

GPS

…today's complex and expensive technologies will become the fabric of tomorrow's infrastructure.
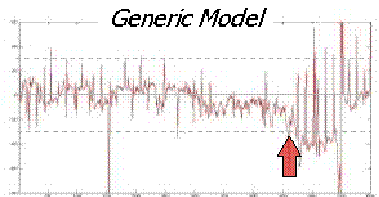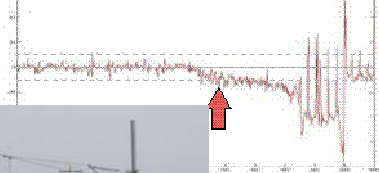

Wireless

RFID & Sensors

Web Services

Interactive 'Video Wall'

Predictive Monitoring –
St. Louis Metro

Chemical Railcar Logistics

Next Generation Bank Branches Will Focus on Customer Relationship and Value…
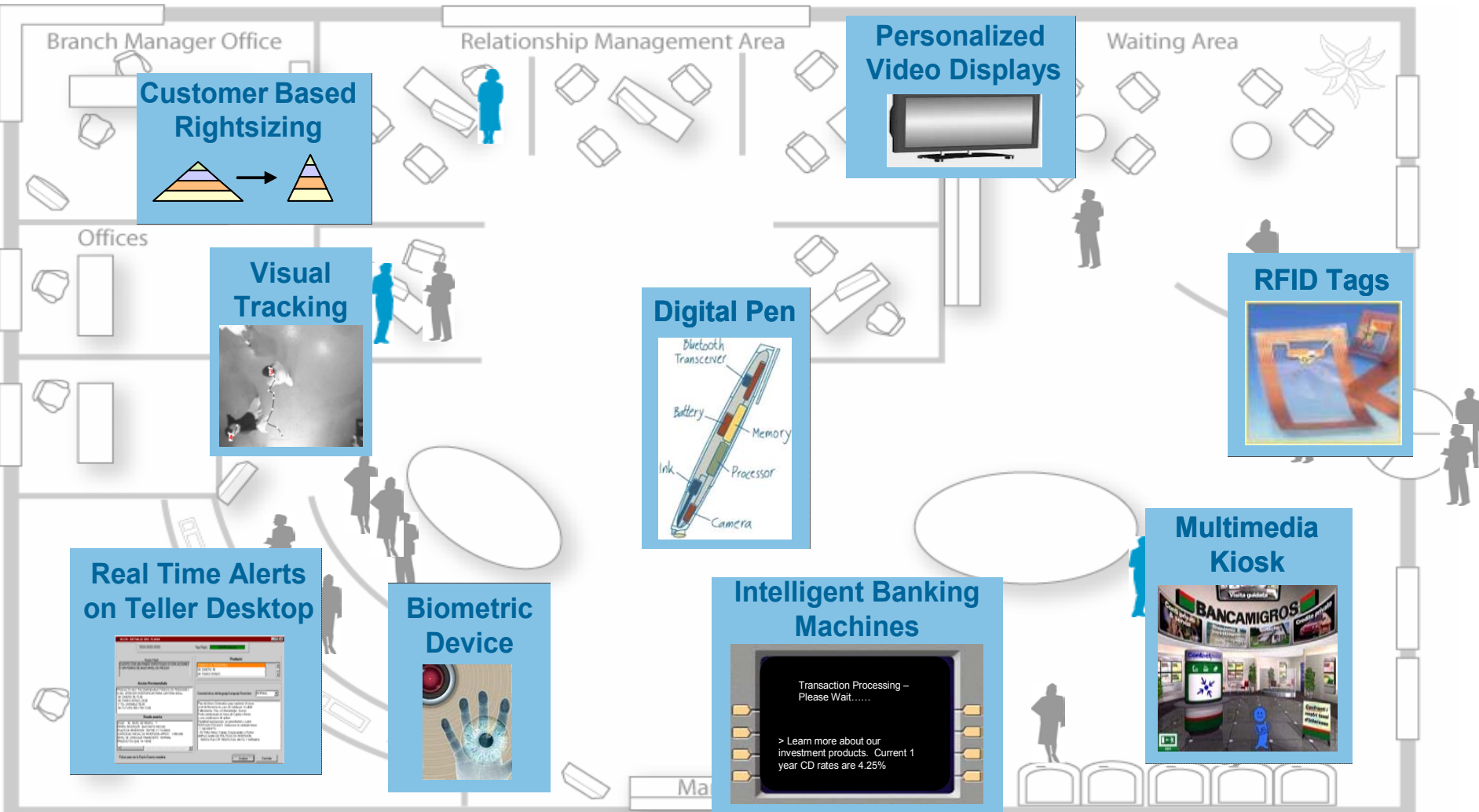
Hurdles to Overcome

- **Information Flood**
  - What will organizations do with all of that data that Sensor Telemetry provides?
  - How will organizations manage "dirty", incomplete and contradictory data?

- **Data Ownership and Privacy Concerns**
  - Who will own and manage data and make it available to the numerous stakeholders?
  - What ethical limits should be imposed on the use of data?
  - What is a reasonable expectation of privacy?

- **Cost**
  - Does the cost of sensors, communications and implementation outweigh the benefits?
  - How will companies attain the benefits?

Sensor Telemetry: Contacts and More Information

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For more information on Sensor Telemetry, visit:

www.accenture.com/sensortelemetry