INTRODUCTION TO THINGWORX ANALYTICS

Name
Title

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thingworx® analytics™

KEY TAKEAWAYS

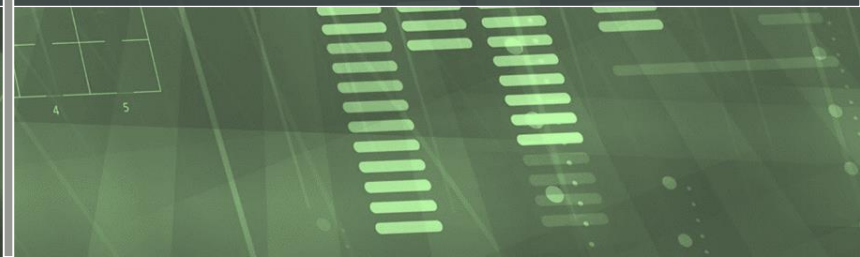
- IoT ⇔ Analytics
- Analytics is a journey that relies on a spectrum of capabilities
- Start your journey now, with the data you have, and gain more value over time

The Analytics Paradigm

DATA

LOGIC

INSIGHT



UTILIZING IOT DATA ANALYTICS FOR BUSINESS INTELLIGENCE

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The Internet of Things offers a potential economic impact of $4 trillion to $11 trillion a year in 2025.

[1]Adjusted to 2015 dollars; for sized applications only; includes consumer surplus. Numbers do not sum to total, because of rounding.

McKinsey&Company | Source: McKinsey Global Institute analysis

McKinsey "Unlocking the potential of the Internet of Things"

- Harnessing IoT data analytics is not a one-time exercise
- It's a continuous process
- Not everything is going to work
- Optimizing what you do today is not enough either

Top 10 Strategic Technology Trends for 2018

Gartner "Top 10 Strategic Technology Trends for 2018"

ANALYTICS MATURITY MODEL

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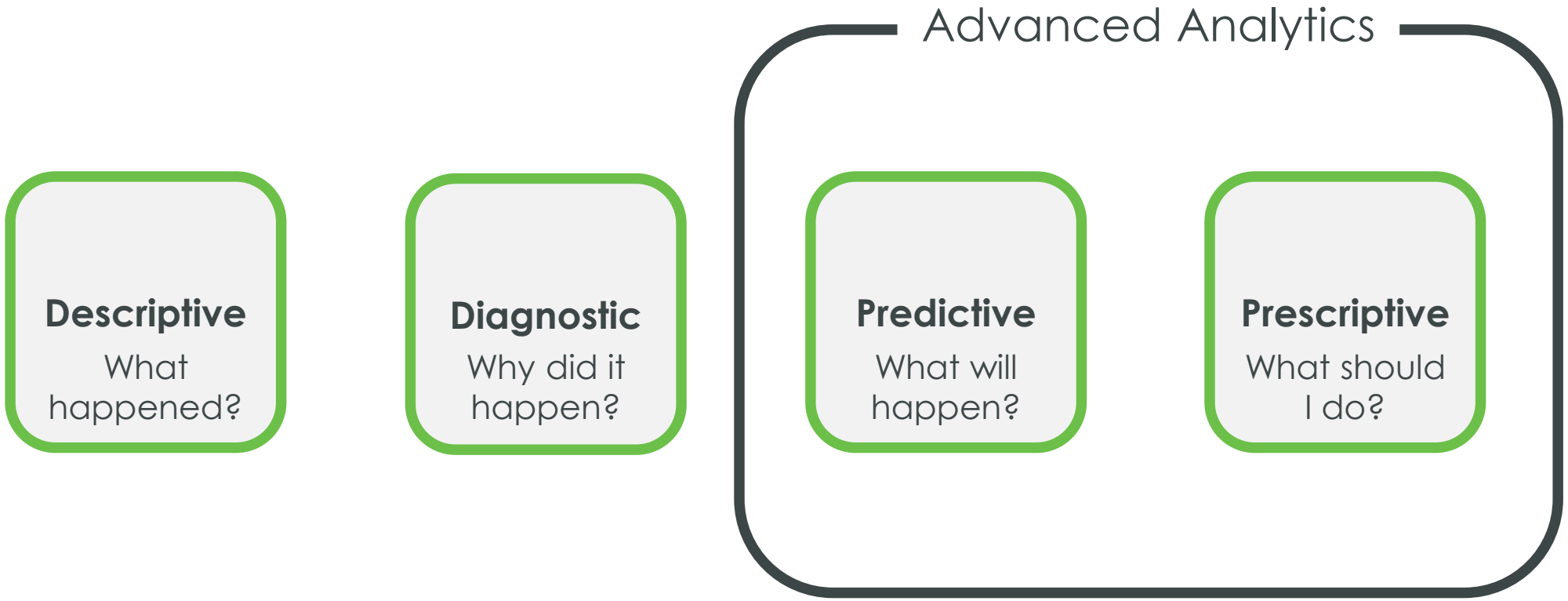

WHAT QUESTIONS ARE YOU ASKING OF YOUR IIOT DATA?

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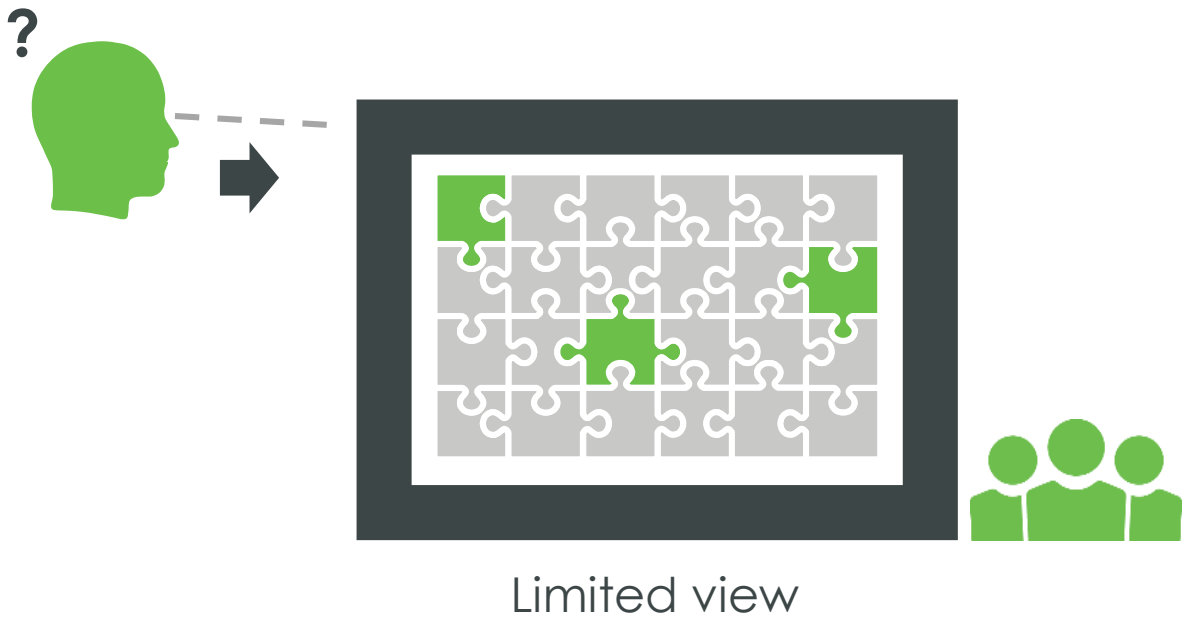
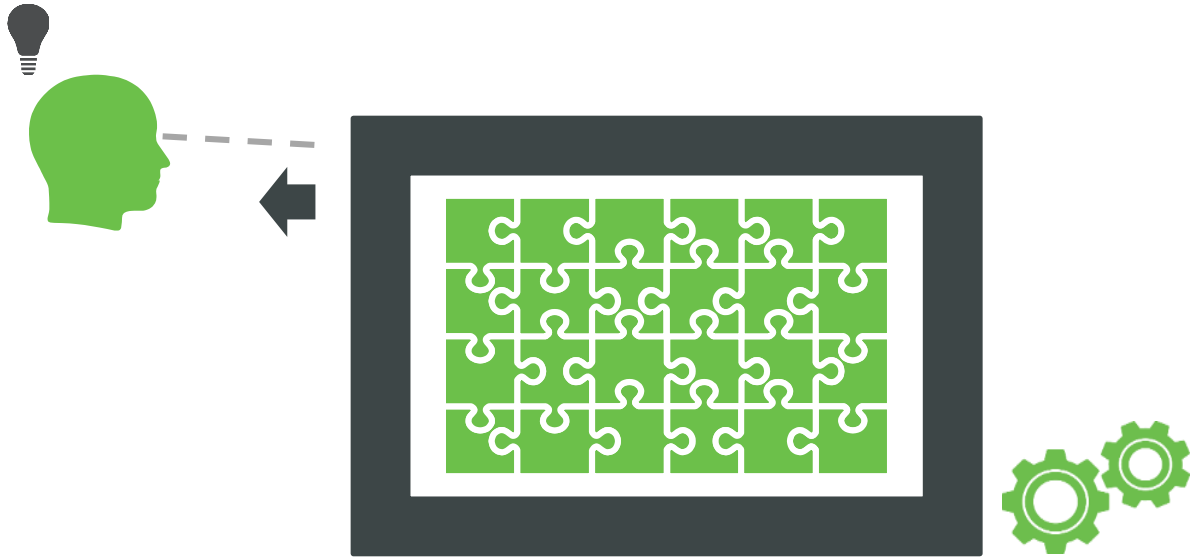


Limited view



Full view

4 TYPES OF ANALYTICS CAPABILITIES

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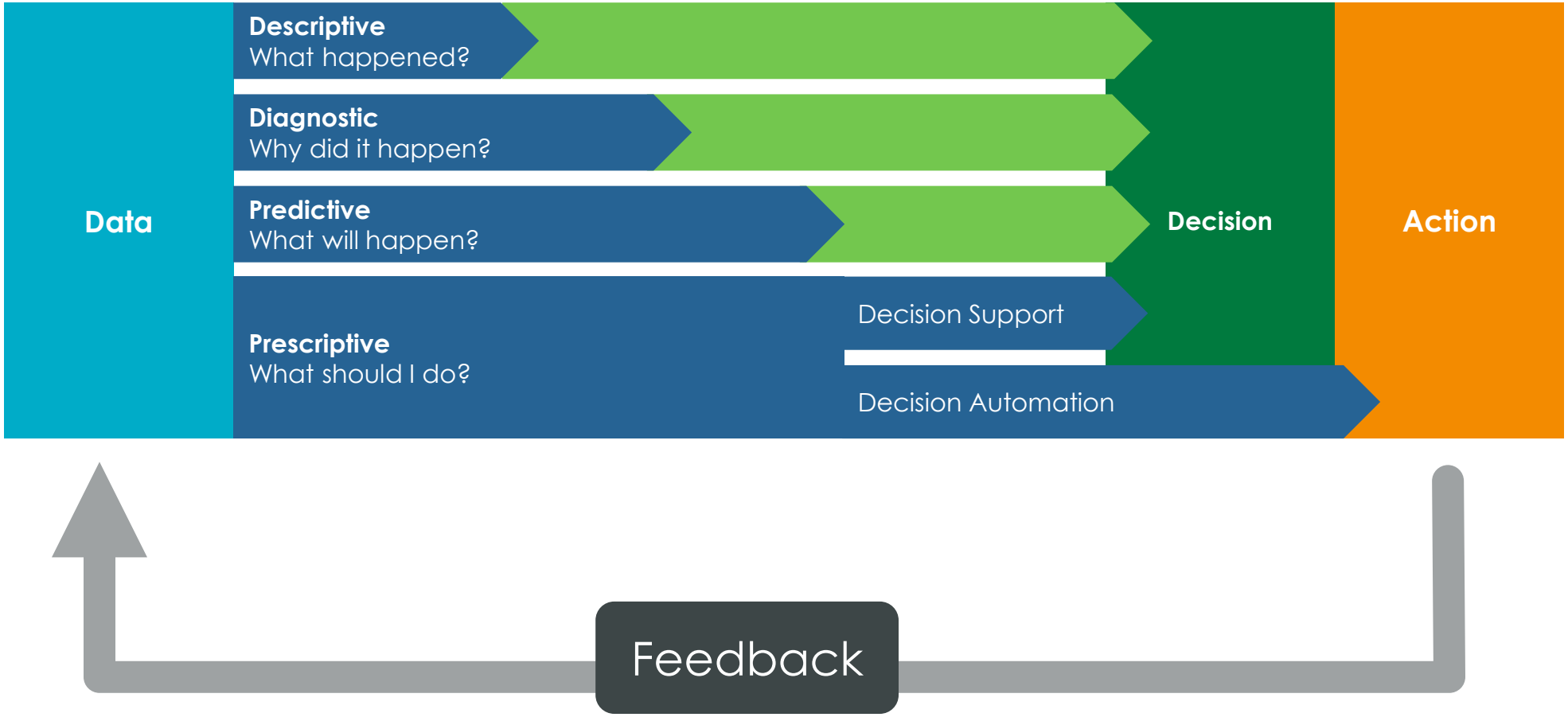
Require different levels of human input to take action



INDUSTRIAL INNOVATION PLATFORM CAPABILITIES

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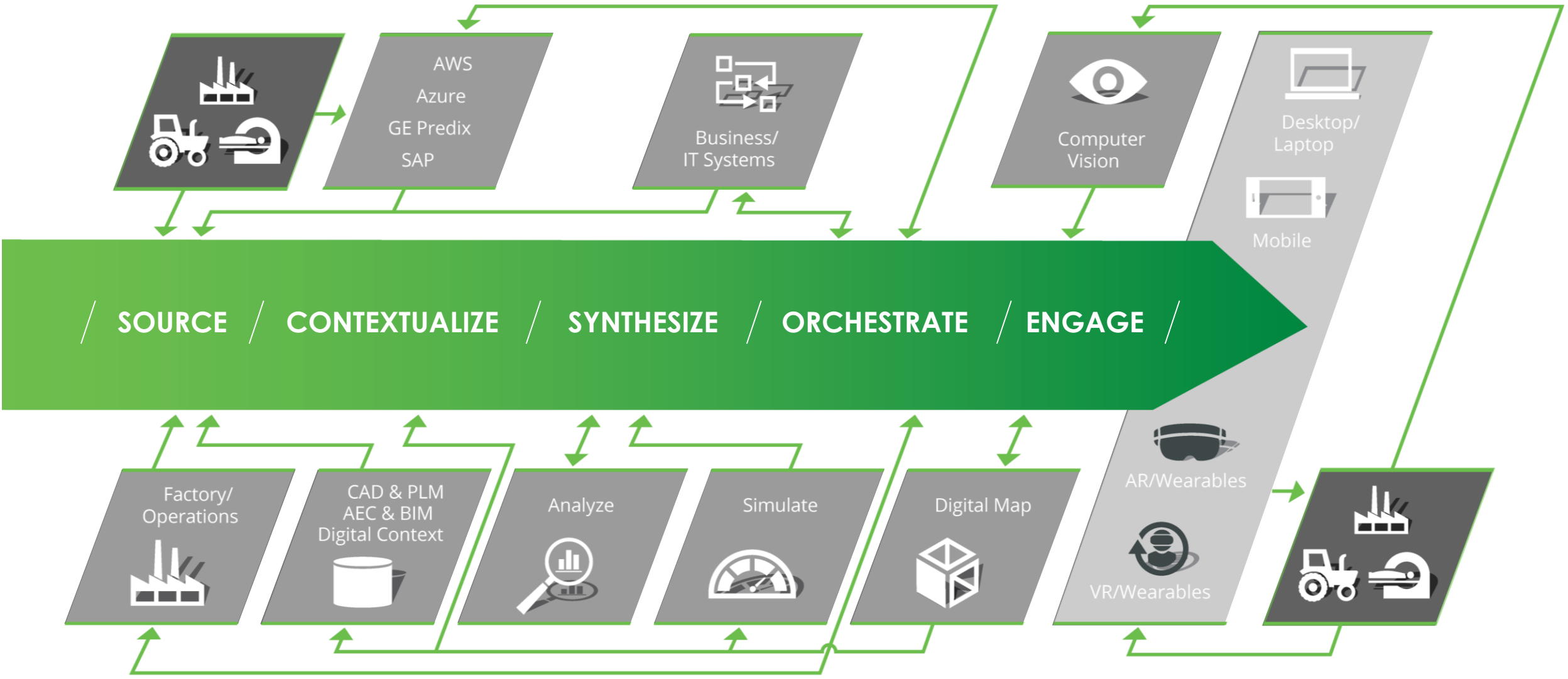

Model

Digitize via scan, photo, or video

PREDICTIVE ANALYTICS

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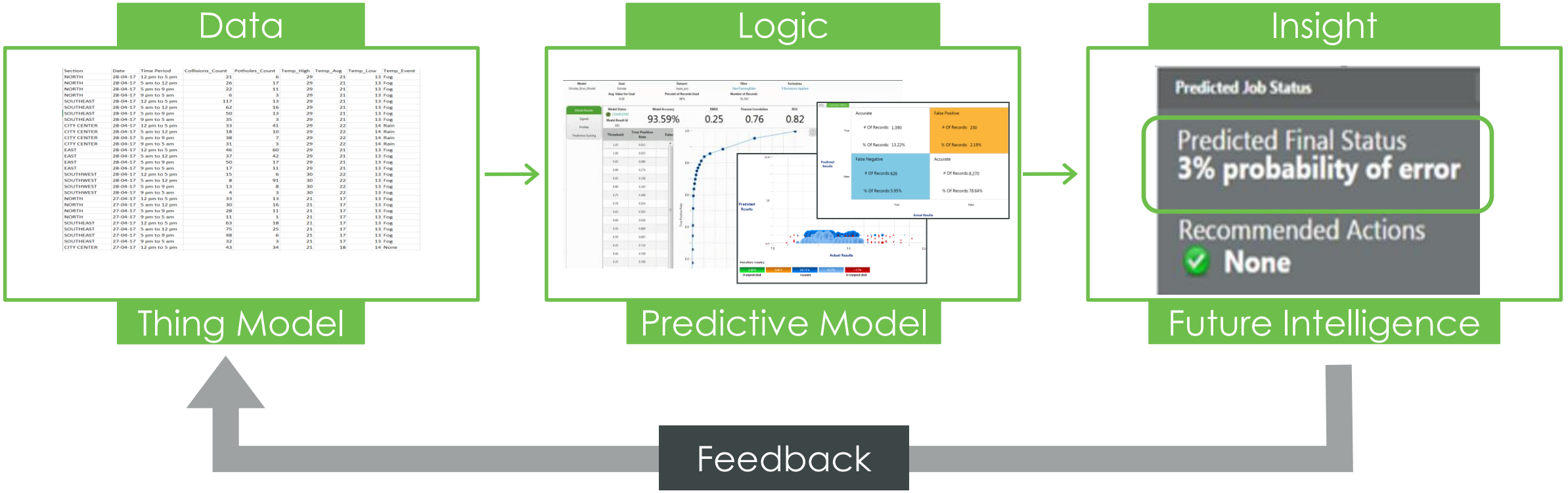

- Applies machine learning to historical data to make predictions about future outcomes
- Example Use Cases
  - Predict failures
  - Predict quality
  - Determine when service is needed
  - Predict sales, risk of churn

COMPLETE INDUSTRIAL INNOVATION PLATFORM CAPABILITIES

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SOURCE | CONTEXTUALIZE | **SYNTHESIZE** | ORCHESTRATE | ENGAGE

Platform Analytics

- Easily create models with automated machine learning
- Diagnostic, predictive, and prescriptive outputs
- Intuitive interface for data interaction and pattern detection

Analytics Integrations

- Operationalize models
- Use ThingModel data for scoring and analytics outputs across all of your ThingWorx applications
- Perform simulation-driven analysis

AUTOMATED MACHINE LEARNING WITH THINGWORX ANALYTICS

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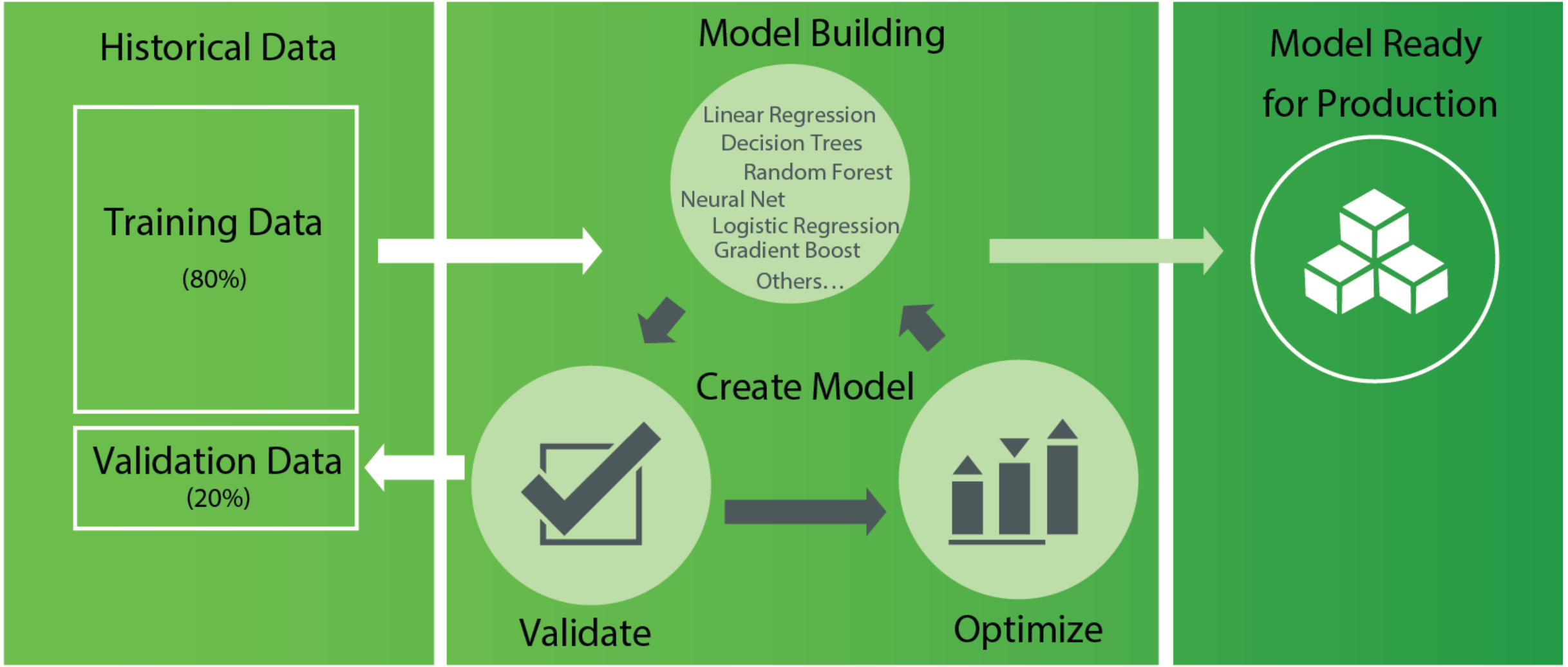
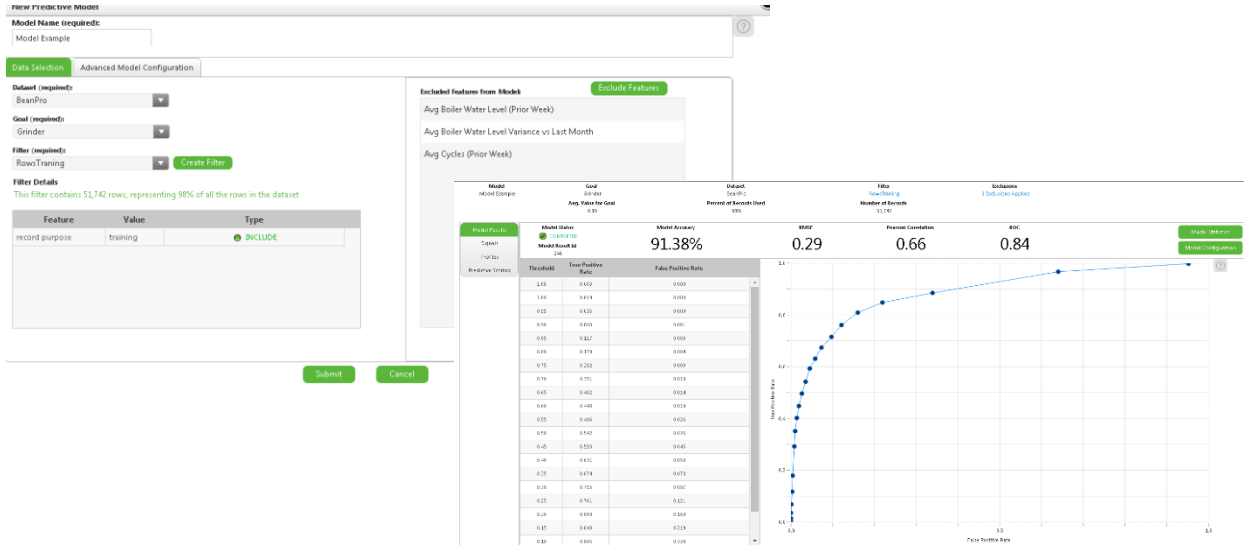


Analytics Builder

SIMPLE, INTUITIVE MODEL CREATION



- User interface for simple, intuitive interaction with data
- Exposes complex relationships in data as simple-to-understand information
- Simplifies the advanced analytics process, helping interpret information faster and save valuable time

Analytics Manager

ENABLE DEPLOYMENT AND EXECUTION OF MODELS

- Define and trigger analysis events
- Map incoming data to model, created with ThingWorx or externally
- Map analytic outputs to applications

KEY POINTS

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- IoT ⇔ Analytics
- Analytics is a journey that relies on a spectrum of capabilities
- Start your journey now, with the data you have, and gain more value over time

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USE CASES

ptc

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