

Trilha Meios de Pagamentos

Tema: Novas Soluções Tecnológicas



21 A 23 DE JUNHO
TRANSAMERICA EXPO CENTER
SÃO PAULO - SP

Plataformas IOT / M2M

22 de junho 2016

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Diretor de Soluções para o Mercado Financeiro

FEBRABAN

IOT



Models

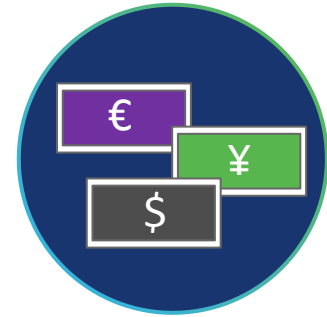
Improve productivity &
quality of operations



New Customer
Experiences



Operations
Automation



Recurring
Monetization



Connectivity & Security



Data Aggregation



Real Time Visibility



Automation & Management



Value Monetization



Ecosystem Interoperation



New Innovations
in Connectivity



Cloud-Based Infrastructure
Management



Analytics &
Automation

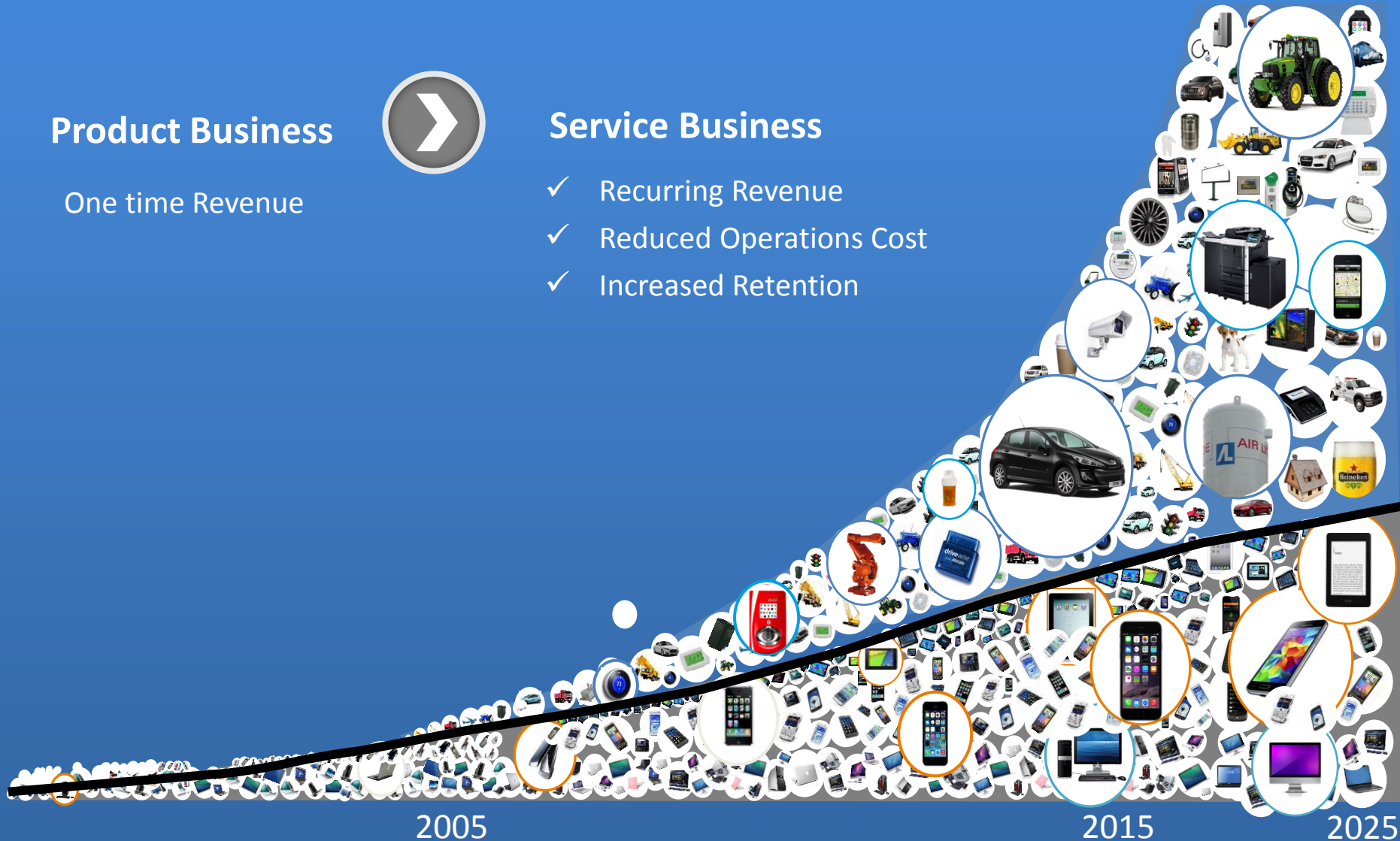
Product Business

One time Revenue



Service Business

- ✓ Recurring Revenue
- ✓ Reduced Operations Cost
- ✓ Increased Retention



A man with dark hair and a light beard is wearing a white turtleneck and a pair of black AR glasses. He is looking directly at the camera. Overlaid on his face and the background are various digital and futuristic elements. On the left, there are concentric circles and a world map. On the right, there is a semi-transparent interface with a world map and some text. The background is dark with faint, glowing digital patterns.

AUGMENTING THE BANKING EXPERIENCE WITH
SMART DEVICES & CONTEXT

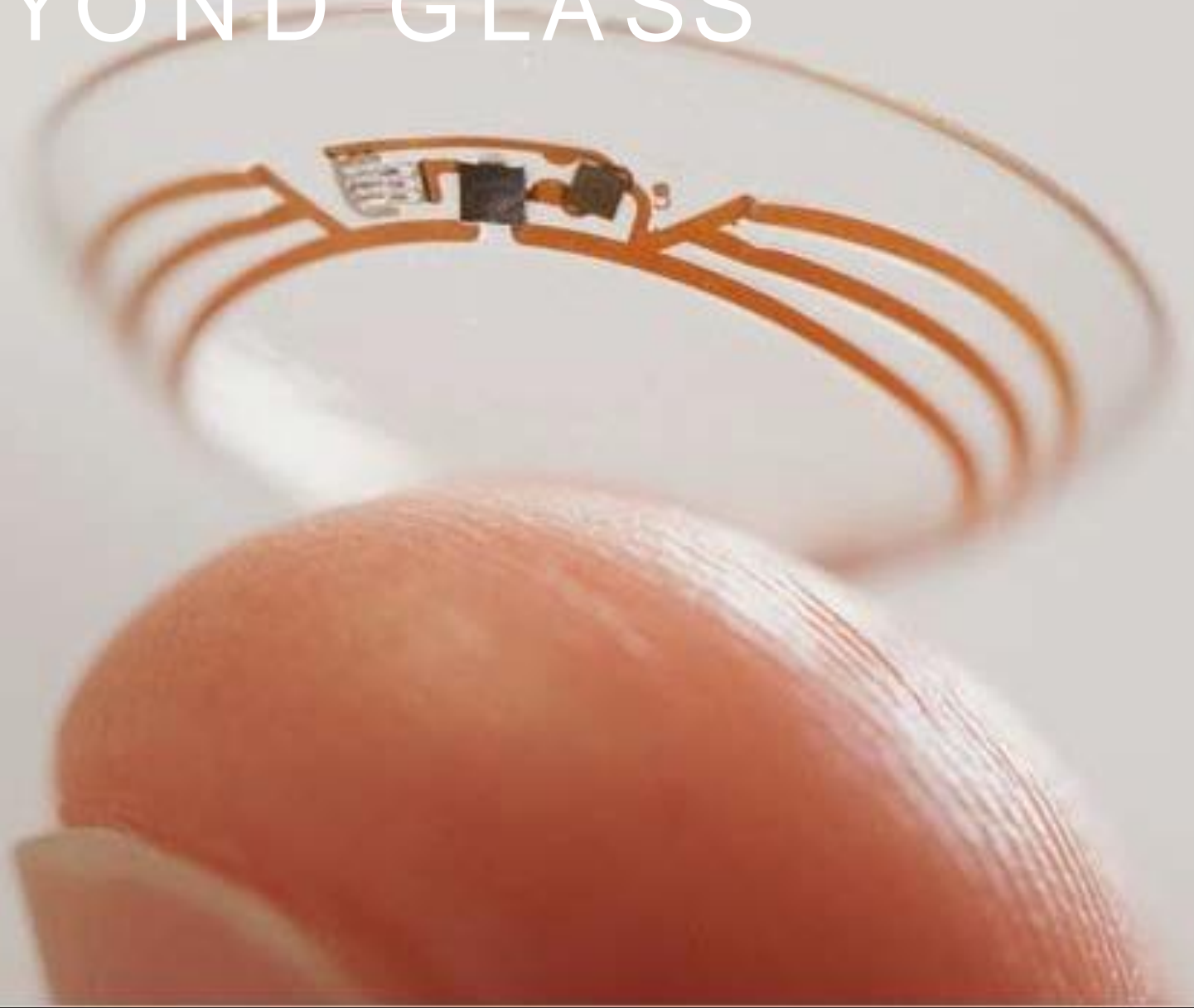
BUT SMARTPHONES ARE

JUST THE START



SOON THESE SMARTS WILL GO

BEYOND GLASS



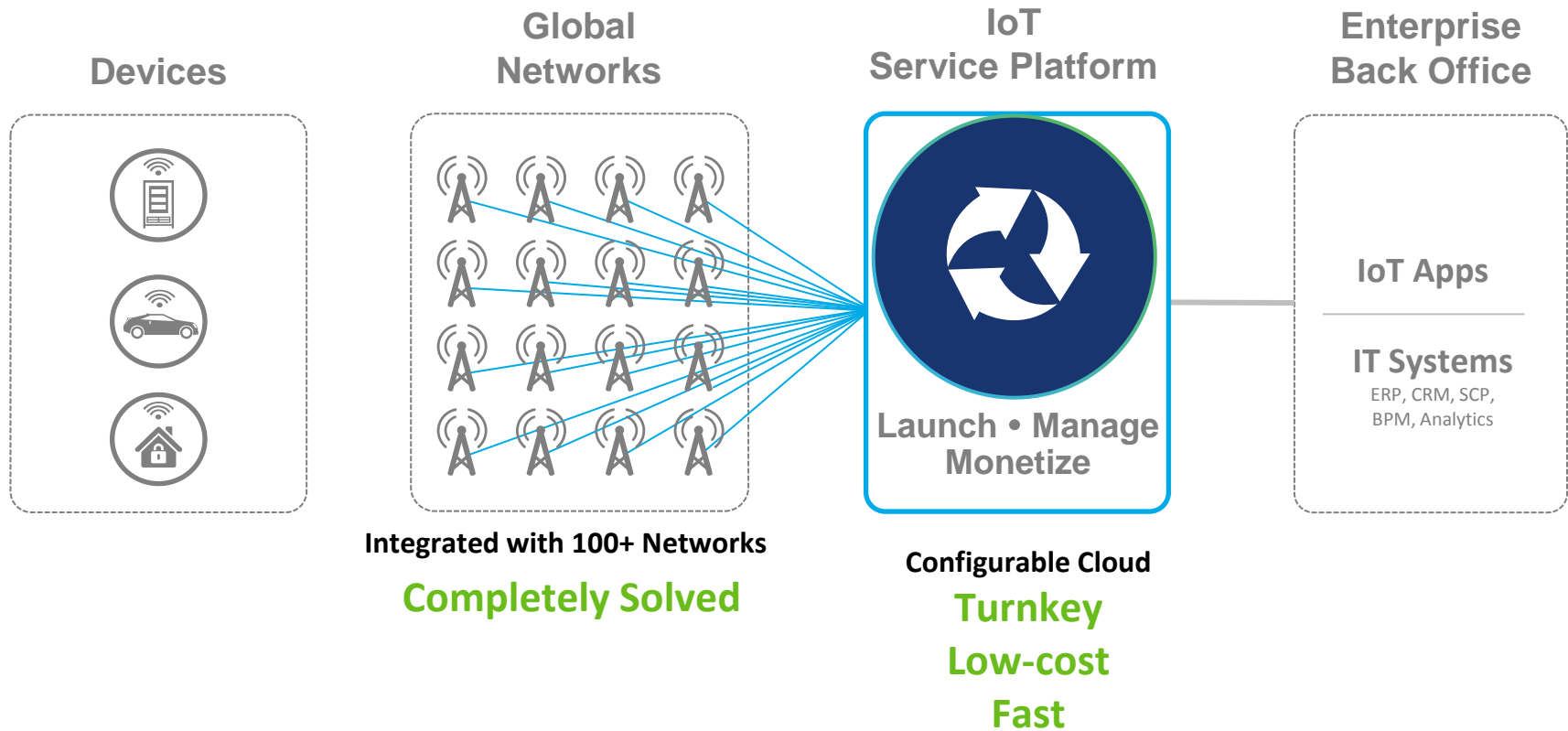
IT'S NO LONGER ABOUT BIG DATA, BUT HOW YOU GET TO
SMALL DATA



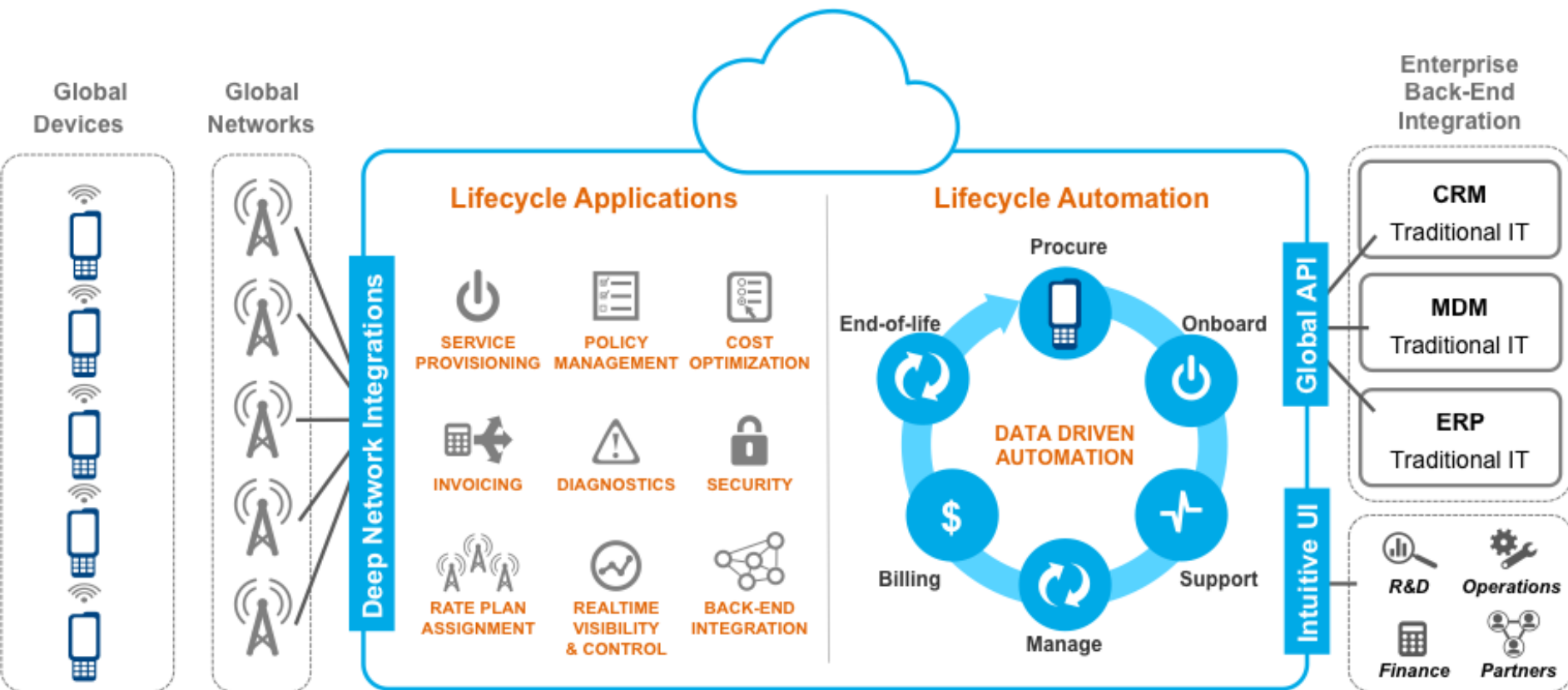


EVERYDAY THINGS

WILL GIVE US ADVICE



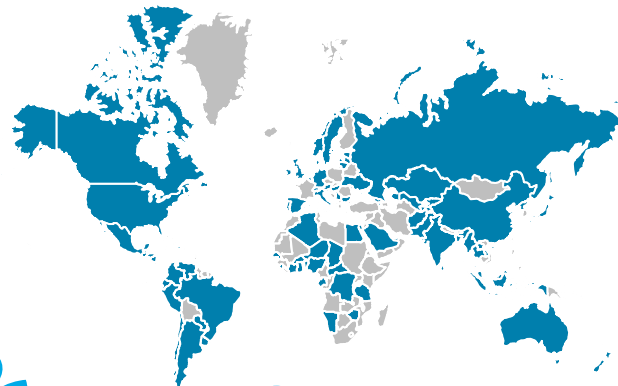
Control Center Manages the Service Lifecycle



 **4000+**
ENTERPRISES



20 + INDUSTRIES
REPRESENTED



63 CONTINENTS

FOUNDED

2004

Now the IoT Cloud Business Unit
of Cisco — since March 2016



27 OPERATOR PARTNERS
100+ NETWORK AFFILIATES



LEADING AUTOMAKERS



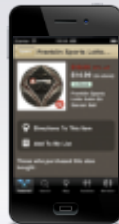
Location-Based Services and Analytics Can Improve POS Performance and Customer Experience

Detect



Guest Presence

- Mobile device and characteristics detected before they enter the venue



Connect



Guest Access

- Seamless and secure Wi-Fi connectivity
- Preferences, profile, device, and roaming credentials identified

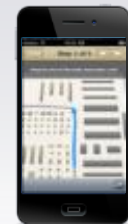


Engage



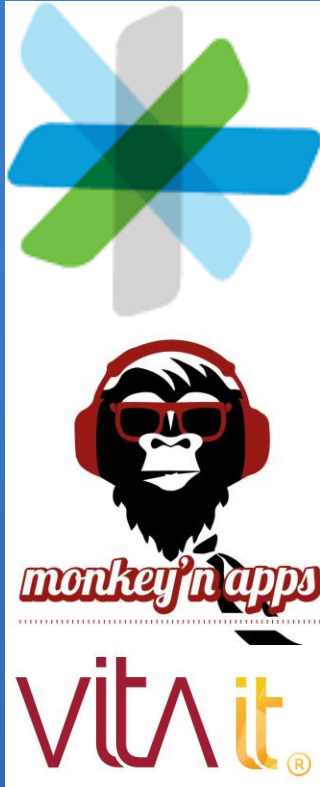
Guest Experience

- Highly-relevant content and services based on user attributes and real-time location



Location Analytics

Insights into customer online and onsite behavior, traffic paths, dwell times, location density, etc.



This is
Tomorrow





OBRIGADO !



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*TOMORROW
starts here.*