

FROM ZETTABYTES TO YOTTABYTES

A nighttime city skyline featuring a prominent skyscraper with a blue, illuminated top section. The sky is a mix of purple and blue, and the city lights are visible in the foreground and background.

THE IOT OPPORTUNITY

HARRY K. NUGRAHA
COUNTRY MANAGER - INTEL INDONESIA

INTERNET OF THINGS X BIG DATA: Unprecedented Value



New devices being added every day - In 2013, .5 Billion "non-personal" devices were added to the network.*

85% of deployed systems are unconnected, do not share data with each other or the cloud.*

\$2.7 to \$6.2 trillion of estimated global economic impact in 2025*

THINGS

DATA

VALUE

THE INTERNET OF THINGS IS ... INTELLIGENCE EVERYWHERE



COST OF
SENSORS
PAST 10 YEARS **2X**

IDC

COST OF
BANDWIDTH
PAST 10 YEARS **40X**

IMC/EDC: The Digital Universe of Opportunities

COST OF
PROCESSING
PAST 10 YEARS **60X**

Goldman Sachs



GALILEO (2013)

The Intel development board



EDISON (2014)

QUARK (2015)



DRIVING INNOVATIONS WITH INTEL



中華電信

SMART CITY POLE SYSTEM IS USED TO MANAGE THE DATA COLLECTED FOR AIR QUALITY, WEATHER, TRAFFIC AND POWER CONSUMPTION. THE SYSTEM WILL ALSO CONNECT TO A DATA CENTER FOR REAL-TIME MONITORING

SMART CITY POLES

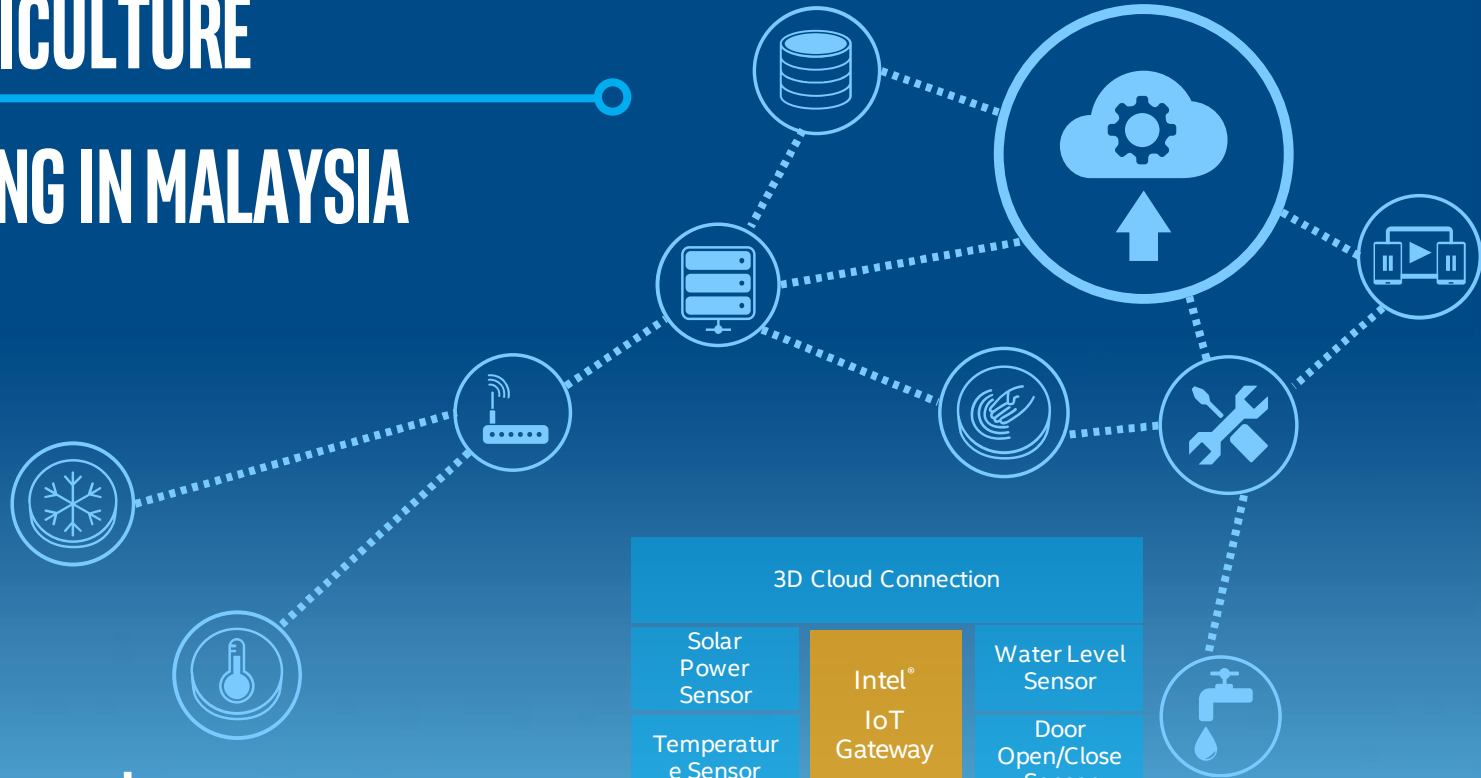
ADVANTECH



中華電信

SMART AGRICULTURE

RICE FARMING IN MALAYSIA



- **10% water savings**
- **Increased rice production from 2 to 3 times/year**

SMART AGRICULTURE



INDONESIA: HOW BROADBAND AND IT ACCELERATE GROWTH



1

POTENTIAL ECONOMY



2

EDUCATION

Source: Boston Consulting Group

Middle Class growth:

74M → 140M
(2014) (2020)

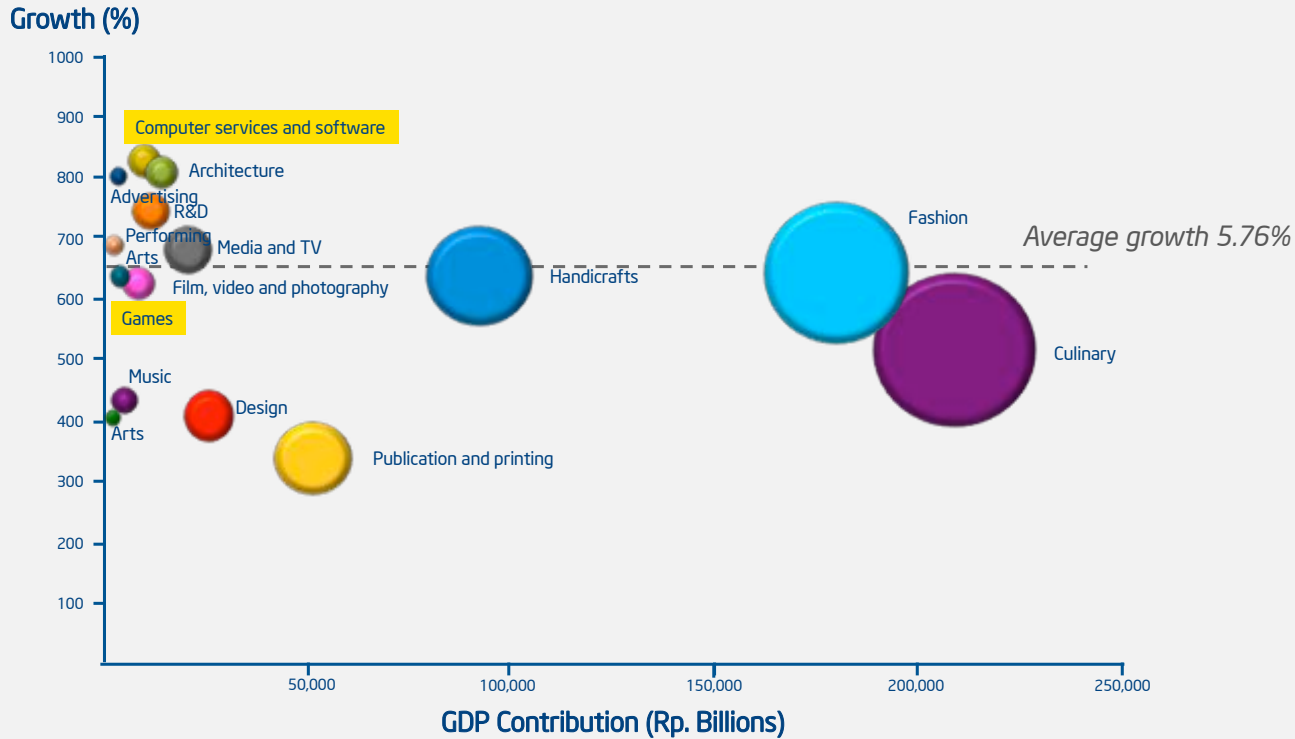
Indonesia Demography:

60% below 39 years old

3

POTENTIAL DEMOGRAPHY

IT IN SMART ECONOMY



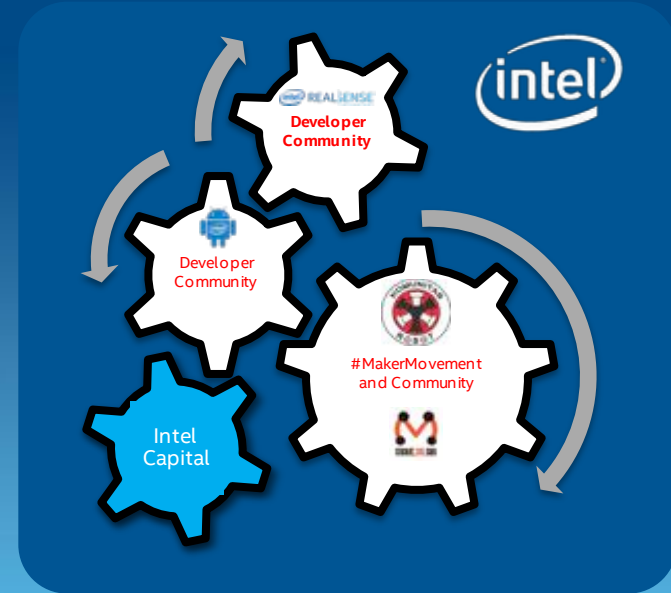
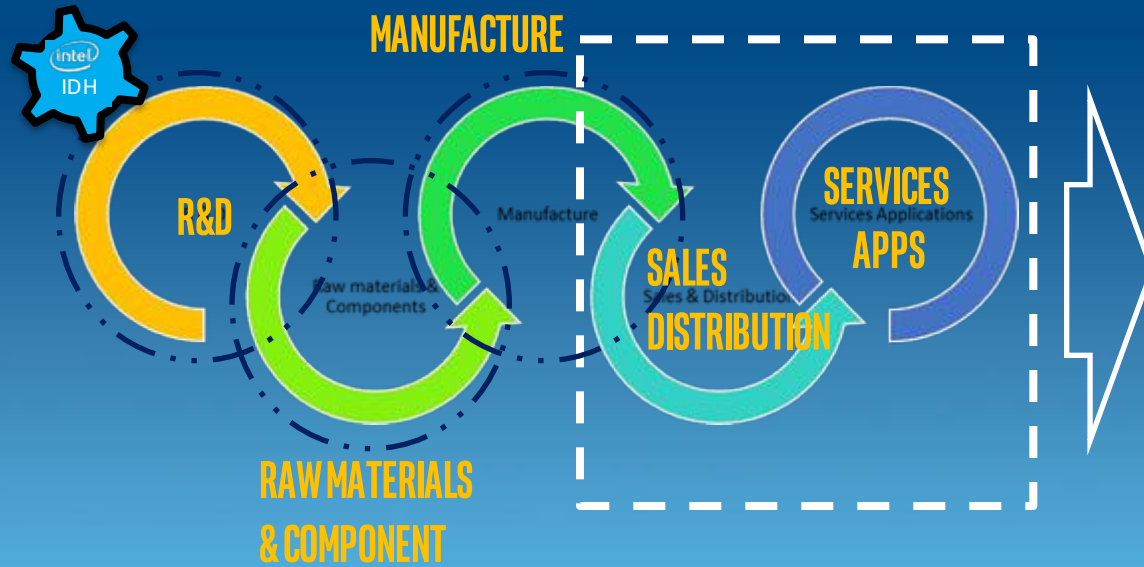
Source: Ministry of Creative Economy 2013

Computer services and software is the fastest YOY GDP growth contributor, generated \$370M

pic source: go-jek.com



DRIVING LOCAL INNOVATIONS





VALUE CREATION

IOT ENABLED TRANSFORMATION

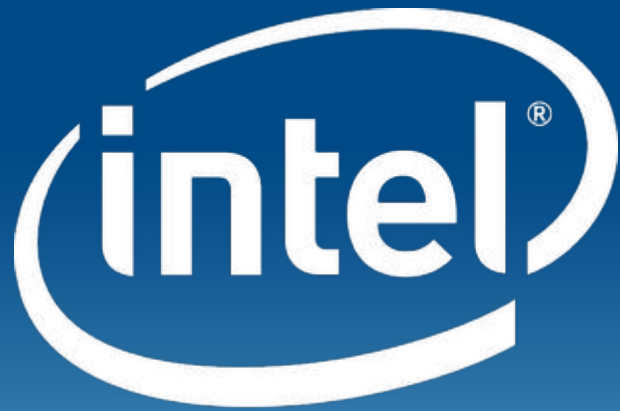
FOR BUSINESS

SOCIAL MEDIA CREATED THE ERA OF ZETTABYTES

IOT WILL CREATE THE ERA OF YOTTABYTES



INTEL INSIDE
INNOVATION OUTSIDE



experience
what's inside™