



Business and Technology Trends in IoT

The Role of Open Standards in the Convergence of IT and OT

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WIND RIVER

Wind River Overview

HERITAGE

- 1981: Founded
- 1993: IPO
- 2009: Acquired

LEADERSHIP

- **45% Commercial Market Share**
- Broadest Portfolio

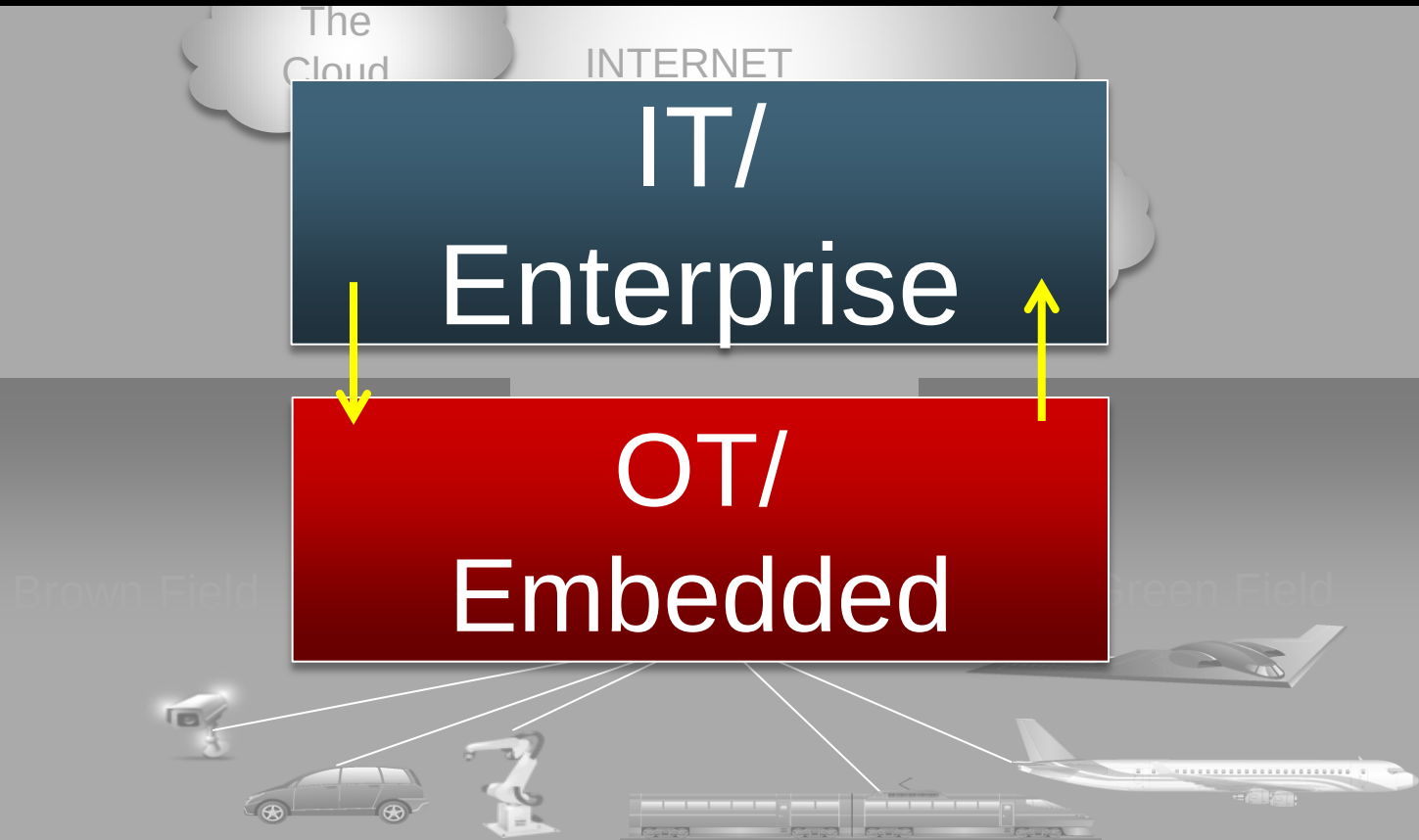
SCALE

- 1,900 Employees
- 42,000 Developers
- **1.5 B+ Devices**

INVESTMENT

- \$90M Annual Spend in R&D
- Rich History of M&A

Internet of Things—Convergence



Value Metrics Behind IoT

Cost Reduction

- Power of 1%
- Device monetization
- Consolidation
- BOM vs. OPEX

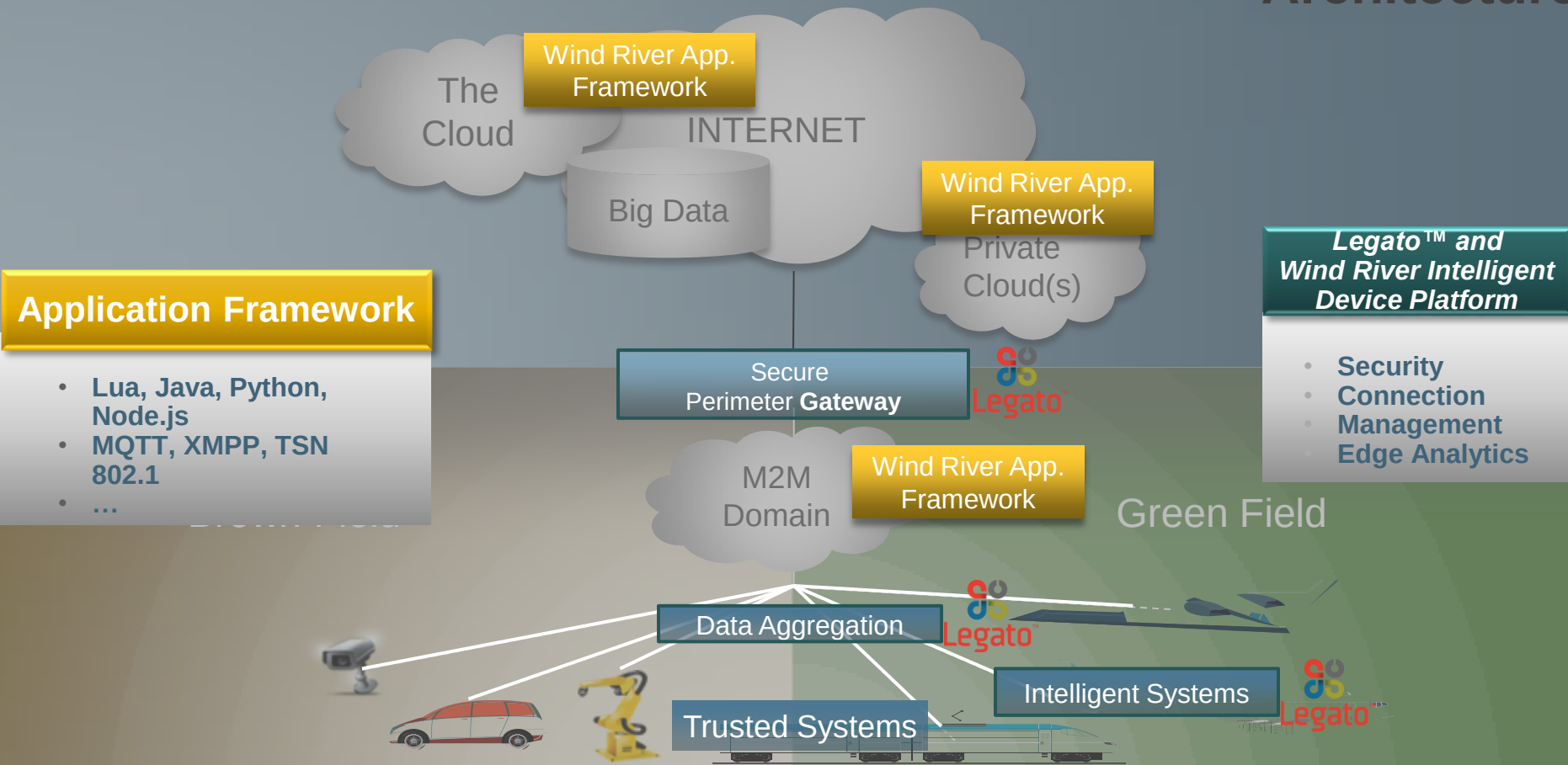
New Revenue Capture

- Time-to-revenue
- Solving a bigger problem
- Supply chain disruption
- From device to service
- New go-to-market
- New business model

Faster Innovation

- Expanding market share
- Improving ASP
- Function virtualization
- Moving the value-add bar up

Architecture



Wind River IoT: Intelligent Device Platform

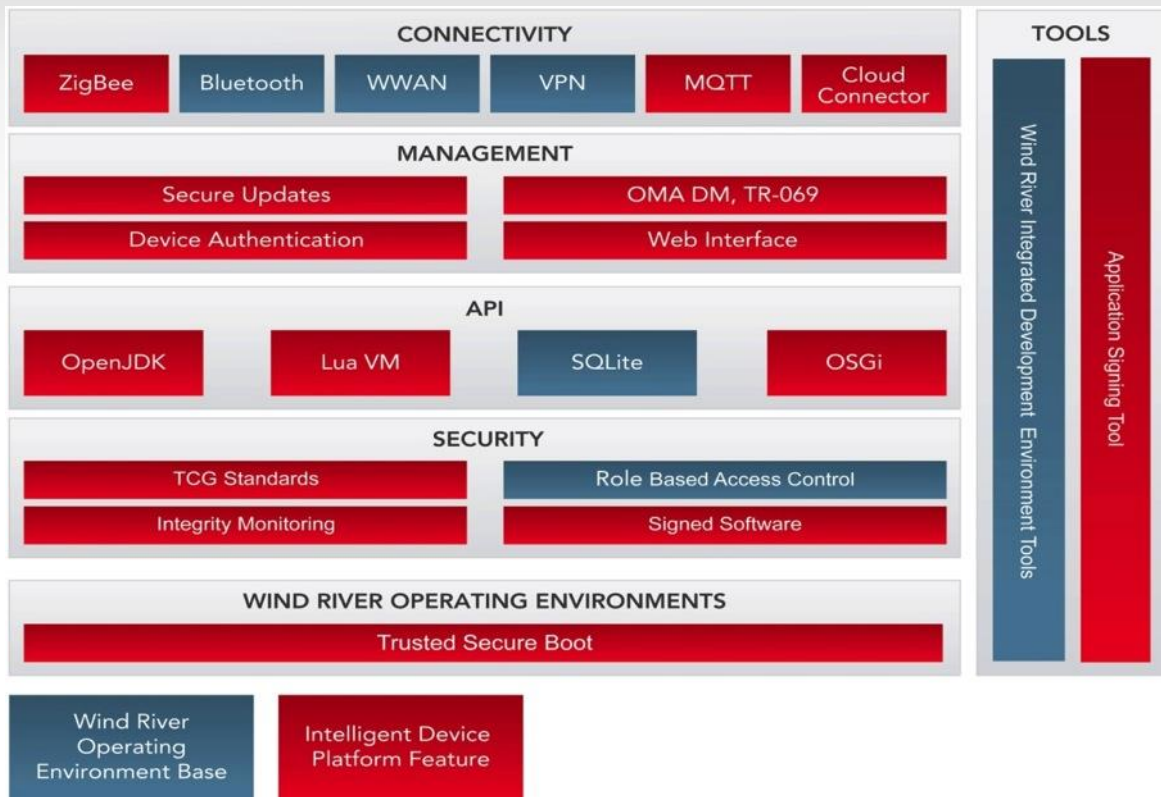
Best-of-breed IoT protocols:

Pre-integration—customers skip “plumbing” work and start high-value application development sooner

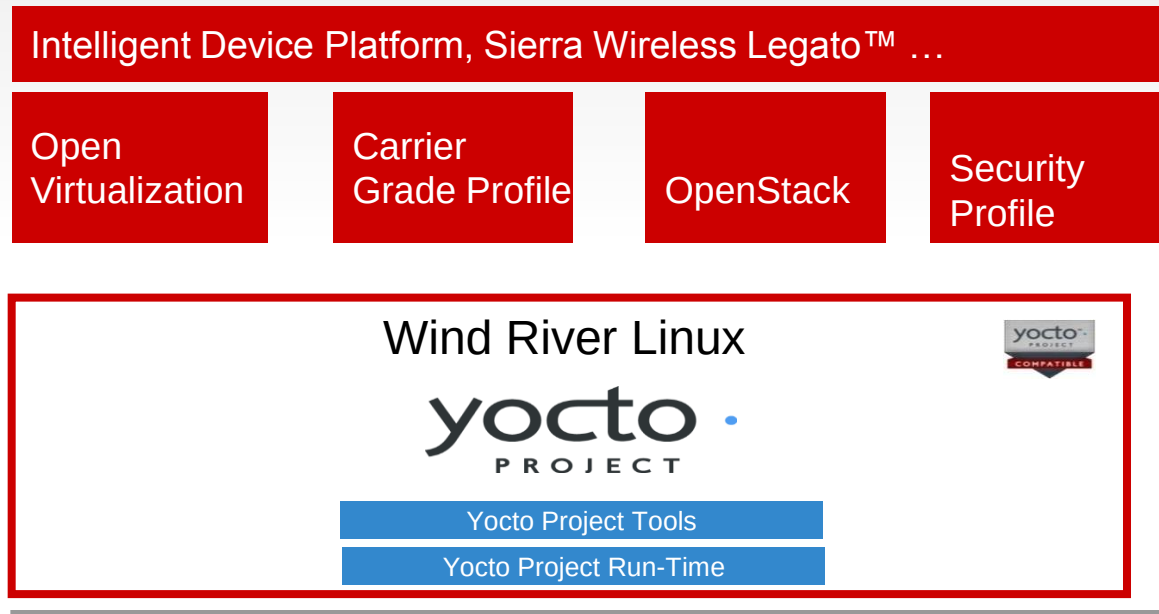
Hardware root of trust:

Strongest available assurance of device and application integrity

Enterprise support: Global technical support and service staff to rapidly address any development challenge



Innovation: Wind River Linux 6, the Base for Wind River Profiles and Platforms

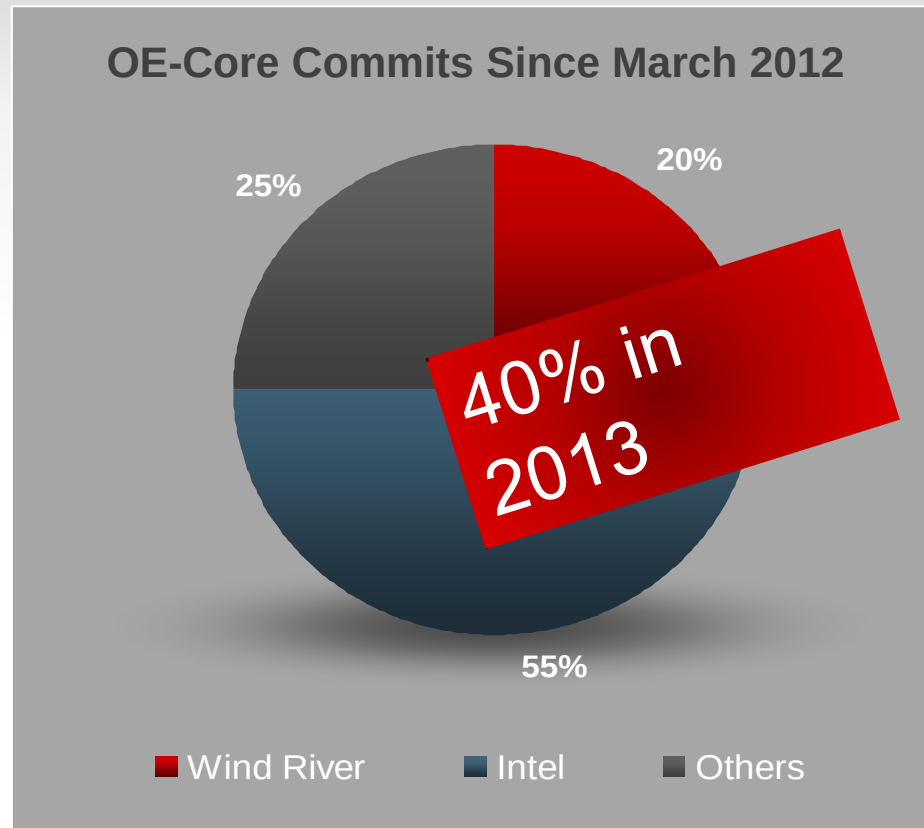


- Separation of core Linux platform and value-add profiles for modularity

Differentiation Through Open Source Innovation

Wind River Commitment to the Yocto Project

- Founding member
- Gold member of the Yocto Project Advisory Board
- Active contributor
- Four out of eight maintainer and technical lead positions (including kernel and user space and RPM)
- More than 1,550 total code commits contributed—more than 26,806 lines of code and counting



Key Takeaway

Business Case

- Cost
- New revenue
- Innovation

Technology

- Converging IT/OT
- Brownfield option
- Open standard required for B2B

Application

- Perceived value
- Edge to cloud, open standards
- Function virtualization

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