

Industry Panel at the ISSIP-NSF workshop

Software for the enterprise or industrial Internet of Things will be consumed by enterprises that make machines (e.g., blood analyzers, wind turbines, combine-harvesters). There are two challenges that stand in the way of adoption. First on the business side most companies that build machines sell just the product. Few companies are like GE, where 60% is product (e.g. jet engines, MRI scanners, gas turbines) and 40% is service revenue. CEOs of other machine manufacturers need to start to shift their business models to recurring, high margin service. The second challenge is most software has been built for the Internet of People (IoP). Whether that's a CRM application, ecommerce or search – the end point is people. But People are not Things. Things can be where people aren't. Things have much more to say and say it more frequently. So why should technology built for the Internet of People work for the Internet of Things? If you want to read ahead check out the new class www.precisionstory.com/class which uses, *Precision: Principles, Practices and Solutions for the Internet of Things* (<https://amzn.com/1329843568>), as the textbook.