

Idc Marketscape Worldwide Iot Platforms Software Vendors

Big data has incredible business value, and Splunk is the best tool for unlocking that value. Exploring Splunk shows you how to pinpoint answers and find patterns obscured by the flood of machine-generated data. This book uses an engaging, visual presentation style that quickly familiarizes you with how to use Splunk. You'll move from mastering Splunk basics to creatively solving real-world problems, finding the gems hidden in big data.

Fuel your business' transition into the digital age with this insightful and comprehensive resource *Digital Business Transformation: How Established Companies Sustain Competitive Advantage* offers readers a framework for digital business transformation. Written by Nigel Vaz, the acclaimed CEO of Publicis Sapient, a global digital business transformation company, *Digital Business Transformation* delivers practical advice and approachable strategies to help businesses realize their digital potential. *Digital Business Transformation* provides readers with examples of the challenges faced by global organizations and the strategies they used to overcome them. The book also includes

discussions of: How to decide whether to defend, differentiate, or disrupt your organization to meet digital challenges How to deconstruct decision-making throughout all levels of your organization How to combine strategy, product, experience, engineering, and data to produce digital results Perfect for anyone in a leadership position in a modern organization, particularly those who find themselves responsible for transformation-related decisions, Digital Business Transformation delivers a message that begs to be heard by everyone who hopes to help their organization meet the challenges of a changing world. Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene, bestselling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. Big Data at Work covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could

change your job, your company, and your industry • How to hire, rent, or develop the kinds of people who make big data work • The key success factors in implementing any big data project • How big data is leading to a new approach to managing analytics With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

Fast moving, to the point, and rooted in first-hand executive experiences, this book is for people of vision and action, and for creating the conditions required for growth, innovation, and increased competitive advantage. *Finance Unleashed* is based on a series of interactive interviews with a diverse group of global influencers and executives, all of which will challenge readers to think laterally and find inspiration in the new role of finance. Cases and interviewees represent organizations such as UPS and DHL, and the London School of Economics, and approaches such as Lean Six Sigma, innovation, customer-centricity, the financial supply chain, and behavioral procurement. The authors' goal is to serve as a catalyst for leaders who are positioned to make meaningful changes today.

The book includes a practical model to help executive teams redesign and refocus finance to drive business leadership - with an emphasis on the CFO. The model has three primary components: 1) Customer-Centricity - Listen and Map; 2) Process - Structure and Technology; and 3) Innovation - Create and Measure. These are presented as phases that each executive team will need to consider based on the goals and maturity level of their organization. For the CFO and ambitious finance executives, Finance Unleashed presents a path forward towards success and career advancement. For the CEO and the board, it presents an expanded vision for what financial organizations are capable of.

T-Bytes Digital Customer ExperienceEGBG Services LLC

In a series of essays, this book describes and analyzes the concept and theory of the recent smart city phenomenon from a global perspective, with a focus on its implementation around the world. After defining the concept it then elaborates on the role of Information and Communication Technology (ICT) as an enabler for smart cities, and the role of ICT in the interplay with smart mobility. A separate chapter develops the concept of an urban smart dashboard for stakeholders to measure performance as well as the economic and public value. It offers examples of smart cities around the globe, and two detailed case studies on Genoa and Amsterdam exemplify the book's theoretical and empirical findings,

helping readers understand and evaluate the effectiveness and capability of new smart city programs.

One small idea can ignite a revolution just as a single matchstick can start a fire. One such idea—putting employees first and customers second—sparked a revolution at HCL Technologies, the IT services giant. In this candid and personal account, Vineet Nayar—HCLT’s celebrated CEO—recounts how he defied the conventional wisdom that companies must put customers first, then turned the hierarchical pyramid upside down by making management accountable to the employees, and not the other way around. By doing so, Nayar fired the imagination of both employees and customers and set HCLT on a journey of transformation that has made it one of the fastest-growing and profitable global IT services companies and, according to BusinessWeek, one of the twenty most influential companies in the world. Chapter by chapter, Nayar recounts the exciting journey of how he and his team implemented the employee first philosophy by:

- Creating a sense of urgency by enabling the employees to see the truth of the company’s current state as well as feel the “romance” of its possible future state
- Creating a culture of trust by pushing the envelope of transparency in communication and information sharing
- Inverting the organizational hierarchy by making the management and the enabling functions

accountable to the employee in the value zone • Unlocking the potential of the employees by fostering an entrepreneurial mind-set, decentralizing decision making, and transferring the ownership of “change” to the employee in the value zone Refreshingly honest and practical, this book offers valuable insights for managers seeking to realize their aspirations to grow faster and become self-propelled engines of change.

The Transformational CIO is chock full of stimulating thought leadership and useful knowledge that will help you leverage new and existing technologies to create business value, generate more revenue, increase profits and improve customer relationships in rapidly changing global markets. This book is a practical guide for senior executives seeking optimal returns on technology investments, now and in the future. Hot-button issues and essential topics covered in the book include: Vision and Organization Culture and Change Partnering with the Business The Art and Science of IT Leadership Team Building Cloud Computing Enterprise Collaboration Strategic Sourcing Executive Career Development The Transformational CIO features real-world stories and revealing anecdotes from CIOs and IT thought leaders at leading organizations as Disney, Kimberly-Clark, Kaiser Permanente, Dell, Flextronics, Wipro, Boston Scientific, Salesforce.com, General Motors, Shell Oil, Pitney Bowes, IBM, Cisco,

Siemens, Citigroup, Microsoft, CVS Caremark, Frontier Communications and the U.S. Tennis Association. Written in straightforward business language, *The Transformational CIO* is a concise guide for staying ahead of the competition and seizing opportunities for success in a turbulent global economy.

Harness "Code Halos" to gain competitive advantage in the digital era Amazon beating Borders, Netflix beating Blockbuster, Apple beating Kodak, and the rise of companies like Google, LinkedIn, and Pandora are not isolated or random events. Today's outliers in revenue growth and value creation are winning with a new set of rules. They are dominating by managing the information that surrounds people, organizations, processes, and products—what authors Malcolm Frank, Paul Roehrig, and Ben Pring call Code Halos. This is far beyond “Big Data” and analytics. Code Halos spark new commercial models that can dramatically flip market dominance from industry stalwarts to challengers. In this new book, the authors show leaders how digital innovators and traditional companies can build Code Halo solutions to drive success. The book: Examines the explosion of digital information that now surrounds us and describes the profound impact this is having on individuals, corporations, and societies; Shows how the Crossroads Model can help anticipate and navigate this market shift; Provides examples of traditional firms already harnessing the power of Code

Halos including GE's "Brilliant Machines," Disney's theme park "Magic Band," and Allstate's mobile devices and analytics that transform auto insurance. With reasoned insight, new data, real-world cases, and practical guidance, Code Halos shows seasoned executives, entrepreneurs, students, line-of-business owners, and technology leaders how to master the new rules of the Code Halo economy.

Harness your company's incumbent advantages to win the digital disruption game Goliath's Revenge is the practical guide for how executives and aspiring leaders of established companies can run the Silicon Valley playbook for themselves and capitalize on digital disruption. Technologies like artificial intelligence, robotics, internet of things, blockchain, and immersive experiences are changing the basis of competition in every industry. New competitors are emerging while traditional ones are falling behind. Periods of intense change provide remarkable opportunities. Goliath's Revenge delivers an insider's view of how industry leaders like General Motors, NASA, The Weather Channel, Hitachi, Mastercard, Proctor & Gamble, Penn Medicine, Discovery, and Cisco are accelerating innovation, building new skills, and disrupting themselves to come out stronger in this post-digital age. Learn how to leverage your company's scale, reach, data, and expertise to launch breakthrough offerings that fend off

attackers and secure your position as a future industry leader. Using real success cases and recommendations, this invaluable resource shows how to realign your business model, reset your talent development priorities, and retake market share lost to digital-ready competitors. Drawing from extensive experience in digital transformation, leadership development, and strategic planning, the authors show how established companies can switch from defense to offense to thrive in this new digital environment. Learn the six new rules that separate winners from losers in the age of digital disruption

- Prioritize your innovation investments to rebuild your competitive moat
- Employ smart cannibalization to defend your core business
- Deliver step-change customer outcomes to grow into adjacent markets
- Reframe your purpose and make talent the centerpiece of your digital innovation strategy

Goliath's Revenge is a must-read for business leaders and innovators in small, mid-sized, and large organizations trying to win the digital disruption game. This book helps you reset both your company strategy and professional development priorities for long-term success.

Obtain enterprise agility and continuous delivery by implementing DevOps with Windows Server 2016

About This Book This practical learning guide will improve your application lifecycle management and help you manage environments efficiently

Showcase through a sample application ways to apply DevOps

principles and practices in the real world Implement DevOps using latest technologies in Windows Server 2016 such as Windows Container, Docker, and Nano Servers Who This Book Is For This book is for .NET developers and system administrators who have a basic knowledge of Windows Server 2016 and are now eager to implement DevOps at work using Windows Server 2016. Knowledge of Powershell, Azure, and containers will help. What You Will Learn Take a deep dive into the fundamentals, principles, and practices of DevOps Achieve an end-to-end DevOps implementation Execute source control management using GITHUB and VSTS vNext Automate the provisioning and configuration of infrastructure Build and release pipeline Measure the success of DevOps through application instrumentation and monitoring In Detail Delivering applications swiftly is one of the major challenges faced in fast-paced business environments. Windows Server 2016 DevOps is the solution to these challenges as it helps organizations to respond faster in order to handle the competitive pressures by replacing error-prone manual tasks using automation. This book is a practical description and implementation of DevOps principles and practices using the features provided by Windows Server 2016 and VSTS vNext. It jumps straight into explaining the relevant tools and technologies needed to implement DevOps principles and practices. It implements all major DevOps practices and

principles and takes readers through it from envisioning a project up to operations and further. It uses the latest and upcoming concepts and technologies from Microsoft and open source such as Docker, Windows Container, Nano Server, DSC, Pester, and VSTS vNext. By the end of this book, you will be well aware of the DevOps principles and practices and will have implemented all these principles practically for a sample application using the latest technologies on the Microsoft platform. You will be ready to start implementing DevOps within your project/engagement. Style and approach This practical, learning book is linear and progressive, and every chapters builds on the previous chapters. We focus on the practical skills required to implement DevOps, with a summary of the key concepts only where strictly necessary. Summary Cloud Native Patterns is your guide to developing strong applications that thrive in the dynamic, distributed, virtual world of the cloud. This book presents a mental model for cloud-native applications, along with the patterns, practices, and tooling that set them apart. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Cloud platforms promise the holy grail: near-zero downtime, infinite scalability, short feedback cycles, fault-tolerance, and cost control. But how do you get there? By applying cloudnative designs, developers can build

resilient, easily adaptable, web-scale distributed applications that handle massive user traffic and data loads. Learn these fundamental patterns and practices, and you'll be ready to thrive in the dynamic, distributed, virtual world of the cloud.

About the Book With 25 years of experience under her belt, Cornelia Davis teaches you the practices and patterns that set cloud-native applications apart. With realistic examples and expert advice for working with apps, data, services, routing, and more, she shows you how to design and build software that functions beautifully on modern cloud platforms. As you read, you will start to appreciate that cloud-native computing is more about the how and why rather than the where. What's inside

- The lifecycle of cloud-native apps
- Cloud-scale configuration management
- Zero downtime upgrades, versioned services, and parallel deploys
- Service discovery and dynamic routing
- Managing interactions between services, including retries and circuit breakers

About the Reader Requires basic software design skills and an ability to read Java or a similar language. About the Author Cornelia Davis is Vice President of Technology at Pivotal Software. A teacher at heart, she's spent the last 25 years making good software and great software developers. Table of Contents

PART 1 - THE CLOUD-NATIVE CONTEXT

- You keep using that word: Defining "cloud-native"
- Running cloud-native applications in production
- The platform for cloud-native

software PART 2 - CLOUD-NATIVE PATTERNS Event-driven microservices: It's not just request/response App redundancy: Scale-out and statelessness Application configuration: Not just environment variables The application lifecycle: Accounting for constant change Accessing apps: Services, routing, and service discovery Interaction redundancy: Retries and other control loops Fronting services: Circuit breakers and API gateways Troubleshooting: Finding the needle in the haystack Cloud-native data: Breaking the data monolith This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

This book investigates the role of smart cities in the broader context of urban innovation and e-government, identifies what a smart city is in practice and highlights their importance to the welfare of society. The book offers specific, measurable, and action-oriented public sector planning and management principles and ideas for smart governance in the era of global urbanization and innovation to help with the challenges in maintaining the democratic system of checks and balances as well as the division of powers in a highly interconnected world. The book will be of interest researchers, practitioners, students, and public

sector IT professionals that work within innovation management, public administration, urban technologies and urban innovation, and public local administration studies.

Many fundamental technological and managerial issues surrounding the development and implementation of intelligent analytics within multi-industry applications remain unsolved. There are still questions surrounding the foundation of intelligent analytics, the elements, the big characteristics, and the effects on business, management, technology, and society. Research is devoted to answering these questions and understanding how intelligent analytics can improve healthcare, mobile commerce, web services, cloud services, blockchain, 5G development, digital transformation, and more. Intelligent Analytics With Advanced Multi-Industry Applications is a critical reference source that explores cutting-edge theories, technologies, and methodologies of intelligent analytics with multi-industry applications and emphasizes the integration of artificial intelligence, business intelligence, big data, and analytics from a perspective of computing, service, and management. This book also provides real-world applications of the proposed concept of intelligent analytics to e-SMACS (electronic, social, mobile, analytics, cloud, and service) commerce and services, healthcare, the internet of things, the sharing economy, cloud computing,

blockchain, and Industry 4.0. This book is ideal for scientists, engineers, educators, university students, service and management professionals, policymakers, decision makers, practitioners, stakeholders, researchers, and others who have an interest in how intelligent analytics are being implemented and utilized in diverse industries.

Drawing on the work of leading experts in strategy, this collection provides a clear understanding of what strategy is and how it affects organizations. The work combines some of the latest thinking on resource allocation, with models designed for actually building the systems.

Hope alone cannot withstand a rising flood A darkness writhes in the heart of Teren. The Academy is unleashing demons on dissenters, and refugees rush to leave the capital with nothing but their lives and a hope. That hope brings them to the city of Marek, Teren's only major port, which harbours dreams of independence. But Marek is not as stable as it seems. Marcia, Heir to House Fereno, has spent the last two years fighting to keep Marek safe and prosperous – but with child, her relationship in ruins and the increasing threat of Teren to worry about, can she find her way through? The printing houses of the city run rabble-rousing polemic, penned by an increasingly frustrated majority who feel left out of the rule and riches of Marek. They demand change, and Marcia can't help but agree with much of what they're saying. On the other side of the bridge, the tiny group of Marek's remaining sorcerers must negotiate their way through troubles of their own. Cato, Marcia's exiled brother, and Reb, her

Access Free Idc Marketscape Worldwide Iot Platforms Software Vendors

ex-lover, are trying to train a new generation of sorcerers and both are having problems. Jonas simply won't take 'no' for an answer from Cato; and Reb's two students feel held back, both know that change, and strife, may be coming – and neither are ready to deal with it. But Reb cannot bring herself to move faster. Between them, the five sorcerers alongside Marek's cityangel can expel a single demon. But Teren has many, and other fears loom on the horizon. Out-of-season storms rampage across the Oval Sea, threatening trade – and Jonas' family, out plying the trade winds – and the unseasonable weather threatens Marek itself. Menaced by the distant capital, by dissension from within, and even by nature itself – will the rising flood lift all boats? Or will they be capsized? Book 3 of the Marek series “Fantasy politics with real nuance and believable uncertainty, characters whose richness and depth has developed over three books, and a growing threat that starts pulling together threads across the series make *The Rising Flood* a fantastic read, while Marek is a textured place that is a joy to return to.” Malka Older, author of the Centenal Cycle trilogy, Hugo Award finalist Cover artwork by Tony Allcock

Enterprises are experimenting with using Hadoop to build Big Data Lakes, but many projects are stalling or failing because the approaches that worked at Internet companies have to be adopted for the enterprise. This practical handbook guides managers and IT professionals from the initial research and decision-making process through planning, choosing products, and implementing, maintaining, and governing the modern data lake. You'll explore various approaches to starting and growing a Data Lake, including Data Warehouse off-loading, analytical sandboxes, and "Data Puddles." Author Alex Gorelik shows you methods for setting up different tiers of data, from raw untreated landing areas to carefully managed and

Access Free Idc Marketscape Worldwide Iot Platforms Software Vendors

summarized data. You'll learn how to enable self-service to help users find, understand, and provision data; how to provide different interfaces to users with different skill levels; and how to do all of that in compliance with enterprise data governance policies.

A USA Today bestseller! Companies like Netflix, Spotify, and Salesforce are just the tip of the iceberg for the subscription model. The real transformation--and the real opportunity--is just beginning. Subscription companies are growing nine times faster than the S&P 500. Why? Because unlike product companies, subscription companies know their customers. A happy subscriber base is the ultimate economic moat. Today's consumers prefer the advantages of access over the hassles of maintenance, from transportation (Uber, Surf Air), to clothing (Stitch Fix, Eleven James), to razor blades and makeup (Dollar Shave Club, Birchbox). Companies are similarly demanding easier, long-term solutions, trading their server rooms for cloud storage solutions like Box. Simply put, the world is shifting from products to services. But how do you turn customers into subscribers? As the CEO of the world's largest subscription management platform, Tien Tzuo has helped hundreds of companies transition from relying on individual sales to building customer-centric, recurring-revenue businesses. His core message in *Subscribed* is simple: Ready or not, excited or terrified, you need to adapt to the Subscription Economy -- or risk being left behind. Tzuo shows how to use subscriptions to build lucrative, ongoing one-on-one relationships with your customers. This may require reinventing substantial parts of your company, from your accounting practices to your entire IT architecture, but the payoff can be enormous. Just look at the case studies: * Adobe transitions from selling enterprise software licenses to offering cloud-based solutions for a flat monthly fee, and quadruples its valuation. * Fender evolves from selling guitars one at a time to

creating lifelong musicians by teaching beginners to play, and keeping them inspired for life. * Caterpillar uses subscriptions to help solve problems -- it's not about how many tractors you can rent, but how much dirt you need to move. In *Subscribed*, you'll learn how these companies made the shift, and how you can transform your own product into a valuable service with a practical, step-by-step framework. Find out how how you can prepare and prosper now, rather than trying to catch up later.

The *Never-Ending Digital Journey* provides readers with the concepts and steps needed to create successful user experiences. The authors look ahead and explore digital scenarios of the future. They probe how technology is changing the way users interact with brands, and they address today's digital challenges with new ways of surprising consumers, integrating design and engineering. The authors leverage knowledge gleaned from working with renowned global companies to describe the recipe needed to build a Digital Journey. With a strong focus on Agile Pods, they dive into technologies, processes, team building, motivation, and metrics that enable businesses to construct and nurture the dynamic ecosystems necessary in this digital era to foster success. Over the last several years, customers, employees, and partners have become tech-savvy users whose expectations of "Give me more and deliver it faster" require manageable solutions. The desire to interact with digital ecosystems anywhere, anytime demands that today's businesses create personalized and frictionless experiences to create value for its end users. It's a recipe that must be followed exactly in order to remain relevant. When done correctly, enhancing consumer's daily lives with digital touch points goes far beyond creating a new website, a flashy app, or a "unified" omnichannel experience. The end goal is to construct memorable experiences in a never-ending cycle that increase the

ability to retain, convert, and enrich the relationship between businesses and their users.

Welcome to The Never-Ending Digital Journey.

Advances in Econometrics 37 highlights key research in econometrics in a user friendly way for economists who are not econometricians.

* Implement and use Variant Configuration with SAP * Build and maintain a complete product model * Updated coverage on SAP ERP 6.0 enhancement pack 5 and CRM 7.0 With this all-inclusive reference, you have everything you need to implement, customize, and use Variant Configuration with SAP. Whether you're a consultant, work directly with variant configuration, or are a manager, this book contains essential information you need in order to make key decisions on how Variant Configuration works best for your company. Variant Configuration in ERP and CRM Understand how to integrate Variant Configuration in processes such as quality management and customer service, and explore the necessary Customizing steps. Advanced Integration Topics Find extensive coverage on business processes for SAP ERP, including the Order Engineering Workbench, planning Variant Configuration, and more. Industry-Specific Solutions Learn about unique configurations and enhancements that are possible within specific industries and how to manage them, accompanied by customer examples and practical suggestions. Expert Knowledge Benefit from the authors' and SAP customers' notes on special challenges encountered when implementing and using Variant Configuration for product models. Updated and Expanded This new edition covers integrated Product and Process Engineering (iPPE), Product Data Replication (PDR), the new PLM environment, and much more. Highlights Product Model * Configuration profile and scenarios Business Processes in SAP ERP * Integrated process and product engineering (iPPE) * Integration,

Access Free Idc Marketscape Worldwide Iot Platforms Software Vendors

Customizing Product Configuration * Variant Configurator LO-VC * Internet Pricing and Configurator (IPC) Challenges * Performance optimization, change services * Product Data Replication (PDR) Project and Practical Reports * Industry solution DIMP reports, project managers, SAP customers and partners * Configuration Workgroup (CWG) and outlook on SAP Business ByDesign The Authors Uwe Blumohr, Manfred Munch, and Marin Ukalovic work at SAP and hold different positions in the area of Variant Configuration.

Loved by instructors for the visual and flexible way to build computer skills, the Illustrated Series is the ideal solution for students with a variety of skill levels and learning styles.

MICROSOFT OFFICE 2013 ILLUSTRATED PROJECTS allows students to get hands-on with the Microsoft Office 2013 concepts and skills through engaging projects built from scratch. Students will retain more knowledge after applying what they've learned in a meaningful way. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This document brings together a set of latest data points and publicly available information relevant for Consulting & IT Services Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

Josephine—forceful and determined—is a very special woman. Though not immortal, can live forever by virtue of her redefined DNA. She, and some more like her, must fight for their lives when the establishment wants to get them to make a special army. See how they fight for their lives; see how they come out of the military net and get the support of “The Friendlies”. They confront

persecutions, tanks, flamethrowers, napalm, jet and helicopter attacks. Their seasoned experience and ingenuity get them out of this problem—at a price. Get ready for incredible surprises from a race that has unlimited resources and unsurpassing strategy, and a strong will to fight to keep peace in this world—a will that goes beyond all expectations.

This book discusses the opportunities and conditions that digital technology provides to extend, innovate and differentiate the services offered by consulting companies. It introduces suitable artefacts like web-based consulting platforms, consulting applications, semantic technologies and tools for data mining and collaboration. Furthermore it examines concepts to evaluate the virtualization of consulting processes and showcases how solutions can be developed to blend traditional and digital consulting models. Presenting state-of-the-art research and providing a comprehensive overview of the methods and techniques needed for digital transformation in the consulting industry, the book serves as both a guide and a roadmap for innovative consulting companies.

Decisive potential in business is a question of process capability, rather than production capability. Process capability in business requires real-time systems for optimization. Business-IT needs to be developed from telecommunications and ERP to real-time services, which are not offered by the prevailing ERP

systems. This book shows how modern information technology Manufacturing Execution Systems (MES) becomes the prerequisite for process capability of the company on the basis of many practical examples. It describes the requirements for optimized MES. It gives an overview of the efficiency potentials and different applications of MES.

Are you ready for the IoT revolution? The Internet of Things (IoT) will soon be everywhere—embedded in interconnected devices we'll use every day. Already, cars, appliances, and wearables transmit realtime data to improve performance . . . and new IoT products can even save your life. Consumer goods are just the tip of the iceberg. Amid projections that 30 billion smart devices will be linked in the near future, traditional companies such as Siemens, GE, and John Deere are preparing for profound changes to management, strategy, manufacturing, and maintenance. With the IoT, for example, sensors warn when a critical assembly-line part is about to break, or track how customers actually use products. Data hubs collect and share information instantly with departments, supply chains, partners, and customers—anchoring the organization and replacing hierarchies with circular systems. The Future is Smart documents the shifts now under way. Written by a leading IoT strategist, the book explains how companies are tapping technology to:

- Optimize supply chains
- Maximize quality
- Boost safety
-

Increase efficiency • Reduce waste • Cut costs • Revolutionize product design • Delight customers For those who are ready, the opportunities are endless. This big-think book reveals concrete actions for thriving in this new tech-enabled world.

This insightful Handbook provides a comprehensive state-of-the-art review of business-to-business marketing. It supplies an overview and pioneers new ideas relating to the activity of building mutually value-generating relationships between organizations – from businesses to government agencies to not-for-profit organizations – and the many individuals within them. Comprising 38 chapters written by internationally renowned scholars, this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective (state of theory and state of practice). The material in this compendium includes theoretical and practical perspectives in business-to-business marketing, marketing mix and strategy, interfirm relationships, personal selling and sales management, technology marketing, and methodological issues central to business-to-business markets. Published in conjunction with Penn State's Institute for the Study of Business Markets, this extensive volume will expand research and teaching in business-to-business marketing in academia and will improve the practice of business-to-business marketing for firms in the

industry. This path-breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business-to-business marketing domain. It will also prove an invaluable resource for forward-thinking business-to-business practitioners who want to be aware of the current state of knowledge in their domains.

Intelligent Analytics: [subtitle TBA] provides an easy-to-follow tutorial approach to analytics, from initial business requirements to building algorithmic engines. The key is the introduction of the concept of the smart domain, covering analytics in a systematic manner from edge devices, to hubs, gateways, and the cloud. The book also explores how to develop and implement intelligent analytics via product life cycles, insuring that analytic output is robust and rich in ROI for any company employing this methodology. As more companies become players in the markets connected to the Internet of Things, analytics will require an intelligent system engineering approach to drive a healthier business. The book starts by a thought-provoking exploration of truly "what is analytics?", and then delves much deeper, with how-to chapters on creating, developing, and implementing analytics, what maturity level a business is (to apply the correct level of analytics), and specific case studies. It removes common misconceptions – that analytics is a black hole that only data scientists need to work with, and

that infrastructure, framing the data problem, and reacting to the data are just as important as the algorithms themselves. Written by two senior scientists at Intel, the book is the perfect foundational resource for system architects, business developers, data scientists, data architects, and strategic thinkers who want to evolve their company from Analytics 1.0 (Traditional Analytics) to Analytics 2.0 (Big Data) and Analytics 3.0 (Deriving Business Value).

This unique comprehensive collection presents the latest multi-disciplinary research in strategic digital outsourcing and digital business strategy, providing a management decision-making framework for successful long-term relationships and collaboration based on trust and governance. Part I: Innovation in Business Models and Digital Outsourcing takes an internal company perspective on strategic digital outsourcing, and the importance of trust in outsourcing relationships. Part II: Inter-organizational Relations and Transfer explores topics underpinning service recipients and service suppliers' relationships including governance, knowledge transfer and legal aspects. Part III: From On-site to Cloud discusses the challenges presented by moving to a cloud environment, including risks and controls. Part IV: Developments to Come explores emerging technologies and their impact on digital outsourcing such as blockchain and the Internet of Things. In a fiercely competitive market, companies must transform

their business models and embrace new approaches. This Companion provides a comprehensive management overview of strategic digital outsourcing and is an invaluable resource for researchers and advanced students in business and strategic information management, as well as a timely resource for systems professionals.

'Business Travel and Tourism' provides a comprehensive, international overview of business tourism from both a theoretical and practical perspective. With the use of case studies from around the world, 'Business Travel and Tourism' explores a broad range of issues, including:

- * The global business tourism market
- * The design of business tourism facilities
- * The role of the destination in business travel and tourism
- * The social, economic, and environmental impacts of business tourism
- * The ethical dimension of business tourism
- * The marketing of business tourism products
- * The impact of new technologies on the business tourism market
- * How to organise successful conferences, exhibitions, and incentive travel packages

Case studies include Disneyland Paris, Hong Kong, Amsterdam RAI International Exhibition and Congress Centre, Hilton, Page and Moy Marketing, Lufthansa, Air France, and Legoland UK. 'Business Travel and Tourism' is the first text to offer a comprehensive overview of the growing but neglected area of business tourism. With the use of a wide range of up-to-date

case studies and major practical exercises to help students to broaden and deepen their understanding of this area of tourism, it is an invaluable text for all students on travel and tourism courses at degree and BTEC/HND level, or those taking tourism options in leisure, business studies, hospitality management or geography.

"AI will enable breakthrough advances in areas like healthcare, agriculture, education and transportation. It's already happening in impressive ways. But as we've witnessed over the past 20 years, new technology also inevitably raises complex questions and broad societal concerns." - Brad Smith and Harry Shum on *The Future Computed*. "As we look to a future powered by a partnership between computers and humans, it's important that we address these challenges head on. How do we ensure that AI is designed and used responsibly? How do we establish ethical principles to protect people? How should we govern its use? And how will AI impact employment and jobs?" - Brad Smith and Harry Shum on *The Future Computed*. As Artificial Intelligence shows up in every aspect of our lives, Microsoft's top minds provide a guide discussing how we should prepare for the future. Whether you're a government leader crafting new laws, an entrepreneur looking to incorporate AI into your business, or a parent contemplating the future of education, this book explains the trends driving the AI revolution, identifies the complex ethics and workforce issues we all need to think about and suggests a path forward. [Read more: The Future Computed: Artificial Intelligence](#)

and its role in society provides Microsoft's perspective on where AI technology is going and the new societal issues it is raising - ensuring AI is designed and used responsibly, establishing ethical principles to protect people, and how AI will impact employment and jobs. The principles of fairness, reliability and safety, privacy and security, inclusiveness, transparency and accountability are critical to addressing the societal impacts of AI and building trust as AI becomes more and more a part of the products and services that people use at work and at home every day. A central theme in *The Future Computed* is that for AI to deliver on its potential drive widespread economic and social progress, the technology needs to be human-centered - combining the capabilities of computers with human capabilities to enable people to achieve more. But a human-centered approach can only be realized if researchers, policymakers, and leaders from government, business and civil society come together to develop a shared ethical framework for AI. This in turn will help foster responsible development of AI systems that will engender trust. Because in an increasingly AI-driven world the question is not what computers can do, it is what computers should do. *The Future Computed* also draws a few conclusions as we chart our path forward. First, the companies and countries that will fare best in the AI era will be those that embrace these changes rapidly and effectively. Second, while AI will help solve big societal problems, we must look to this future with a critical eye as there will be challenges as well as opportunities. Third, we need to act with a sense of shared responsibility

because AI won't be created by the tech sector alone. Finally, skilling-up for an AI-powered world involves more than science, technology, engineering and math. As computers behave more like humans, the social sciences and humanities will become grow in importance.

Foreword by Oliver Schabenberger, PhD Executive Vice President, Chief Operating Officer and Chief Technology Officer SAS Dive into deep learning! Machine learning and deep learning are ubiquitous in our homes and workplaces—from machine translation to image recognition and predictive analytics to autonomous driving. Deep learning holds the promise of improving many everyday tasks in a variety of disciplines. Much deep learning literature explains the mechanics of deep learning with the goal of implementing cognitive applications fueled by Big Data. This book is different. Written by an expert in high-performance analytics, *Deep Learning for Numerical Applications with SAS* introduces a new field: Deep Learning for Numerical Applications (DL4NA). Contrary to deep learning, the primary goal of DL4NA is not to learn from data but to dramatically improve the performance of numerical applications by training deep neural networks. *Deep Learning for Numerical Applications with SAS* presents deep learning concepts in SAS along with step-by-step techniques that allow you to easily reproduce the examples on your high-performance analytics systems. It also discusses the latest hardware innovations that can power your SAS programs: from many-core CPUs to GPUs to FPGAs to ASICs. This book assumes the reader has no prior knowledge of

high-performance computing, machine learning, or deep learning. It is intended for SAS developers who want to develop and run the fastest analytics. In addition to discovering the latest trends in hybrid architectures with GPUs and FPGAs, readers will learn how to Use deep learning in SAS Speed up their analytics using deep learning Easily write highly parallel programs using the many task computing paradigms This book is part of the SAS Press program.

A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the "need-to-know" aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about

Artificial Intelligence and its advantages in marketing Understand how marketers without a Data Science degree can make use of machine learning technology Collaborate with data scientists as a subject matter expert to help develop focused-use applications Help your company gain a competitive advantage by leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and methods to move their company forward. Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay ahead of the curve.

Incorporate economic moat analysis for profitable investing Why Moats Matter is a comprehensive guide to finding great companies with economic moats, or competitive advantages. This book explains the investment approach used by Morningstar, Inc., and includes a free trial to Morningstar's Research. Economic moats—or sustainable competitive advantages—protect companies from competitors. Legendary investor Warren Buffett devised the economic moat concept. Morningstar has made it the foundation of a successful stock-investing philosophy. Morningstar views investing in the most fundamental sense: For Morningstar, investing is about holding shares in great businesses for long periods of time. How can investors tell a great business from

a poor one? A great business can fend off competition and earn high returns on capital for many years to come. The key to finding these great companies is identifying economic moats that stem from at least one of five sources of competitive advantage—cost advantage, intangible assets, switching costs, efficient scale, and network effect. Each source is explored in depth throughout this book. Even better than finding a great business is finding one at a great price. The stock market affords virtually unlimited opportunities to track prices and buy or sell securities at any hour of the day or night. But looking past that noise and understanding the value of a business's underlying cash flows is the key to successful long-term investing. When investors focus on a company's fundamental value relative to its stock price, and not where the stock price sits today versus a month ago, a day ago, or five minutes ago, investors start to think like owners, not traders. And thinking like an owner will makes readers better investors. The book provides a fundamental framework for successful long-term investing. The book helps investors answer two key questions: How can investors identify a great business, and when should investors buy that business to maximize return? Using fundamental moat and valuation analysis has led to superior risk-adjusted returns and made Morningstar analysts some of the industry's top stock-pickers. In this book, Morningstar shares the ins and outs of its moat-driven investment philosophy, which readers can use to identify great stock picks for their own portfolios. Written by all-star security experts, *Practical IoT Hacking* is a quick-start conceptual

guide to testing and exploiting IoT systems and devices. Drawing from the real-life exploits of five highly regarded IoT security researchers, Practical IoT Hacking teaches you how to test IoT systems, devices, and protocols to mitigate risk. The book begins by walking you through common threats and a threat modeling framework. You'll develop a security testing methodology, discover the art of passive reconnaissance, and assess security on all layers of an IoT system. Next, you'll perform VLAN hopping, crack MQTT authentication, abuse UPnP, develop an mDNS poisoner, and craft WS-Discovery attacks. You'll tackle both hardware hacking and radio hacking, with in-depth coverage of attacks against embedded IoT devices and RFID systems. You'll also learn how to:

- Write a DICOM service scanner as an NSE module
- Hack a microcontroller through the UART and SWD interfaces
- Reverse engineer firmware and analyze mobile companion apps
- Develop an NFC fuzzer using Proxmark3
- Hack a smart home by jamming wireless alarms, playing back IP camera feeds, and controlling a smart treadmill

The tools and devices you'll use are affordable and readily available, so you can easily practice what you learn. Whether you're a security researcher, IT team member, or hacking hobbyist, you'll find Practical IoT Hacking indispensable in your efforts to hack all the things

REQUIREMENTS: Basic knowledge of Linux command line, TCP/IP, and programming

This document brings together a set of latest data points and publicly available information relevant for Consulting & IT Services Technology. We are very excited to

Access Free Idc Marketscape Worldwide Iot Platforms Software Vendors

share this content and believe that readers will benefit from this periodic publication immensely.

This coffee table title highlights the important events of Vice President's third year in office.

[Copyright: cb483da5d245326f493b82aba7a6f839](https://www.idc.com/analysis/iot-platforms-software-vendors)