Mobile and Cloud Computing

Bernd Rosauer
The future of IT is about smart solutions

Smart city, smart grid, smart mobility, smart health, smart living, smart home, etc.

**Examples**

- **Smart City**
  - Resilient city
  - Mega events
  - CO\textsubscript{2} reduction

- **Smart Grid**
  - Energy efficiency

- **Smart Mobility**
  - Autonomous driving
  - Smart travel services

- **Smart Health**
  - Ambient living
  - Urban health
  - Integrated Hospital Information Systems

- **Smart Living / Smart Home**
  - Integrated energy management
Industrial IT pyramid vs. Internet IT pyramid

**Industrial IT**
- Machine-based data
- Field
- Control
- SCADA
- Planning
- Mgmt.

**Internet IT**
- Human-based data
- Consumer Devices & Apps
- Cloud Services
- Data Integration
- Analytics Intelligence

Human-triggered decision

Machine-supported decision
Cloud computing is the backbone of future IT

Market trends

- 50% of enterprises will use hybrid clouds by 2017
- 90% of organizations will have personal data on IT systems they don’t own or control by 2019
- Central IT departments will be a thing of the past in 2020
Remote Healthcare in the Cloud

Benefits
- Simplified access to patient data in remote healthcare delivery
- Collaboration among doctors on expert opinion, case reviews and trainings
- Enhances doctor-patient interaction via faster and smarter access to clinical data
Mobile computing enables new application areas for value generation

Market Trends

• 87% of the worldwide computer market will be tablets and smartphones by 2017

• User base is expected to exceed 5 billion

Wearable Computing

Ambient Intelligence

Enterprise Mobility

Pervasive Computing

Generic Infrastructure

Specific

Devices

Generic

Specific
Mobile apps bring the enterprise knowledge base to the field service technicians

Benefits

• Improve quality of field reports

• Reduce workflow cycle time

• Utilize engineering data in service and maintenance
Many thanks for your attention!

Bernd Rosauer
Head of Technology Field
Siemens AG / Germany / CT RTC ITP

Otto-Hahn-Ring 6
81739 Munich

Phone: +49 (89) 636-37954
Fax: +49 (89) 636-33045
Mobile: +49 (173) 9795409

E-mail: bernd.rosauer@siemens.com

siemens.com/innovation