

DEVELOPING A CONNECTED MINDSET

Five ways to create a connected future for your business, with connected products and the Internet of Things.





TO CONNECT IS TO GROW



It may sound like something from a psychological self-help book, but the above statement is arguably even more true of business. Especially today, as the so-called “third wave of IT-driven competition”¹ begins to break in earnest, and businesses in every sector manoeuvre to catch its momentum.

The combined power of cloud technology, IoT sensors and next-generation data security has created a blizzard of options for businesses seeking to gain the edge in their sector.

Pretty much any device or product, from the tiniest machine component to the most visible in-store device for front-line

customer engagement, can be enhanced with connected sensors and software that transform its effectiveness and the effectiveness of every other device and person it interacts with.

THE RESULT?

An exponential uplift in your business performance, with profound implications for customer engagement and understanding, service delivery, innovation, productivity, sustainability, cost-efficiency, the development of new revenue streams and more. Most importantly, this can be done while preserving – or even enhancing – current levels of cyber security.



PARALYSIS THROUGH POSSIBILITY”

and how to avoid it

Often, the multidimensional possibilities of connected products is the very thing that inhibits their use by businesses.

“Where do I start?” is a common question we hear from clients, often tinged with despair, closely followed by “How do I keep all that increased data secure?”

Some businesses worry about being able to control the complexity of what they’ve unleashed. Others wonder about the practicalities of scaling their estate over time, or designing and sourcing the sophisticated hardware they might need.

All these reservations are understandable, but they can easily be overcome with the right support.

Thanks to recent advancements from cloud providers like Amazon Web Services, there are now many convenient building blocks to help accelerate the development and adoption of Connected Products, making it quicker, easier, and lower cost to adopt.

The important thing for businesses is to act, because connected products have changed the game on a fundamental level.

Those that adapt and take advantage of this new reality will thrive, while those that don’t risk falling behind in productivity, customer experience and agility.

At Green Custard, we’ve helped clients of all types and sizes in manufacturing, healthcare, consumer goods, energy, utilities and science harness the power of connected products – in a way that fits their strategy and the real-world demands of their market. In this guide, we outline our top five rules for realising your connected future.



5 STEPS

**TO CREATING YOUR
CONNECTED FUTURE**



1. UNDERSTAND THE SECURITY DEMANDS OF AN IOT APPROACH

(but don't worry about it)

An expert in IoT solutions must, by definition, also be an expert in IT and data security. In large part, the rise of connected products has been enabled by the availability and reliability of commercial cloud platforms, of which our partner Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted.

AWS is the only commercial cloud that has had its service and associated supply chain vetted as secure enough for top-secret workloads. The highest standards of data security and privacy are built into its infrastructure, with dedicated data centres and networks that are specifically designed to protect your information, identities, applications and devices.

Expect multiple layers of encryption combined with maximum visibility and control, as well as innovative services like AWS Device Defender, which proactively monitors for irregularities and flags concerns early for cost-effective remediation.



THE UPSHOT?

With the right provider and partner support, an IoT approach doesn't just allow you to meet your core security and compliance goals... it can actually help you improve performance in this area.

2. START WITH “HERE AND NOW” BUSINESS NEEDS AND PROBLEM, BUT BE INSPIRED BY THE POSSIBLE.



Britvic - a Green Custard IoT Connected Products customer.

Business leaders are rightly preoccupied with the challenges their business needs to address right now – and these should remain front and centre in your thinking.

But transformative new applications for cloud and connected products are being discovered and proven at a blinding pace in real-world business scenarios... which means the next game-changing innovation could have its roots in your unique requirement.

Green Custard has helped clients develop new ways for customers to experience their products. We've helped manufacturers revolutionise the way their components in the field are serviced and maintained, and watched them deliver greater customer value through new, automated “as-a-service” delivery approaches.

We've helped them aggregate and analyse the data generated by their IoT estate to drive further innovation. In some cases, we've facilitated the realisation of one-of-a-kind “moon-shoot” concepts that have changed the face of an industry.

Ask yourself what you need right now, and then compare it to the spectrum of emerging possibilities. Odds are that by the end, your thinking will have evolved a stage beyond your competitors.

3. YOU DON'T HAVE TO COMPLETELY REDESIGN THE WAY YOUR BUSINESS WORKS

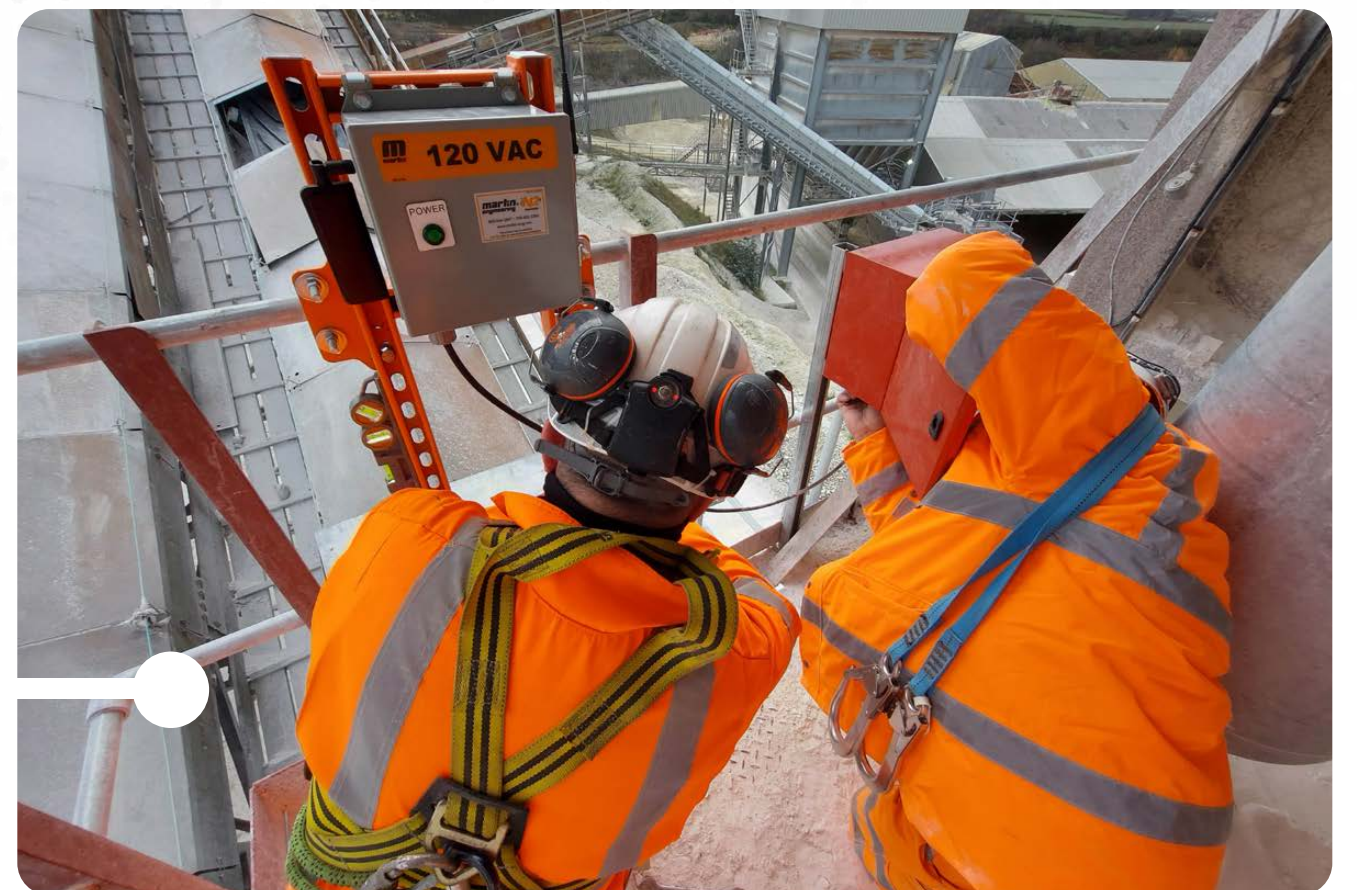
(but you can if necessary)

IoT solutions can be applied in countless different ways, from “light-touch” to the proverbial bottom-up redesign.

For most established businesses, however, the adoption of connected products is likely to be evolutionary – beginning on a modest, localised level and potentially expanding to larger-scale, high-impact projects as benefits are proven and confidence grows in the implementation process.

New start-ups, however, may have the luxury of “getting in on the ground level”, endowing their business neurology with a hyper-connectedness that allows them to disrupt whatever sector they enter from the start.

Green Custard has helped clients deliver at both these extremes and everything in-between - from the “clean-sheet design” of completely new products (see our work with Britvic) to the retrofitting of existing production machinery to improve servitisation (see this example for [Martin Engineering](#)).

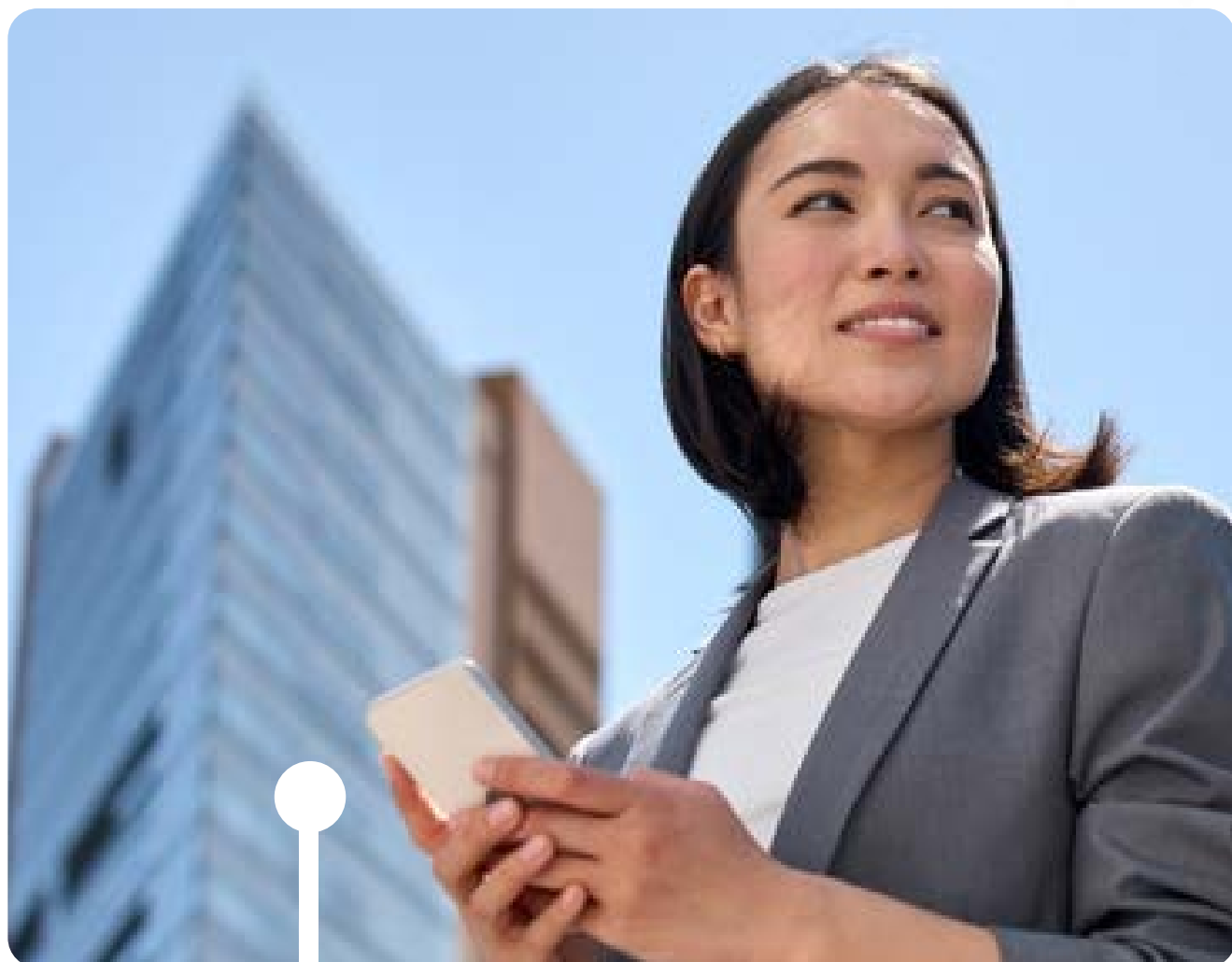


Martin Engineering - a Green Custard IoT Connected Products customer.

The key to our success? Flexibility of approach. Each client benefits from a tailored implementation roadmap rooted in their needs, vision and business reality. Each one will incorporate the right mix of demos, product ideation, proof-of concept, rapid prototyping and more. We’ve also developed a range of “accelerator” techniques that can be applied to businesses in certain situations and scenarios.

4.

ALWAYS PARTNER WITH AN EXPERT, END-TO-END SUPPLIER



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5. ENSURE YOUR SUPPLIER IS A LONG-STANDING PARTNER WITH A MAJOR PUBLIC CLOUD PROVIDER.

A secure commercial cloud platform will be integral to the large-scale success of any connected product strategy. Why?

Because of the unique combination of flexibility, responsiveness, and security it offers – as well as the ability to scale your IoT estate quickly in response to new demands and opportunities.

By selecting a supplier who's used to working hand-in-glove with a leading cloud provider, you'll ensure a smooth process of exploration, design, implementation, and ongoing management that will maximise the value of your IoT solution.

Green Custard holds such a relationship with Amazon Web Services (AWS). As well as being an AWS Advanced Tier Services Partner and AWS IoT Core Delivery Partner, we hold partner status



Martin Engineering - a Green Custard IoT Connected Products customer.

in a range of other categories, making us AWS' leading specialist IoT partner in the UK.

Our team is highly trained and accredited in the delivery of AWS solutions and the rapport between our two organisations runs deep. We know how the other thinks, and we've honed our collaboration to a unique level of effectiveness.

By working with Green Custard and AWS, you can harness the power of connected products in the smoothest, most coordinated and powerful way, to ensure your business truly stands out from the competition and its full potential is realised.

WHAT'S YOUR NEXT STEP?

When it comes to connected products and the cloud, we believe the physiological parallel holds true: increasing the internal connectivity of your business is like laying down new neural pathways to create an organism that's more dynamically in tune with itself.

This in turn makes it more agile and responsive towards the outside world, and better primed to change, grow and develop. As well as being able to adapt to changing market conditions, it may also have the power to shape that environment in return.

If you'd like to explore the possibilities of intelligent, connected products further, or discuss a specific business need with us, please contact our expert team on 01223 655575

¹ Harvard Business Review, "How Smart, Connected Products are Transforming Competition", 2014