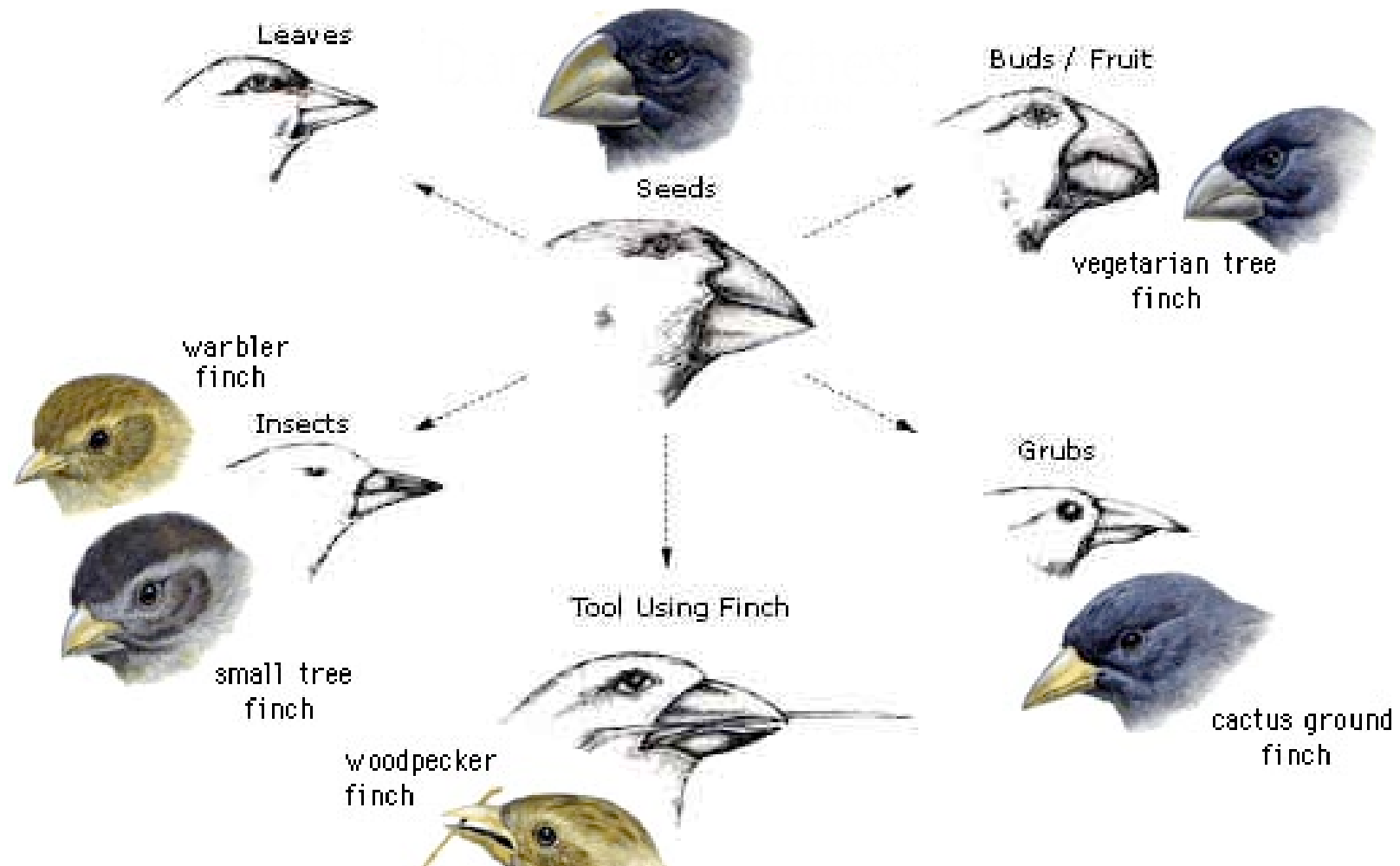


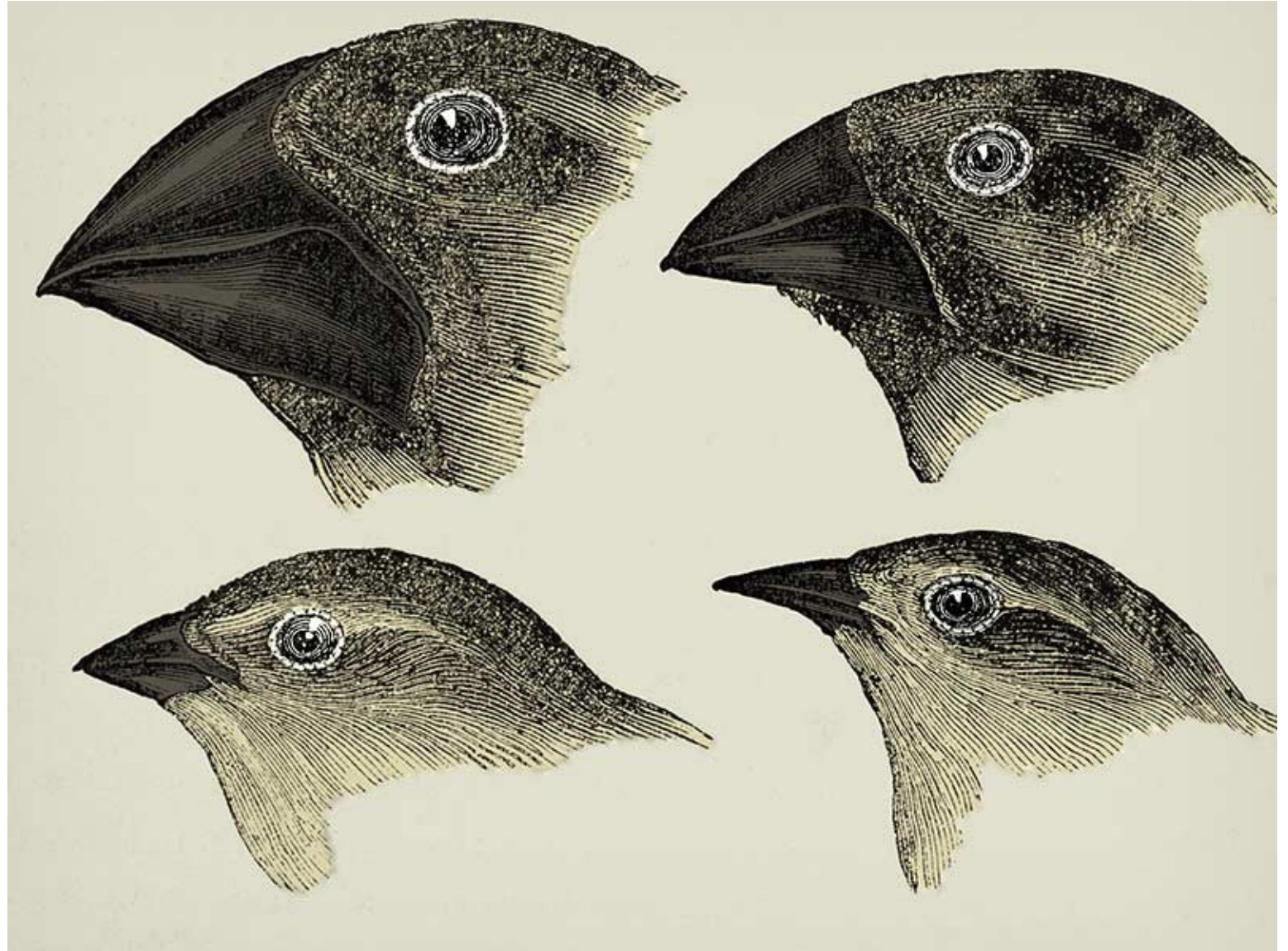
"It is not the strongest of the species
that survives, nor the most intelligent
that survives. It is the
one that is most adaptable to
change".

Charles Darwin

Adapt



Thriving Through Relentless Transition



Maribel Lopez in 2007



BEST PRACTICES

Includes Business Technographics® data



January 17, 2007

Defining A Mobile Enterprise Policy

This is the second document in the "Crafting Mobile Strategies And Policies" series.

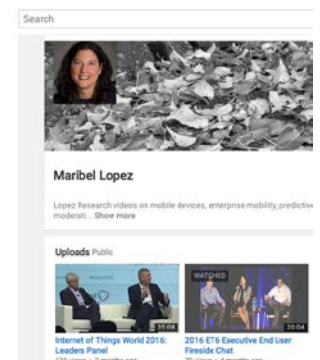
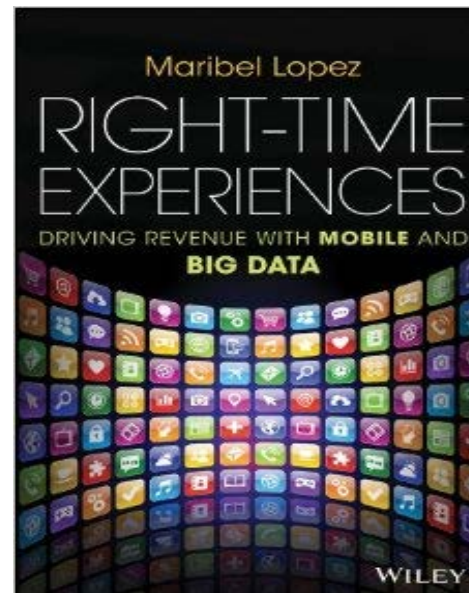
by Maribel D. Lopez

with Ellen Daley, Brownlee Thomas, Ph.D., and Emily Van Metre

EXECUTIVE SUMMARY

As wireless data networks and hardware mature, corporations are becoming mobile enterprises to improve business processes and customer satisfaction. Companies have discovered that the organic growth of mobile solutions, such as rogue access points or redirected email, creates device management and security challenges that are hard to manage. Firms are defining corporate mobile policies to mitigate security risks. A mobile policy should contain three elements: 1) a mobility framework that establishes the guidelines

Maribel in 2016



Who?

- Industry analyst
- Influencer
- Strategic business advisor
- Author
- Entrepreneur
- Board of advisors



The modern analyst



Products

Enterprise Strategy & Research Council

- **Monthly Member & Guest Presentations**
- **Research Calls**
- **Inquiry Calls**
- **Syndicated Research**
- **Yammer Community**

Technology Vendor Services

- **Strategy Advisory**
- **Speaking Services**
- **Media & Content Campaigns**
- **Custom Research**
- **(New Enterprise Sentiment Council)**

Events

- **Four Conferences (mobile, IoT, enterprise digital transformation)**
- **Panel Moderation**
- **Keynotes**
- **Customer Advisory Board Facilitation**

Customers

Partial list of enterprise clients

Many of today's top industry leaders already rely on the ETC for top quality mobile research and real-world knowledge sharing.



Data

72% of IT leaders rank security as their top concern. Yet spending lags.

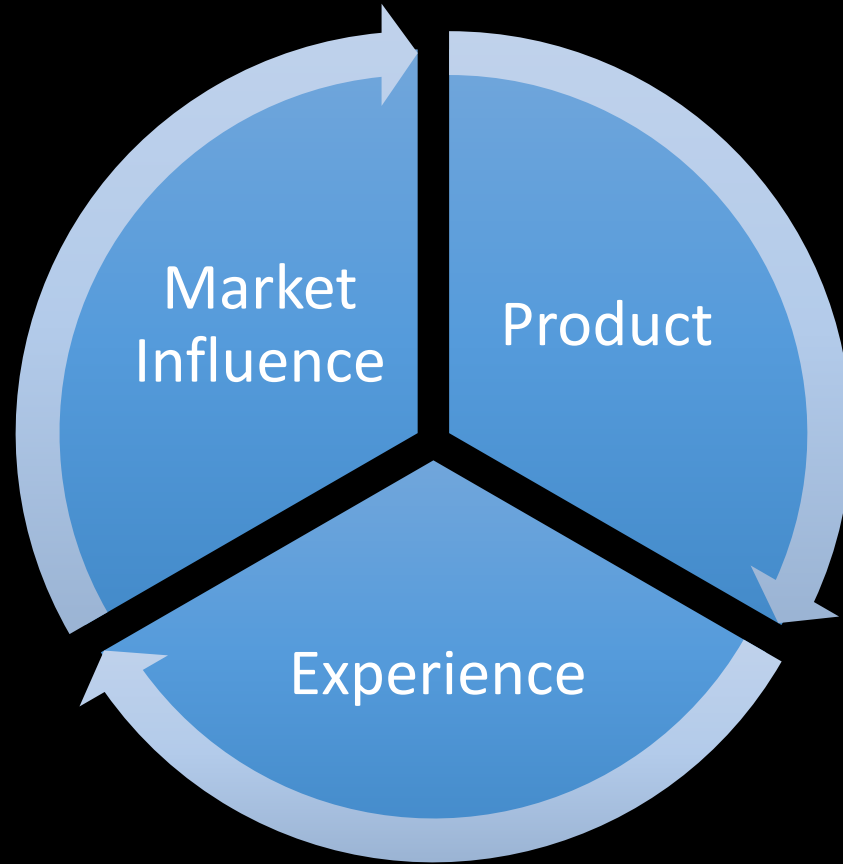


48% of business leaders don't know IoT means to the company's business strategy



75% of companies that Lopez Research surveyed plan to build 10 more mobile apps in the next 12 months

Differentiation



Impact

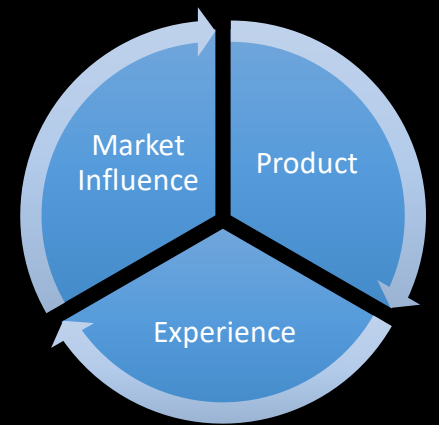


Product

Yammer

Peer Sharing

Slack



All Network



Maribel Lopez – September 30 at 3:54pm

Per our MRC discussion, this is the presentation from the WLAN company with the new controller and embedded 8X8 beacon technology. I think it's pretty cool.



Mist short deck sep2016 lopez

LIKE REPLY SHARE ...

Pablo Mora and Glenn Gruber like this



Niraj Patel – October 22 at 5:26am from iPhone

Hi Maribel,
Can you share the deck via email? Interesting technology and would like to review in my team. My email npatel@ups.com. Thx.

LIKE REPLY SHARE ...



Write a reply

All Network



Glenn Gruber – October 16 at 4:02pm

Something to make sure that all the folks who run your consumer-facing mobile properties know.



searchengineinland.com
Within months, Google to divide its index, giving mobile users better & fresher content
Currently, Google has a single index of documents for search. Google's Gary Illy...

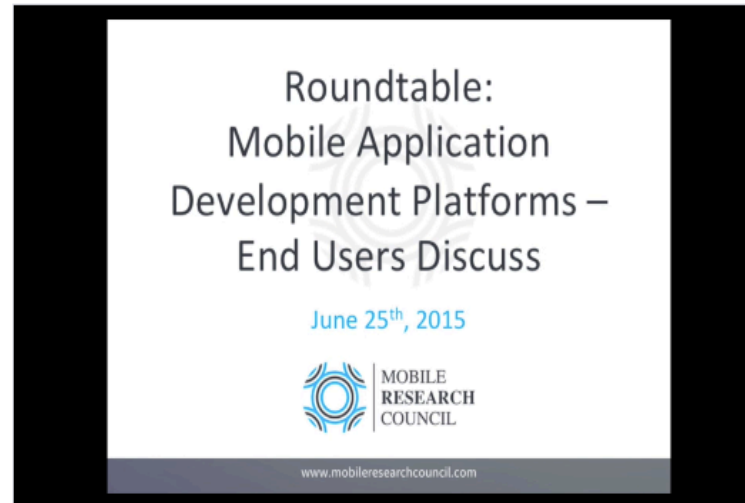
LIKE REPLY SHARE ...

All Network



Eric Carlson – June 25, 2015 at 8:11pm

Hi everyone,
Here's the recording from today's Roundtable - MADP End Users Discuss! Thanks for everyone's attendance and participation. Great discussion!



LIKE REPLY SHARE ...

#iot

Eric Carlson created this channel on November 4th. This is the very beginning of the #iot channel.

Set a purpose Add an app or custom integration Invite others to this channel

November 4th



Eric Carlson 9:04 AM

joined #iot, and invited @adambookman, @ggruber



Glenn Gruber 9:36 AM

<https://soundcloud.com/propelics/iot-mdm-more-w-james-plouffe>

SoundCloud | Device Squad

IoT, MDM & more w/ James Plouffe, MobileIron Lead Solutions Architect by Device Squad

To fans of the USA Network hit show Mr. Robot, the name James Plouffe may seem strangely familiar. But who is the real-world James Plouffe?? Stay tuned and find out! In this episode of Device Squad, Steve and Glenn interview James Plouffe, Lead Solutions Architect, ServiceConnect Ecosystem at MobileIron. We talk about the present state of the IoT (and where we should be heading), common challenges around MDM (and how quotations from our favorite comedians fit into all this). Plus a bit about what's Show more...

Today



Maribel Lopez 6:58 AM

joined #iot



Maribel Lopez 7:01 AM

My presentation from the November 2016 IoT6exchange conference <https://www.dropbox.com/s/v7tpdk6s22b29ja/IOT6November2016.pptx?dl=0>



slackbot BOT 7:01 AM Only visible to you
OK, I will import this Dropbox file and import all future ones automatically.



Maribel Lopez 7:01 AM

shared a file

IOT6November2016.pptx

235MB PowerPoint Presentation from Dropbox

+ Message #iot

@MaribelLopez

Campaign

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X

Three strategies for IoT success

Maribel Lopez · 23/08/2016 · Internet of Things

Despite the current hype, most organizations have been on a digital transformation journey. Typically, organizations only had to deal with one wave of technology evolution at a time. 1980s we moved to the PC, in the 1990's it was the move to e-commerce and the dot com and IT professionals are dealing with four simultaneous technology shifts that include cloud processing, enterprise mobility and Internet of Things (IoT). While each of these technologies of its evolution, all four have reached a level of maturity where they can be used today. Organizations are faced with the challenge of upgrading to these solutions and combining them in new ways to create value.


Today, the Internet of Things is the most exciting and least understood of these four technologies. IoT is about more than connecting sensors and collecting data. If implemented correctly, it can transform a business process and entire industries. In its IoT benchmark research, Bosch there are three broad phases that companies traverse in deploying IoT strategies. Each phase builds on the efforts of the previous phase. These strategies include using the IoT to:

Create efficiencies with faster access to data.

Similar to the adoption of mobile and cloud computing, IoT strives to make a process better.


GS. CONFERENCE

Digital Transformation powered by the IoT: Ad...



Missed @MaribelLopez at #BCW16 yesterday? Watch her share what the secret sauce is for #IoT products or services. youtu.be/3wrSZmyoBSI

BOSCH SI @BOSCHSI · 16 DAYS AGO




@MaribelLopez

Campaign: Video & Blog

[Home](#) > [Operations](#) > [How the cloud helps IT say yes to mobile services](#)


How the cloud helps IT say yes to mobile services

By [Maribel Lopez](#), on July 20, 2016

OPERATIONS

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Mobile enterprise challenges | [Maribel Lopez](#) and [Josh Rochlin](#)




The entire IT stack, from devices through cloud infrastructure, is changing at an unprecedented rate. IT leaders are struggling to keep up with the pace of changes as they are asked to do more with less. At the same time, new technologies are often perceived as risky, and failure isn't an option.

Because of these factors, IT is often considered the "Department of No," and shadow IT is common among organizations of all sizes. However, IT can be innovative and a tremendous business partner if given the chance.

From the 'Department of No' to the 'Department of Know'

At the recent [ETG Xchange conference](#), George McQuillister, the principal IT solution engineer for mobile operations support at the Pacific Gas and Electric Company, summed up the challenges perfectly. During the executive IT user panel, he said, "IT is typically known as the 'Department of No,' but what we want to be known as is the 'Department of Know.'"

ABOUT THE AUTHOR




Maribel Lopez
Principal & Founder of Lopez Research

I'm a thought leader and strategic advisor at Lopez Research. I'm the author of "Right-Time Experiences: Driving Revenue with Mobile and Big Data" published by John Wiley and Sons and the co-founder of the Mobile Research Council. I help companies understand and navigate digital transformation by analyzing today's most powerful tech trends, including mobile, cloud big data analytics, and IoT. My company offers strategic advisory, speaking and market research services. In the past, I've worked at Motorola, IDC, Shiva Corporation, and Forrester Research. Specialties: public speaking, moderation skills, strategic advice.


NEWSLETTER SIGNUP

4 KEY TRENDS IN MOBILE INFRASTRUCTURE



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EVERY WORKER IS A KNOWLEDGE WORKER



[Learn How](#)

MOBILE NEWS

CLOUD INNOVATION, IPHONE 7 PERFORMANCE AND FREE WIFI HEADLINE THIS WEEK'S #MOBILEMONDAY

By [Joe Hewitson](#)
SEPTEMBER 19, 2016

ENTERPRISE MOBILITY TAKES CENTER STAGE AS APPLE DOUBLES ITS ENTERPRISE EFFORTS IN THIS WEEK'S #MOBILEMONDAY

By [Joe Hewitson](#)
SEPTEMBER 17, 2016

Interactive guides

4

of 10

Phase 1: Extend Your Existing Systems

In the first phase, companies will move beyond simply providing employees with mobile access to email, contacts and calendar. Companies will seek out mobile versions of existing applications or adapt these applications to operate on mobile devices. In many cases, firms start by replacing volumes of paper or paper-based processes with mobile apps (see examples below, at right). Real-time data capture and access, such as updating customer records and processing sales transactions, are logical subsequent use cases. By mobile-enabling the systems that employees already access at their desktops, firms can shorten sales cycles, improve data quality and enhance customer satisfaction.

For example, a food distributor was able to serve 10% more accounts per day and increase



Eaton Powersource catalog*

Eaton Powersource digitized their product catalogues of 200,000 hydraulic products on an iPad app so sales professionals always have access to the latest product updates on their fingertips without having to carry paper catalogues anymore.



*Video source from www.eatonpowersource.com



Airlines are replacing the 45 pound bags of flight charts that pilots carry with applications on tablets. United Airlines saves 326,000 gallons of fuel per year by using a mobile application to eliminate the carriage of 16 million sheets of paper. The app also helps its pilots pinpoint essential flight information at the moment they need it.



- Selective
- Time
- Understand business
- Focus



A

D

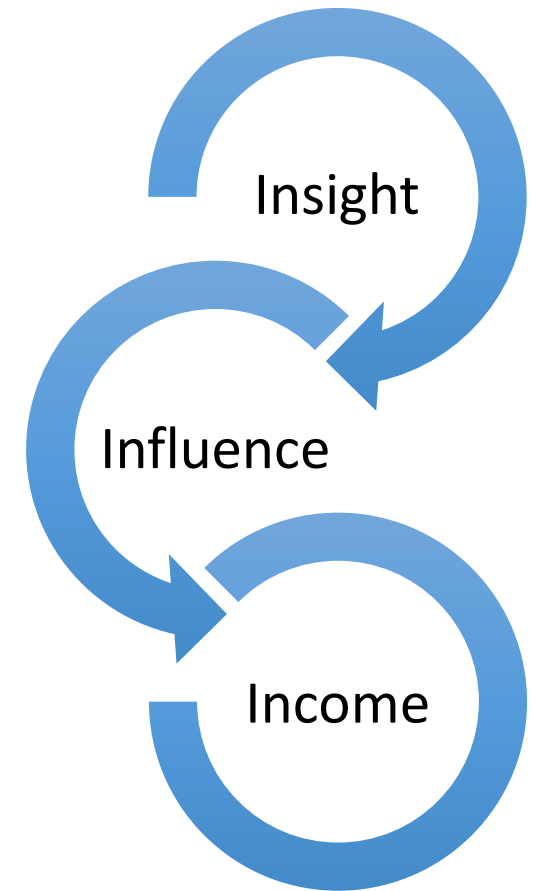
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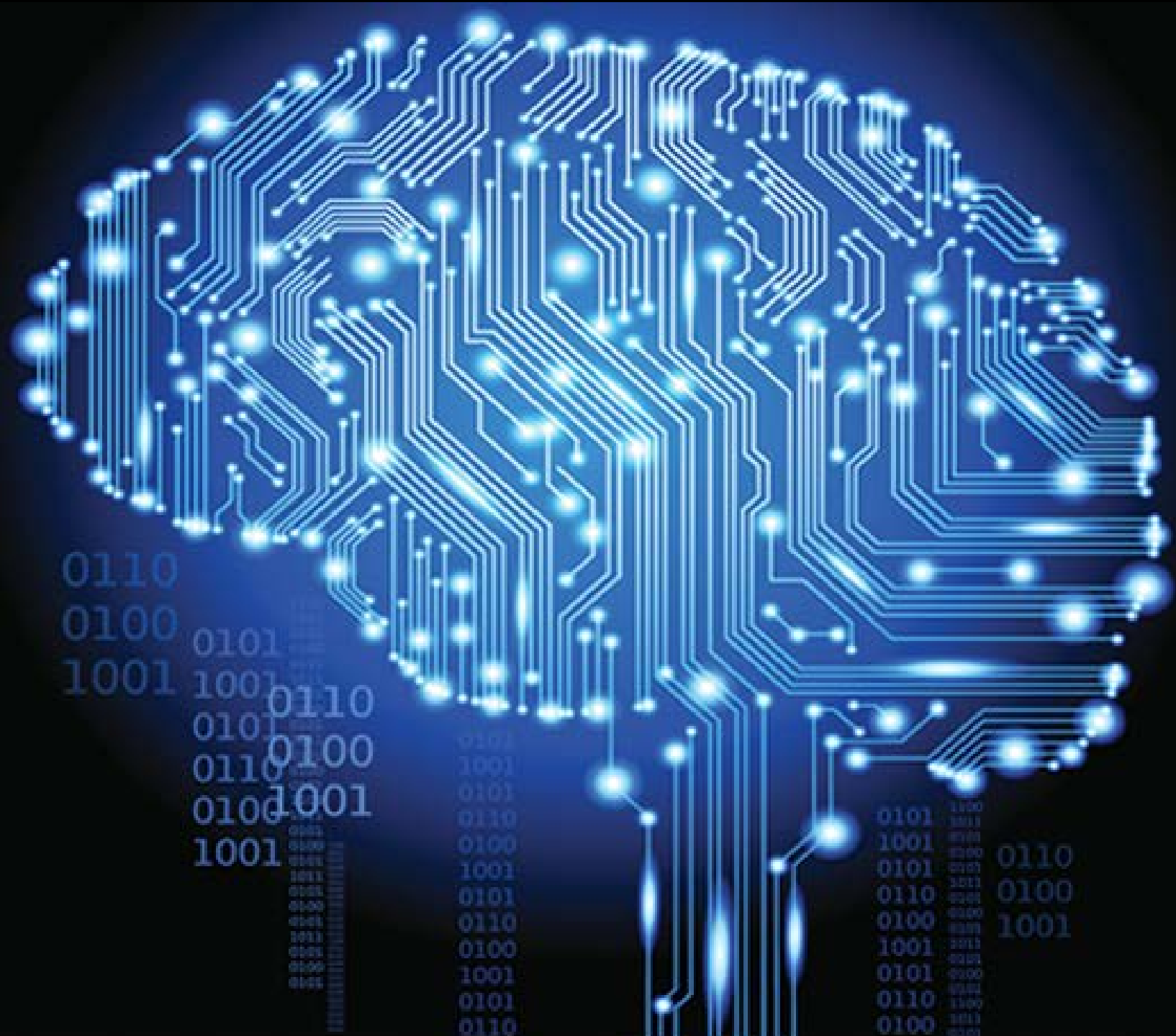
the Rule of 3



Important



Ideas & Insight



Influence



Income



Strategy



Invest in hybrids/influencers

Personal Education

Customer advocacy



Selection

Goal

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Look for 3rd party validation



JOE FIELDS - OCTOBER 27, 2016 - GAMING, INFLUENCER IDENTIFICATION, TECH

Augmented Reality: Top 100 Influencers and Brands



LATEST ▾ MARKET SECTORS ▾ EVENTS ▾ IOB TV ▾

Home ▸ Featured ▸ The top 34 IoT influencers to follow on Twitter in 2016

The top 34 IoT influencers to follow on Twitter in 2016



Maribel Lopez

Independent industry analyst Maribel Lopez talks about digital transformation through Big Data, mobile cloud and analytics.

She's on top of the latest news – whether that's the emergence of connected cars or the latest happenings at Apple. Currently, she's focusing a lot on the rise of Artificial Intelligence (AI) and machine learning.

Alex Deschamps-Sonsino

Alexandra Deschamps-Sonsino is synonymous with IoT. She is the director of **DesianSwarm**. a



Internet of Things INSTITUTE

The 25 Most Influential Women in IoT

Brian Buntz | Sep 17, 2016

15 of 25 < > X

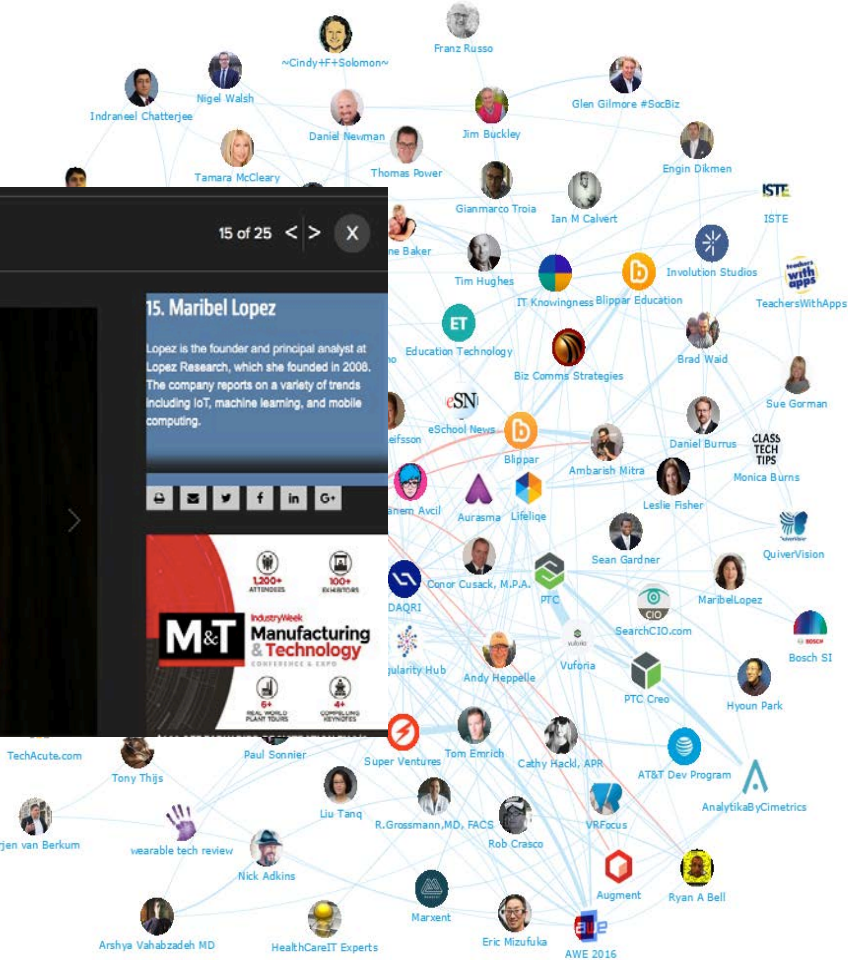
15. Maribel Lopez

Lopez is the founder and principal analyst at Lopez Research, which she founded in 2008. The company reports on a variety of trends including IoT, machine learning, and mobile computing.

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The Matrix

- Classification
- Projects
- Model
- Boundaries



**KEEP
CALM
AND
ASK
FOR HELP**

Relationship



- Communication
- Connections
- Deliverables

Evolution

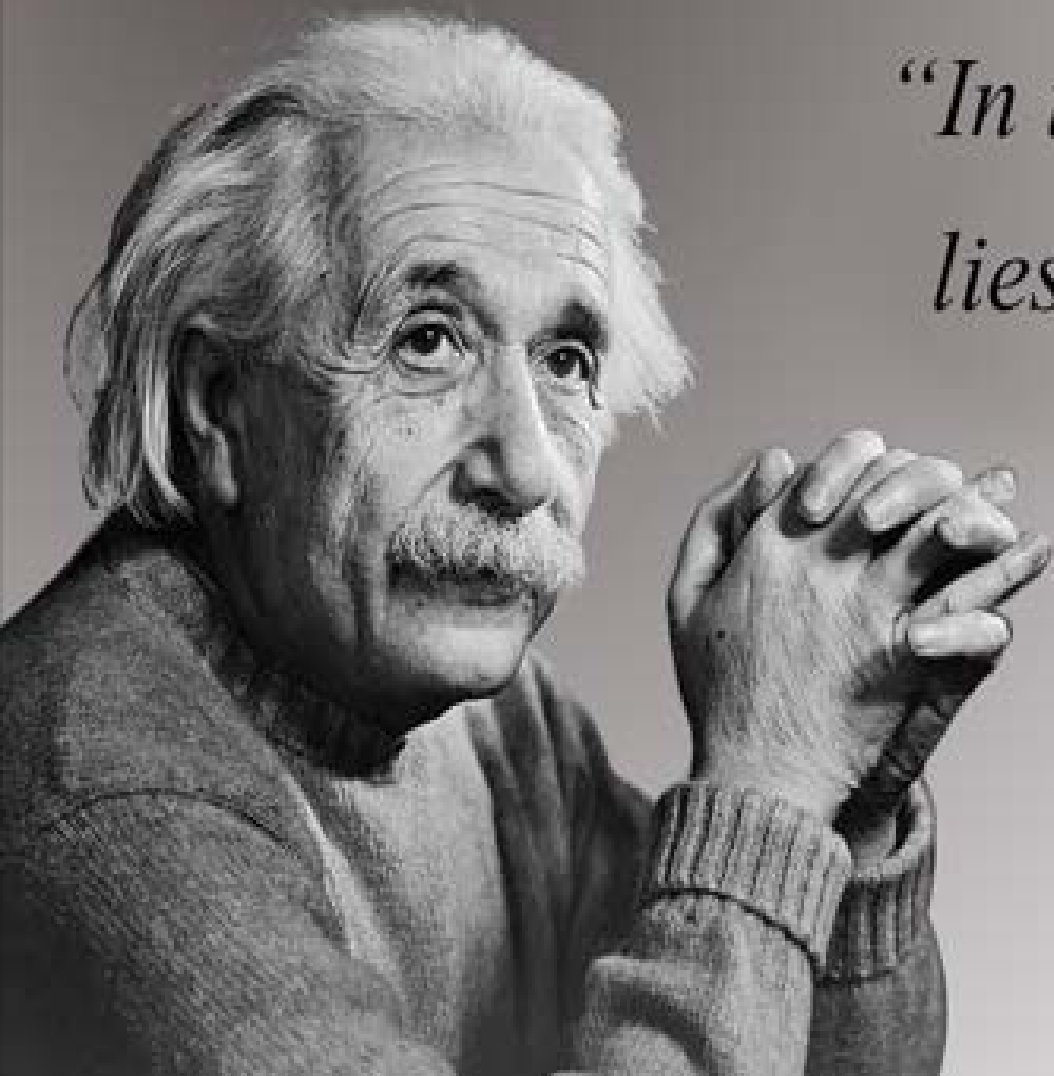
A horizontal brown branch is shown against a solid teal background. Along the branch, from left to right, are the following stages of a monarch butterfly's life cycle: a small caterpillar with yellow and black stripes; a bright yellow chrysalis; a dark brown, segmented pupa; a monarch butterfly with its wings partially spread, showing yellow and black patterns; a monarch butterfly with its wings fully spread, showing the characteristic orange and black pattern; and finally, a monarch butterfly with its wings fully spread, showing the characteristic orange and black pattern. The sequence illustrates the process of metamorphosis.

Education





CREATING CUSTOMER ADVOCACY



*“In the middle of every difficulty
lies opportunity”*

- Albert Einstein

Maribel Lopez

@MaribelLopez

mlopez@lopezresearch.com

forbes.com/sites/maribellopez/

www.lopezresearch.com

P. +1-415-894-5781

C. 617-872-8631

