# Qihoo 360: A Subversive Tiger in the Internet Jungle

HPE Smart City
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communication with the HPE plactorm

Information analysis through domain specificapplications.

 Enabling management of individual lights and monitoring of environmental conditions for hundre lighting plant operation.

 Increased power efficiency, public safety and ease in deployment of future municipality

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#### Conclusion

 Between 4-5 billion smort devices are expected by 2017.

- Promising return on investment opportunities through monitoring and automation through IoT enabled services.
- The challenges of loT are inline with the walk appear of greating of MDE.

#### HPE IoT Platform

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Internet of Things (IoT)

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- The challenges of loT are inline with the 4 main areas of expertise of HPE.

#### HPE IoT Platform

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Internet of Things (IoT)

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# Internet of Things (IoT)

- System consisting of any**thing** identifiable by an assigned unique ID and capable of autonomously transmitting information over a network.
- Autonomous referring to its own ability of generating content and sending it over a network.
- Smart Health monitoring devices
- Information transmitting sensors of all kinds
- Physical objects in general can be extended to be "smart" by having an electronic attachment that is able to perform the aforementioned activities.

#### IoT Enablers

- 90 % of the earth has some form of internet connectivity
- IPv6 has the capacity to provide unique IP Address to every atom on the earth's surface
- ■Electronics, communication software and network infrastructure are in-place and can be utilised with significantly reduced cost compared to previous years (IoT concept born in 1999)

## IoT Challenges

- Security of individual components due to usually their limited computing capabilities. Jeopardising truthfulness of data.
- Currently, most web data is human generated;
   Larger scale IoT adoption will result in huge amounts of content that needs to be analysed into actionable information in a timely manner.
- Overall network security and use privacy in futuristic scenarios like smart cities where control automation is in-place.

# HPE's Areas of Expertise

- Transformation to hybrid infrastructure
- Protection of digital enterprises
- Empowerment through Data-Driven Analytics
- Enhancement of Workplace productivity

### CSP Interest in IoT

- CSPs are striving for leadership in M2M and IoT communication due to the expected huge growth of connected devices in foreseeable future across different industries.
- CSPs are looking for new revenue opportunities and are more likely to win the IoT field compared to OTT players as the have more expertise in the network infrastructure field.
- CSPs will, however, need to adapt and compete in the market and are likely to seek collaboration for joint solutions.

# **HPE IoT Platform**

- ■Enables a joint effort between CSPs and HPE to provide a loT architecture to CSP clients
- Can be fully deployed on the cloud, CSP premise or in a hybrid manner
- Development of new applications on top of the platform for target IoT interested sectors. (HPE Energy Management Pack)

- HPE Smart City■IP connectivity between street lamps to enable communication with the HPE platform
- Information analysis through domain specific applications
- Enabling management of individual lights and monitoring of environmental conditions for tuning lighting plant operation.
- Increased power efficiency, public safety and ease in deployment of future municipality projects