



IoT in Action

Dec 18 | Shenzhen

#IoTinActionMS



IoT in Action, Shenzhen, Dec 18 - Event Agenda

Session	Speakers
9:20AM - 9:25AM Executive Welcome:	Shirley Strachan, General Manager IoT Device Experience Sales, APAC Region, Microsoft
9:25AM - 9:35AM Speech by Shenzhen Government Leader	
9:35AM - 10:00AM Executive Keynote: This session will outline what Microsoft's \$5B investment in IoT means for your IoT business vision.	Shirley Strachan, General Manager IoT Device Experience Sales, APAC Region, Microsoft
10:00AM - 11:00AM Executive Keynote: Microsoft is providing Intelligent cloud, intelligent edge to the world which is more and more like a computer. With Cloud service more and more deployed into real business and people's mindset, Microsoft see the opportunity coming with Intelligent Edge as well. 20B IoT device will be build by CY2020. Most of the Edge IoT device will be Intelligent, how Microsoft drive the tide of IoT&AI in the Silicon valley of China, Shenzhen Harry Shum, EVP of Microsoft, lead of Microsoft research and Bing service, will share how Microsoft is enabling partners across the IoT value chain with AI, Intelligent cloud, Intelligent Edge.	Harry Shum, Executive Vice President, AI & Research, Microsoft
11:00AM - 11:45AM Intelligent Edge and Intelligent Cloud: How do you accelerate IoT and optimize opportunities to grow revenue and profitability? Success in IoT requires a mindset in innovation, in business model and in partnership. Microsoft is enabling partners across the IoT value chain to design, build and scale repeatable IoT solutions from edge to cloud. Addressing the Challenges of IoT Security with Azure Sphere: Learn how organizations around the world are building and securing the next generation of end-to-end IoT solutions. Learn how you can simplify your IoT journey, secure your solutions from device to the cloud and take advantage of more choice and openness to create enterprise-grade IoT and edge solutions.	Intelligent Edge and Intelligent Cloud: Crystal Ju, Senior Program Manager, Azure, Microsoft Addressing the Challenges of IoT Security with Azure Sphere: Josh Nash, Principal Product Planner, Azure Sphere, Microsoft
Morning Break 11:45AM - 12:15PM	
12:15PM - 12:45PM Building Intelligent Edge Solutions with Microsoft IoT and other Technology Programs: Learn how innovations in IoT Edge technologies, Cognitive Services and Artificial Intelligence can be easily leveraged to enhance IoT solutions – from simple to complex scenarios. Learn how Distributors, SIs and OEMs can work together to design, build and deploy scalable, repeatable solutions.	Joe Lin, , Greater China Region Lead, IoT Cloud Solutions, Microsoft; Tim Zhan, Cloud Solution Architect, Microsoft Guest Speaker: Ben Kotvis, Managing Architect, Blue Metal
12:45PM - 1:15PM The 4 Steps of Digital Transformation: Learn about the four stages of digital transformation which companies go through as they leverage the capabilities of the Intelligent Cloud and the Intelligent Edge. Learn how to develop profitable, sustainable and scalable business models in a variety of partnership and commercial scenarios. Learn how to save money for you and your customers, and how to monetize new opportunities.	Crystal Yin, Sr. Sales Manager, IoT Device Experience, Microsoft Guest Speaker: Alex Dai, VP, Jimi



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<p>Lunch Break 1:15PM – 2:15PM</p>	
<p>2:15PM - 4:30PM</p> <p>Transforming Your Business: Building on the morning keynote, learn how other companies have approached business model transformation, and learn how the four stages of digital transformation can apply to your organization. Discuss issues and ideas with a panel of industry experts.</p>	<p>Crystal Yin, Sr. Sales Manager, IoT Device Experience, Microsoft;</p> <p>Johnson Tao, Principle Solution Specialist, IoT Device Experience, Microsoft</p> <p>Guest Speakers:</p> <p>Andy Lee, Intelligent Computing Atlas Product Director, Huawei+Way Li, Director of Business development, Yitu – Azure IoT Edge+AI</p> <p>Ken Yip, CEO, Perspicace – Smart Home</p> <p>Wenbin Cao, CTO, Gump Come – Smart Retail</p> <p>Colin Yu, VP, Envison- Smart Energy</p>
<p>2:15PM - 5:15PM</p> <p>Building Your Intelligent Edge - We dive into recent Microsoft IoT Product innovations, from intelligent edge to intelligent cloud, and advancements in AI that create new reference architecture opportunities.</p> <p>Azure IoT Solution Accelerators, IoT Central, IoT Hub and IoT Edge Tim Zhan, Cloud Solution Architect, Microsoft</p> <p>Azure Stream Analytics Jie Su, Senior Program Manager, Microsoft;</p> <p>IoT Edge, AI & ML Tim Zhan, Cloud Solution Architect, Microsoft</p> <p>Windows 10 IoT Core Fei Zhou, Senior Software Development Engineer, Microsoft</p> <p>Azure Stack Tim Zhan, Cloud Solution Architect, Microsoft</p> <p>ESP32 in Azure IoT practice Scott Liu, Software Engineer, Microsoft</p>	<p>Azure IoT Solution Accelerators, IoT Central, IoT Hub and IoT Edge Tim Zhan, Cloud Solution Architect, Microsoft</p> <p>Azure Stream Analytics Jie Su, Senior Program Manager, Microsoft;</p> <p>IoT Edge, AI & ML Tim Zhan, Cloud Solution Architect, Microsoft</p> <p>Windows 10 IoT Core Fei Zhou, Senior Software Development Engineer, Microsoft</p> <p>Azure Stack Tim Zhan, Cloud Solution Architect, Microsoft</p> <p>ESP32 in Azure IoT practice Scott Liu, Software Engineer, Microsoft</p>
<p>2:15PM - 5:00PM</p> <p>IoT and AI – the new power couple Stanley Li, Senior Product Marketing Manager</p> <p>AI Tools and Platform Scarlett Li, Senior Program Manager, Microsoft Research</p> <p>New Speech Services and IoT Lit Li, Principle Technical Evangelist</p> <p>Bot Services, Cognitive Services, and IoT Jacky Wu, Technical Evangelist</p>	<p>IoT and AI – the new power couple Stanley Li, Senior Product Marketing Manager</p> <p>AI Tools and Platform Scarlett Li, Senior Program Manager, Microsoft Research</p> <p>New Speech Services and IoT Lit Li, Principle Technical Evangelist</p> <p>Bot Services, Cognitive Services, and IoT Jacky Wu, Technical Evangelist</p>
<p>Available starting from 11am</p> <p>Partner-Customer Matchmaking Available Throughout Day: Use our online Matchmaking Tool to meet partners and customers who are looking for new partnership opportunities to design, build and deploy new IoT solutions.</p>	
<p>All-Day</p> <p>Sponsored Partner Solution Showcase: Explore our Partner IoT Solution Showcase that will demonstrate the strength in innovation the Microsoft IoT Partner ecosystem is driving in key verticals in collaboration with Microsoft partner ecosystem.</p>	

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IoT in Action, 深圳, 12月18日- 活动议程

Session	Speakers
9:20AM - 9:25AM 致词	Shirley Strachan, 微软物联网亚太区销售总经理
9:25AM - 9:35AM 政府官员致词	
9:30AM - 10:00AM 致词与主题演讲 本次大会主旨演讲将突出介绍微软在物联网方面高达50亿美元的投资对您的物联网商业计划带来的重大意义与新的物联网发展机会。	Shirley Strachan, 微软物联网亚太区销售总经理
10:00AM - 11:00AM 主题演讲 微软一直以来向社会提供的智能云和智能边缘技术日渐增加。随着云服务越来越多地被应用到实际的商务活动中, 同时还影响着人们的思维观念, 微软发现智能边缘技术同样迎来了这样的机会。到2020年, 200亿物联网设备将会建成, 届时大部分物联网设备将实现智能化。微软如何在中国硅谷——深圳, 实现将物联网与人工智能结合的浪潮 Harry Shum, 微软全球行政副总裁, 微软研究院Bing服务带头人, 将与您分享微软是如何赋能合作伙伴跨越物联网价值链实现与人工智能、智能云和智能边缘技术的合作	沈向洋博士, 微软全球执行副总裁, 微软人工智能及微软研究事业部负责人
11:00AM - 11:45AM 智能边缘和智能云 如何刺激物联网和高效利用机会增加收益? 要想在物联网领域取得成功, 需要创新, 需要融入商业模式还需要合作。微软赋能合作伙伴, 跨越物联网价值链, 从实施计划、创建到实现可循环利用的从边缘到云端的专业物联网解决方案。 Azure Sphere协同应对逐渐加剧的物联网安全挑战 学习世界上各类组织如何创建和保护下一代端到端的物联网解决方案。学习如何简化您的物联网“旅程”, 并保护您从设备端到云端的解决方案, 抓住更多的机会和开放性创建企业级的物联网和边缘解决方案。	智能边缘和智能云: 巨晶, 微软工业物联网高级项目经理 Azure Sphere协同应对逐渐加剧的物联网安全挑战: Josh Nash, 微软Azure Sphere首席产品经理
茶歇与交流 11:45AM - 12:15PM	
12:15PM - 12:45PM 利用微软物联网技术和其他技术方案创建智能边缘解决方案 学习如何使用物联网边缘技术、认知服务和人工智能方面的创新用于丰富物联网解决方案, 实现解决方案从简单到复杂场景的深入。同时学习如何让各个环节角色相互合作, 共同设计、建立并实现大规模、可循环解决方案的部署。	Joe Lin, 微软云解决方案大中华区经理 詹文平, 微软云架构师 特邀演讲人: Ben Kotvis, Blue Metal主管工程师
12:45PM - 1:15PM 数字化转型的4大步骤 让公司掌握在运用了智能云和智能边缘技术后掌握数字化转型的4大步骤。学习如何利用合作伙伴关系和商业场景建立更具盈利能力、更稳定和更具规模商业模式。了解如何为企业和客户节省成本, 将机遇转化为资本。	尹冰, 微软物联网亚太区销售总监 特邀演讲人: 戴文, 几米集团市场总监

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Session	Speakers
午餐 1:15PM – 2:15PM	
2:15PM - 4:30PM 《携企业转型》 ：基于此前主题演讲的内容，学习其他公司如何开展商业模式的转型；转型的4大步骤如何运用在您的企业中。将转型中的问题和想法与行业专家进行讨论。	尹冰，微软物联网亚太区销售总监 陶强，微软首席解决方案专家 特邀演讲嘉宾：李超洋，智能计算Atlas领域产品总监, 华为+ 李玮, Yitu - Azure IoT Edge + 人工智能 叶伟, 首席执行官, 百芝龙- 智能家居网 曹文斌, CTO 及联合创始人, 甘来- 智能零售 余海峰, 副总裁, 远景智能- 智能能源
2:15PM - 5:15PM 《建立您的智能边缘体验》 ：经过对近期微软物联网产品创新的深入研究，从智能边缘到智能云板块，以及AI方向上的进展，我们得到了新的相关架构的启示。 Azure IoT Solution Accelerators, IoT Central, IoT Hub and IoT Edge 詹文平, 微软云架构师 Azure Stream Analytics 苏洁, 微软资深产品经理 IoT Edge, AI & ML 詹文平, 微软云架构师 Windows 10 IoT Core 周飞, 微软高级软件工程师 Azure Stack 詹文平, 微软云架构师 ESP32 in Azure IoT practice 刘治宇, 微软软件工程师	Azure IoT Solution Accelerators, IoT Central, IoT Hub and IoT Edge 詹文平, 微软云架构师 Azure Stream Analytics 苏洁, 微软资深产品经理 IoT Edge, AI & ML 詹文平, 微软云架构师 Windows 10 IoT Core 周飞, 微软高级软件工程师 Azure Stack 詹文平, 微软云架构师 ESP32 in Azure IoT practice 刘治宇, 微软软件工程师
2:15PM - 5:00PM 物联网和人工智能结合的新时代 李冕, 资深产品市场经理 人工智能工具和平台 李东冰, 微软研究院资深项目经理 全新的语音服务与物联网 李婷, 首席架构师 对话服务、认知服务与物联网 武帅, 技术顾问	物联网和人工智能结合的新时代: 李冕, 资深产品市场经理 人工智能工具和平台: 李东冰, 微软研究院资深项目经理 全新的语音服务与物联网: 李婷, 首席架构师 对话服务、认知服务与物联网: 武帅, 技术顾问
11am开始 合作伙伴与客户媒合交流会 利用我们的线上媒合交流工具来认识新的合作伙伴与客户进行交流，从而有效的创建并部署新的物联网解决方案。	
全天 赞助商解决方案展示 展示来自合作伙伴关于物联网解决方案的案例，也展示了微软物联网合作伙伴生态的创新力量，以及创新对合作生态中关系的重要性。	