



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
Morning Break 11:00AM – 11:20PM	
11:20AM - 12:00AM 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
12:00PM - 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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Lunch Break 1:15PM – 2:15PM	
<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>Jianfeng Yan, Product Director, 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 - 5:15PM</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>Cognitive Services and IoT Lit Li, Principle Technical Evangelist</p> <p>Clobotics AI Solutions Zhao Li, Co-founder & CRO, Clobotics</p> <p>Bot 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>Cognitive Services and IoT Lit Li, Principle Technical Evangelist</p> <p>Clobotics AI Solutions Zhao Li, Co-founder & CRO, Clobotics</p> <p>Bot Services and IoT Jacky Wu, Technical Evangelist</p>

Available starting from 11am

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.

All-Day

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.