

THE INTERNET OF THINGS FOR SOFTWARE PROFESSIONALS

Join us for this 2-day course in Heidelberg, Germany
November 11th-12th, 2015!

You've been hearing all the hype around the Internet of Things (IoT) for months or even years, but do you understand what it means for your product, company and career? Do you need insight into both the critical business and technical aspects of one of today's most disruptive technologies?

This 2-day course, taught by global software industry veteran, Greg Prickril, will give you an understanding of both the business opportunities and technological challenges presented by the IoT to organizations around the world. After taking the course, you will be able to:

- Describe the key technologies and architectural components that underlie the IoT stack
- List the key IoT scenario archetypes and describe real-world use cases that are disrupting markets globally and changing the lives of millions
- Explain the key business aspects of the IoT and identify the most compelling business opportunities for you and your company
- Enjoy your expanded professional network of people from around the world with interests and challenges similar to yours

Whether you're completely new to the topic or have already begun working with the IoT, this course will quickly give you the subject matter expertise and real-world insight you need to make a major contribution to virtually any IoT initiative, regardless of industry or sector. A balance of theory and practical knowledge provide you a framework for holistically understanding this disruptive technology and the impacts it's having on people and organizations around the globe.



In a 15-year career shipping software at **IBM, Microsoft and SAP**, Greg Prickril, a strategic product management **consultant, coach and trainer** is also a subject matter expert in smart cities and other IoT scenarios. Greg is on the board of the International Software Product Management Association (ISPMA), curator of SPMResources.com, and regularly writes about strategic product management topics on his [SPM Intersections](http://SPMIntersections.com) blog. Find more information at www.prickril.com.



Microsoft



THE COURSE

This 2-day course is given in English and costs €2,100 (plus VAT). *Anyone* who is interested in the impact of IoT on software product development from a business and technology perspective is invited to attend. While there are no strict prerequisites for the course, some understanding of technology and software product and solution development is recommended



Agenda

DAY 1

- Foundations and History
- Key Scenario Archetypes
- Technology
 - Reference architecture
 - Communication
 - Sensors
 - Major players

DAY 2

- The Business of IoT
 - IoT Market Overview
 - Business Models
 - Key Challenges
- Use Case Deep Dives
- IoT Analytics
- Designing Solutions for IoT
- Preparing the Organization for IoT

Who should attend?

- **New and experienced product managers** interested in understanding the business and technology aspects of IoT and how it can impact their product strategy
- **Software engineering professionals** like architects, developers and quality professionals interested in enhancing their technical knowledge with an understanding of the key business impacts of IoT
- **Executive leadership** of software and solutions companies assessing the potential impact of IoT on their business
- **Entrepreneurs** interested in identifying the most compelling business opportunities related to IoT
- **Other professionals** working in the area of IoT who need a thorough yet approachable explanation of its most important aspects

Course Benefits

- Comprehensive, up to date knowledge of the most important business and technical aspects of the Internet of Things
- Participants receive an **exhaustive list of references** from Greg's ongoing research of all things IoT, including books, blogs, videos and articles
- Certificate of Attendance and optional Certificate of Mastery (requires passing grade on optional test given at the end of the course)
- Become a **member of Prickril Consulting's Alumni Network**, providing you ongoing access to special resources and, Alumni-only events