EUROPEAN
RENTAL
ASSOCIATION

Big Data & the Internet of Things

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Please react on Twitter, @era_rental

Big Data &
The Internet of Things

wynne

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Now we have the possibility of predicting our future performance analysis

we can do data analysis of business solution future trace

Big Data. How is it changing how we do business?

Risk & Reward. What do we need to know?

Change. How are we going to use it?

Why is Big Data different from the business analytics we're used to?

Big Data

1 Volume **2** Velocity **3** Variety

Petabytes, not terabytes

Data collected minute-by-minute, not at the end of a transaction

Big data grows quickly

The difference between a steady trickle from a pipe and the might of a tsunami

Data flows from everywhere

RFID

GPS feeds

Smart meters

Sensors

Website journey mapping

Internet of things

The rise of "unstructured data"

Not all your data will come from databases, or even be under your control

Risk

"Necessity is the mother of taking chances."
— Mark Twain

Risk

Conflicting demands between individual privacy and business need

Risk

Internet of Things

You can see what your customers are doing with your equipment, not just how your equipment is performing

88% of accidents on construction sites are caused by human error

Internet of Things =

who + what + when + how

What should we do with that information?

Reward

"Big data is not about the data."

— Gary King, Harvard University

Being proactive.

Deliver the right information to the right people in the right format to let them act.

Reward: Proactive

Telemetry Data

Reward: Proactive

Telemetry Data

Mechanic Tasks

On Site Repair

Being reactive.

Streamline your business process using seamless technology integration through mobile devices.

Order
Online

Reward: Reactive

? Order Online

? Equipment Picking
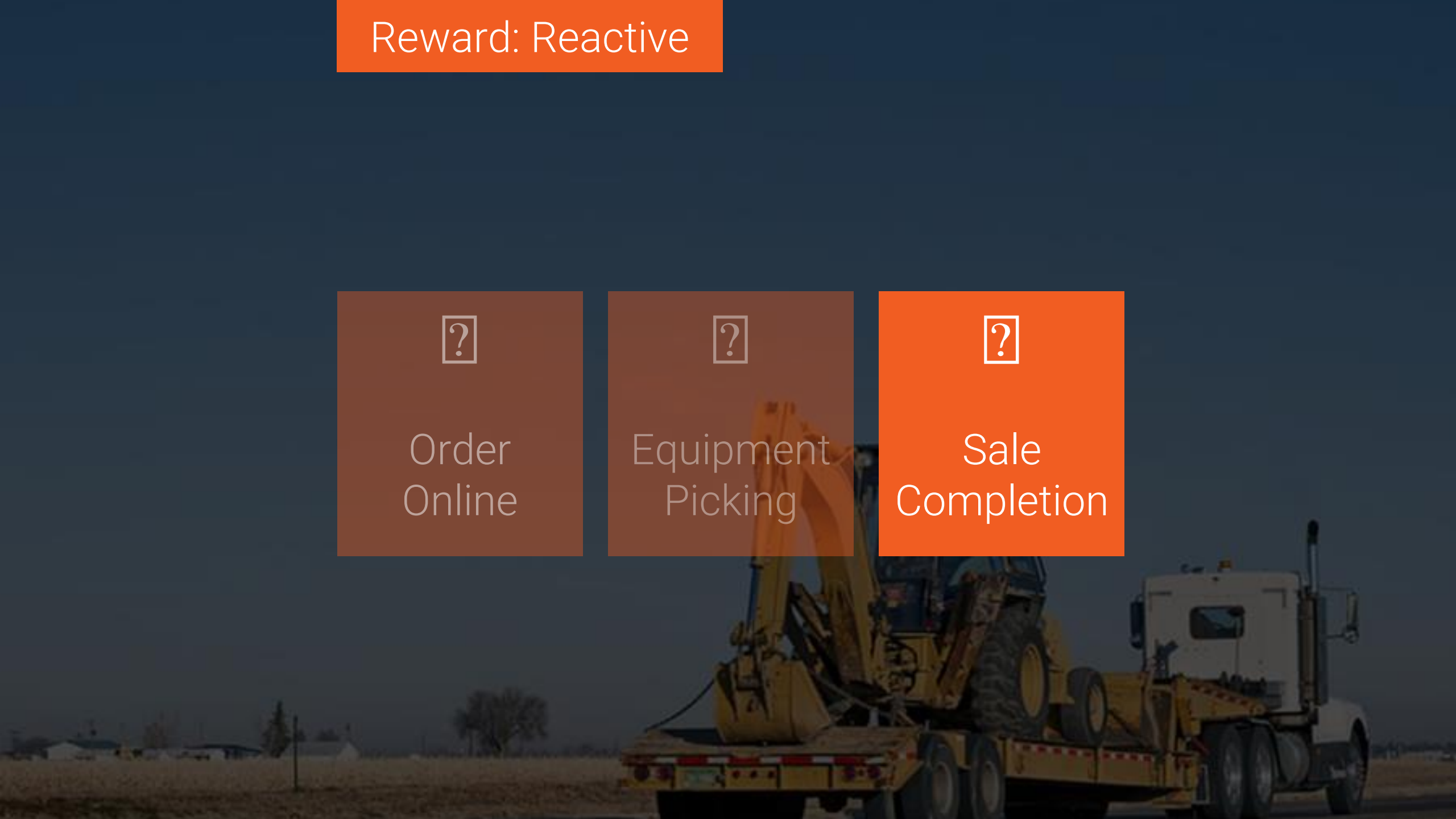
Reward: Reactive

☐? Order Online

☐? Equipment Picking

☐? Sale Completion

Change

"Change is inevitable--except from a vending machine."
— Robert C. Gallagher

IoT, Big Data & Your Business

The impact to the way you manage and review your business could be enormous.

Drive workflow.

Client needs.

Prevent attrition.

Drive workflow. Activities based on exceptions—not one process for all.

Client needs.

Prevent attrition.

Drive workflow.

Client needs. Their interaction with your website may influence your purchasing decisions.

Prevent attrition.

Drive workflow.

Client needs.

Prevent attrition. Identify dissatisfaction through social media channels.

Predictive response

Can the rental industry use big data to deploy equipment in the hours before and after a natural disaster?

? ? ?

Social Media

Some companies are currently able to predict flood water movement up to an hour before traditional monitoring techniques.

Defining boundaries

How do we define the appropriate boundaries of privacy, safety and efficiency, whilst never losing sight of the phenomenal business advantages that these technologies can deliver?

Thank you.

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