

# Microsoft Inspire

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Digital event

## Engaging the IoT Metaverse for business growth

Speakers:  Lakecia Gunter | Microsoft  Brad Haczynski | Intel  Philip Morris | Mariner

### **Brad:**

Welcome everyone and thank you for joining us in today's session, engaging the IoT Metaverse.

I'm Brad Haczynski, the Vice President and General Manager of IoT Global Sales here at Intel Corporation. I'm a white male with short hair wearing red white and blue striped shirt.

In my home office, you'll see two guitars behind me, representing my love and passion for music. It's a pleasure to be joined here with Lakecia Gunter, the Vice President and General Manager of IoT Global Channel Sales at Microsoft.

I'm thrilled to be here at Inspire, what an event this is. Today will we be talking about the Metaverse and digital transformation, and more specifically, how our partners and ecosystem can continue to evolve their business and not just succeed, but thrive.

We hear a lot about Edge to Cloud and connected devices. The IDC predicts that by 2025, there'll be 55.7 billion connected devices, which has immense potential to drive great value for customers and even better experiences for end-users. But to realize that value, it requires an evolution of connected devices to connected environments to connected ecosystems.

In a few minutes, we will have one of Microsoft and Intel's joint partners, Mariner, talk to us about how they're supporting their customers on this journey.

But first I'd like to welcome Lakecia.

Lakecia, I've teased the audience with the phrase of Metaverse. What's your vision of Metaverse and how will it impact industries around the globe?

**Lakecia:**

Brad, it is such a pleasure to be here with you today.

I'm Lakecia Gunter. I'm an African-American woman with long brown hair and I'm wearing a pink blazer with a white top.

Brad, I'd tell you, it's been a while, but again, so glad to be here with you today to talk about the Metaverse. We see the Metaverse as an emerging phase of IoT deployments that allows businesses to create their physical spaces with the power of the cloud. By using Digital Twin technology, companies cannot only map their physical assets into the digital world, but they can begin to run a whole series of transformational workloads, like monitoring, simulation, and prediction. The implications of this are tremendous.

Businesses are able to use machine learning, not just to track data, but to identify patterns and make accurate predictions. It allows companies to visualize the future. Imagine the impact, Brad, if companies could use the Metaverse to predict when a piece of equipment is about to break down. Not only would they be able to fix problems before they occur, they will be able to optimize energy use, reduce downtime, and realize significant cost savings. That's a huge win.

These are the types of scenarios we're exploring with Digital Twins, and we're increasingly seeing customers integrate this technology. It is a massive growth area for our partners to consider.

By 2026, we anticipate this market to grow at a CAGR of 58 percent to a total market of \$48 billion. That's huge.

**Brad:**

Wow, Lakecia you're spot on.

Really, this is about moving connected devices into connected environments and ecosystems. What a fantastic opportunity for our partners to deliver more value.

How is Microsoft helping partners on their journey to the Metaverse and beyond?

**Lakecia:**

So glad you asked that question, Brad.

We're enabling the Metaverse through Microsoft's complete technology stack of Azure IoT offerings, and of course, our deep partner relationships. We're the only company who can bring all of these offerings together, and over time, our ambition is to combine these different layers of the Metaverse together in a more seamless and integrated way.

Our commitment is simple; we want to make this as easy as possible for you, our partners. The good news is, anyone can start now. With so many possibilities, there's no fixed starting point or requirement to have all the

different technology layers. You can begin on a level that makes sense for you and your organization.

As you begin to think about what the Metaverse could do for your business and your customers, know that we're here for you every step of this journey, both Intel and Microsoft, we have experts at the regional and global level to help guide partners, and that is our commitment to work together, to win together.

Brad, love to hear your thoughts here.

**Brad:**

I couldn't agree more on a couple of points you've just made. First is the value of partnership. On a journey as complex as the Metaverse, no one of us can do it alone. It takes a tremendous amount of collaboration across many partners to deliver an outcome for an end-user.

To facilitate this collaboration, at Intel, we have the Intel Partner Alliance Program, which provides benefits tailored to the needs of many types of partners across the entire value chain of IoT. This includes capabilities like the Intel Partner University for education on the latest products and technology trends, as well as the Intel Solutions Marketplace to showcase leading-edge partner offerings.

In the Intel Solutions Marketplace, you'll find over 500 Intel IoT Market Ready Solutions and RFP Ready Kits, which are built by our partners to accelerate scale and repeatability of end-to-end IoT solutions.

To date our MRS and RRK programs have logged over 30,000 deployments spanning 150 countries and over 92 percent repeatability rate. All prove that partnership is truly the secret to unlocking IoT scale.

The other thing I'd like to reinforce is the Intel and Microsoft's commitment to help our partners on this journey to the Metaverse. No matter what role you play or what stage you find yourself in, we will meet you where you are and help you achieve your objectives through the combined technologies and expertise. [theintelligentedge.com](https://theintelligentedge.com) is where we're bringing Intel Edge and Azure IoT Solutions available today to the market and providing a platform for our partners to accelerate their business.

Lakecia, you and I both know we could talk for hours about our partners, but I'd much rather introduce one of them to tell their own story.

We're thrilled to be joined here by Phil Morris from Mariner, an Intel Market Ready Solutions partner and the Microsoft IoT Partner of the Year from 2020. Welcome, Phil.

**Phil:**

Thanks, Brad and Lakecia.

It's great to be here, I truly appreciate your continued support. Hello all. I'm Phil Morris, CEO of Mariner, I'm a white male with brown hair and a gray goatee. I'm wearing a brown jacket over a blue shirt, and I'm in my bedroom office. There's an orchid over my right shoulder.

Mariner, as you've heard, is the Microsoft IoT Partner of the Year from 2020. We're Intel Market Ready Solution approved and we're delivering digital transformation at scale.

At Mariner, we provide manufacturers with technology solutions that take full advantage of IoT, AI, and deep learning to improve operational effectiveness and reduce the total cost of quality.

We recently closed a deal to implement our Spyglass Assembly Verification solution with a major truck manufacturer. Every truck is highly-customized and a high-valued product. Since each customer's needs are unique, specifications vary widely which creates assembly challenges. Before Spyglass Assembly Verification, workers assembled truck bodies by following traditional ways, the way which it's been done for years, manually. With Spyglass Assembly Verification, we help them blend their digital engineering drawings with their bill of materials from ERP and brought that to the assembly line. Powered by deep learning, computer vision is now able to verify that the features of a given truck match the customized design.

This may sound simple, but it's a big deal, literally. Imagine huge truck bodies pulled from assembly station to station on the line. If a mounting bracket is left out on station 1, we're going to have trouble when we can't mount a fuel tank on station 8 and it necessitates an enormous amount of rework and assembly line disruption.

Our solution is a great example of the value of connecting Edge and Cloud technology together to deliver digital transformation. Utilizing Intel Compute across Azure Stack Edge Pro and Azure Cloud Services as well as Intel OpenVINO and Azure IoT, we're able to take customers beyond just connecting assets towards connecting environments and ecosystems to drive even more value.

As Mariner continues on our journey into the Metaverse, technologies like Azure Digital Twin and Azure Percept provide new ways to drive digital transformation. Working with Intel and Microsoft have allowed us to build world-class solutions for our customers. Programs like the Intelligent Edge and Intel Market Ready Solutions have given great ways to help customers discover how our innovations can help them deliver better outcomes.

For more information, please feel free to reach out to me directly.

Brad and Lakecia, thanks for having me.

**Brad:**

Thanks, Phil. What a great example of the value of partnerships driving new business in new ways technologies can be used to drive innovation, from connected production lines to connected factories, to connected network of factories, this is a clear path of the Metaverse journey.

**Lakecia:**

Phil, we really appreciate you joining us today. I am always impressed with how Mariner continues to raise the bar in the manufacturing innovation, and I can't wait to see what you're able to achieve as you embrace Digital Twins and the Metaverse.

Brad, thank you as always, my friend, for inviting me to join you to talk about the Metaverse and all the ways Intel and Microsoft continue to lead the technology industry together.

**Brad:**

Thank you, Lakecia. It's truly an honor to be here with you, and thank you to all of the partners for joining us.

To learn more about the programs we've mentioned today, check out the resource links. I especially encourage you all to visit [theintelligentedge.com](https://theintelligentedge.com) to learn more about how partners like yourselves have helped their customers create amazing solutions on a foundation of Intel Edge and Azure IoT technologies.

Have a great day and enjoy the event.