



Welcome Geniuses!

January 20, 2018 | The Langham Luxury Hotel, Chicago, IL

Thank You Sponsors!



Platinum



Gold





January 20, 2018 | The Langham Luxury Hotel, Chicago, IL



Luis Alvarez Alvarez Technology Group

January 20, 2018 | The Langham Luxury Hotel, Chicago, IL



IoT Managed Services: *The Art of the Possible*

January 20, 2018 | The Langham Luxury Hotel, Chicago, IL

Who & Why



Luis M. Alvarez
President & CEO
Salinas, California
Founded in 2001



ENABLING
GREAT
ORGANIZATIONS
TO ACCOMPLISH
BIG
THINGS
USING TECHNOLOGY

Company at a Glance



- **Started as an IT Services focusing on local SMB clients**
- **\$1 million in revenue after second year**
- **Embraced Managed Services in 2006 to focus on monthly recurring revenue (MRR)**
- **Today, 70% of revenue is MRR, over \$4 million a year**



Defining “Managed Services”

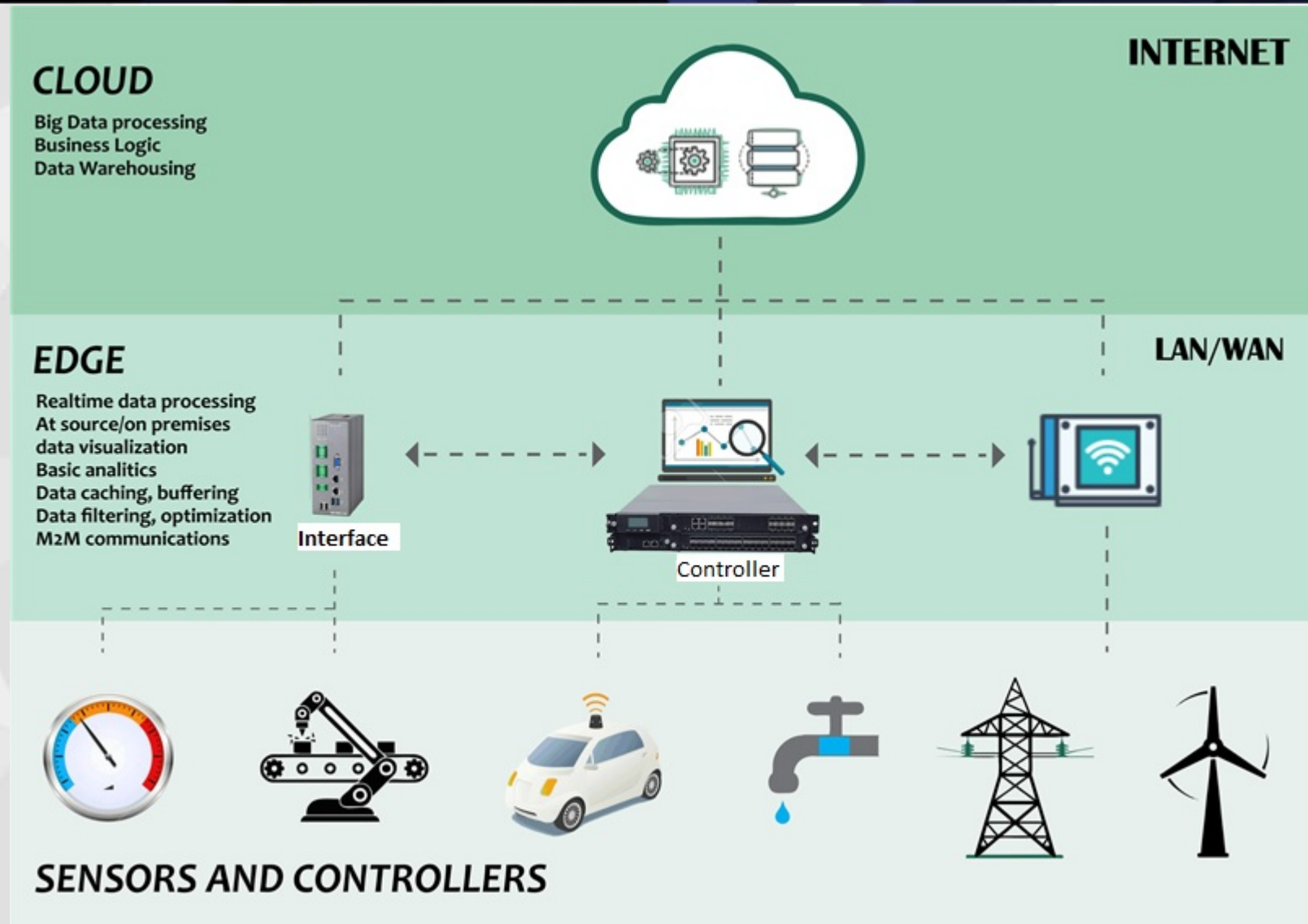


The practice of outsourcing on a proactive basis the responsibility for the management of a given set of services or systems

There are many kinds of Managed Services Providers (MSP):

- **Information Technology**
- **Security (Physical & Cyber)**
- **Cloud-based Services**

MSP Opportunities in IoT






MSP Opportunities in IoT



- **Systems Integration**
- **Data Transparency & Exploitation**
- **Managed Services**
- **\$152+ Billion Opportunity**

We participate in a large market

Business	Category	Products	WW TAM '17 (\$B)	Gross margins ³
 Hybrid IT	Volume	Rack Servers, Multi-Node Servers, Tower Servers	\$38	< 20%
	Value	HPC & MC Servers, Blades Servers, Hybrid Flash & HDD Array, DC Networking	\$64	20 - 40%
	Growth ¹	All Flash Array, Hyperconverged, Composable Infrastructure, NewStack	\$10	> 40%
 Intelligent Edge	Core	Wireless LAN, Access, Aggregation & Core Switching (LAN)	\$22	55 - 65%
	Adjacencies ²	Industrial IoT (HW & Platforms), SD-WAN and Cloud Managed WLAN, Edge Security	\$6	25 - 55%
 Services	Consulting	Advisory and Professional Services	\$54	25 - 30%
	Support	Operational Services	\$62	55 - 65%



Source: IDC / Hyperion / Gartner / 650 Group, Sep 2017.
 Notes: 1) Synergy / Composable and NewStack TAMs overlap with other TAM across other categories and have not been independently sized 2) Adjacencies include Aruba estimates for addressable Industrial IoT market by use cases and technology components 3) Industry margins based on current gross profit margins of representative businesses



Case Study:



MONTEREY BAY
ALTERNATIVE MEDICINE

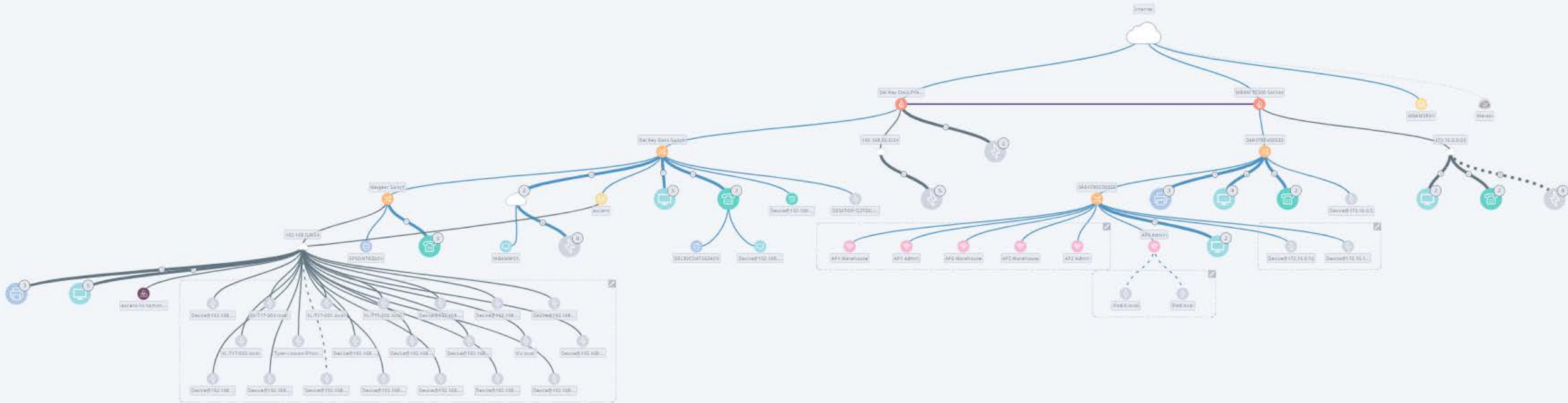
MBAM



Welcome To Monterey Bay Alternative Medicine



MBAM

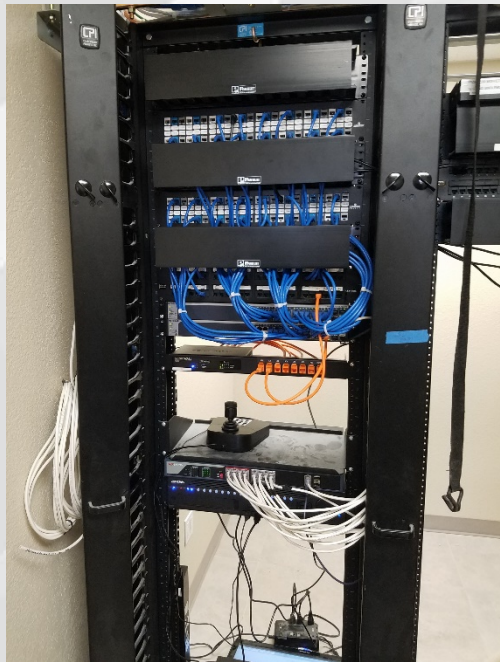


152 devices

35 Systems (PCs, servers, etc.)

Point of Sale – Wireless Access Points – VoIP Phones – ATM Machines

MBAM





**Perfection is the
Enemy of Progress**



January 20, 2018 | The Langham Luxury Hotel, Chicago, IL



Josh Linkner

January 20, 2018 | The Langham Luxury Hotel, Chicago, IL



January 20, 2018 | The Langham Luxury Hotel, Chicago, IL



Download the app and play!

Gamification Code: SRV116

Thank You Sponsors!



Platinum



Gold





Welcome Geniuses!

January 20, 2018 | The Langham Luxury Hotel, Chicago, IL



Download the app and play!

Gamification Code: KKV730