

# Table of Contents

|  |     |
|--|-----|
| Table of Contents .....  | i   |
| FOREWORD.....  | iii |
| INTRODUCTION .....   | ix  |
| CHAPTER 1: DEFINITIONS AND DYNAMICS FOR ANALOG LEADERS .....                     | 1   |
| CHAPTER 2: WHAT IS CHANGING? WHAT CAN YOU DO ABOUT IT? ....                      | 21  |
| CHAPTER 3: DIGITIZATION STRATEGY: THE IoT <sup>4</sup> METHODOLOGY .....         | 37  |
| CHAPTER 4: IOT <sup>4</sup> METHODOLOGY START POINT: YOUR CUSTOMERS              | 55  |
| CHAPTER 5: STEP 1: MAKING YOUR ANALOG PORTFOLIO IOT-COMPATIBLE .....             | 63  |
| CHAPTER 6: STEP 2: DEFINING OFFERING DIFFERENTIATION STRATEGIES .....            | 125 |
| CHAPTER 7: STEP 3: CHOOSING THE MOST RELEVANT BUSINESS MODELS .....              | 139 |
| CHAPTER 8: STEP 4: FROM CUSTOMER EXPERIENCE TO DIGITAL SAVVY ORGANIZATIONS ..... | 155 |
| CHAPTER 9: USING THE IOT <sup>4</sup> METHODOLOGY .....                          | 191 |
| CHAPTER 10: RECOMMENDATIONS EXECUTIVE SUMMARY .....                              | 207 |
| CONCLUSION .....   | 219 |
| PERSPECTIVE .....  | 227 |
| REFERENCES .....   | 235 |
| INFOGRAPHICS REFERENCES .....  | 249 |