



## WHY BUILDINGS IOT AND WHY R&D?

From Brian Turner, CEO of Buildings IOT

These are the two most common questions I have received...internally and externally. The fact is that this has been a long time coming. We have certainly seen our fair share of organizational changes in the past few years, but it never felt like we were 100% properly organized...until now. We have great companies in our portfolio and we have great people creating solutions and solving problems every day in each of those organizations.

IoT and IoE have dominated the headlines in our industry for the last two years. Our companies' collective vision is that the "o" in IoT does not represent what this industry is all about. The convergence of Information Technology and Operational Technology is the most accurate way to describe what we are doing in this industry today. This is why we use the proper, capitalized, "O"

in IOT. It may seem like a subtle difference, but it is critical to our messaging and to the successful convergence of Information Technology and Operational Technology.

Why the emphasis on Buildings? In fact, the industry broadly recognizes our industry as the Industrial Internet of Things (IIOT), but there are enough dis-

tinctive characteristics in buildings to warrant branching off from the more generalized IIOT. Don't be mistaken...the buildings business in this context also goes way beyond the traditional thinking as well. We are talking about more than human comfort, security and furniture layouts. The industries vary widely from commercial real estate to logistics to factory automation

to health care to data centers to retail to multi-family housing to education and so on. In essence, Buildings cover a lot of ground. IOT is only limited by the barriers we create in our business processes or our human need to keep things comfortable...but it doesn't need to be that way. We will look to continue pushing the envelope in all 3 of our subsidiaries providing professional IOT resources to the market.

The R&D aspect of Buildings IOT is one of the most important things we will do. There are many technologies that can be utilized today to make data more accessible to machines and humans, but there are tremendous hurdles to clear. We have seen many of the small innovative companies who have contributed a lot of technology and ideas to this industry be acquired in the last 18 months. Usually this causes the innovation to slow as the smaller companies figure out how to maneuver in the larger organization. We plan to help fill



that void of new ideas and continue the spirited innovation all industries need. It is the reason we went outside of the industry to get leaders who have built

successful products and companies to bring more fresh ideas.

Stay tuned as the folks at Buildings IOT make efforts to drive strategic thinking and product innovation in an ever changing integrated world.

*Buildings IOT launched July 31, 2018 with three companies and one unified vision. Get to know us and follow our growth at [buildingsiot.com](http://buildingsiot.com)*

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