

IoT in the Outcome Economy

The Executive Blueprint for IoT Strategy, Architecture & Value Creation

1 & 2 April 2026

The Wyndham Grand Hotel, Kuala Lumpur.



KEY LEARNING OUTCOMES

Strategy & Outcomes

- ▶ Dominate the Outcome Economy by driving measurable business value
- ▶ Distinguish true IoT solutions from simple connected products and understand the implications
- ▶ Identify and prevent the critical causes that lead to IoT initiative failure

Architecture & Technology

- ▶ Understand end-to-end IoT architecture and system integration
- ▶ Apply the four proven value pathways across products and services
- ▶ Leverage AI and analytics to enhance insights and automate outcomes

Competitive Advantage & Monetization

- ▶ Analyze competition to build and maintain sustainable market advantage
- ▶ Design high-yield monetization strategies using proven business models
- ▶ Convert IoT strategy into precise business and product requirements

Execution & Scale

- ▶ Move beyond "pilot purgatory" into scalable, enterprise-wide deployments
- ▶ Align people, processes, and technology for long-term operational success
- ▶ Transition rapidly from high-level strategic planning to commercial execution



BRUCE SINCLAIR

President, lot-Inc., USA.

EXCLUSIVE 2 + 1 TEAM LEARNING OFFER

Register 3 participants for
the price of two.

Details Inside.



MARKET OVERVIEW

Billions of devices. Trillions of dollars. This is the reality of the Internet of Things.

Yet, most organizations are still looking at the wrong map. They see a technical challenge when they should see a commercial imperative: outcomes, value, and revenue.

The scale is staggering: USD 1 trillion in spending and 40 billion connections by 2030. But a hidden crisis exists: 60% of IoT initiatives stall at the Proof of Concept stage. Trapped in "pilot purgatory," most companies fail not because the technology is broken, but because they lack a financial roadmap to scale.

This program delivers the strategic clarity and architectural frameworks to move beyond experiments into production-ready deployments. We focus on the "Trinity of Scaling"—aligning people, process, and technology—to eliminate execution risk and engineer a positive return.

IoT is no longer optional for competitive organizations—it is foundational infrastructure. The question is no longer if you should participate, but when will you be prepared to scale.

WHO SHOULD ATTEND?

- ▶ **C-Suite & Investors:** Seeking to monetize IoT, evaluate ROI, and design sustainable business models that transition from experimentation to execution.
- ▶ **Tech Professionals & Architects:** Responsible for high-level system design, platform strategy, and enterprise integration.
- ▶ **Product & Portfolio Managers:** Defining connected offerings, IoT-enabled strategy, and competitive differentiation.
- ▶ **Innovation & Transformation Leads:** Managing the strategic shift from selling physical products to delivering outcome-based services.



MAXIMIZE LEARNING IMPACT

Exclusive 2 + 1 Offer

Team learning helps translate IoT strategy into execution. Register three participants for the price of two and bridge the gap between strategy and execution collectively.

WHY YOU SHOULD ATTEND

IoT has moved beyond hype into high-stakes commercial reality. Customers ignore sensors and platforms; they demand outcomes—guaranteed, measurable results.

This program delivers the strategic edge to:

- ▶ **Escape Pilot Purgatory:** Tackle the failure patterns that stall initiatives at the Proof of Concept stage.
- ▶ **Engineer Profit:** Design outcome-based business models and monetization strategies that build sustainable advantage.
- ▶ **Architect for Scale:** Build a monetizable roadmap that aligns people, process, and technology for enterprise deployment.

ENDORSEMENT

"Bruce Sinclair helps you sell outcomes and gain a competitive advantage for achieving sustainable success. Providing powerful insights on how and when to deploy IoT, he draws on deep real-world experience guiding global businesses on their IoT journey. He delivers the practical, differentiating tools needed to transition from physical products to winning digital strategies that bring value to life. If you need a clear IoT roadmap that sets you apart from the competition, this program is essential."

— Joseph Michelli,

New York Times #1 Bestselling Author



YOUR PROGRAM DIRECTOR

BRUCE SINCLAIR

President
IoT-Inc., USA.

Bruce Sinclair is a **globally recognized** authority on the Internet of Things, bringing more than three decades of experience spanning mathematics, engineering, product development, and executive leadership in high-technology organizations. As the visionary behind the **"Outcome Economy"** framework, he has become the definitive voice for leaders seeking to move beyond IoT experimentation to create measurable business value and sustainable enterprise outcomes.

- **The Industry Authority:** Bruce is the author of three influential books that trace the evolution of value creation in connected systems. His seminal work, *IoT Inc.* (McGraw-Hill), is widely regarded as the foundational reference on outcome-driven strategy. His more recent publications, *The Private Equity Digital Operating Partner* and *The Private Equity AI Operating Partner*, reflect his mastery in linking technology decisions to business models, customer outcomes, and measurable enterprise value.
- **Silicon Valley Leadership:** Currently serving as President of IoT Inc., a Silicon Valley-based organization, Bruce leads one of the world's premier resources for companies building connected products and deploying IoT solutions at scale. His deep background includes serving as CEO of a pioneering networking company and Vice President of Marketing for a major Microsoft subsidiary, where he led high-level rebranding and market positioning.
- **A Bridge Between Technical & Commercial:** Trained as a mathematician at the University of British Columbia, Bruce possesses a rare ability to translate deep technical architectures into profitable execution. Since 2008—years before IoT entered the mainstream—he has advised organizations across global industries on how to design and monetize IoT initiatives. This hands-on experience, ranging from programming to brand leadership, continues to shape his pragmatic approach to strategy.
- **Global Thought Leader:** A sought-after international keynote speaker, Bruce has chaired the Internet of Things World and served as a co-chair for the IEEE World Forum on the Internet of Things. Over the past 30 years, he has advised organizations across virtually every industry, helping them navigate the complexities of digital transformation with dedicated focus on IoT since 2008.

Through this program, Bruce brings his pragmatism and real-world experience directly into the classroom—helping participants understand not just how IoT works, but how to architect and monetize initiatives that deliver real results in the Outcome Economy.

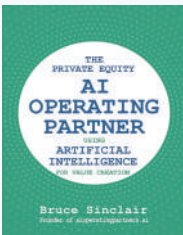
Bruce Sinclair
is the author of

TESTIMONIALS



Absolutely loved it. The best overview of IoT — from fundamentals and business strategy to practical, real-world examples.

— *Shraddha Chaplot, Cisco*



The Internet of Things is quickly turning into an Internet of Value across many market segments. I appreciated the clear, no-nonsense approach Bruce used to explain IoT and its applicability.

— *Krishna Mikkilineni, Honeywell*



Bruce explains how IoT is changing industries, business fundamentals, and customer relationships — transforming data into useful, usable, and valuable information.

— *Tanja Rueckert, SAP*

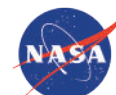
An excellent course covering all aspects of an IoT solution, with a strong focus on developing a practical IoT business case.

— *Curt Gervelis, HP*

Fantastic workshop. Bruce did an exceptional job outlining how to build an IoT business in a way that was relevant across industries and experience levels.

— *Liz Vogel, Keurig Green Mountain*

INTERNATIONAL CLIENTS



TRAINING AGENDA

Architecture & Product Strategy

- ▶ **IoT Architectural Overview:** Understand the core technologies and end-to-end structures that enable and integrate the modern IoT ecosystem.
- ▶ **Product Strategy Distinction:** Differentiate between smart, connected, and software-defined products to align your technical roadmap with market demand.
- ▶ **Hardware & Physical Constraints:** Navigate sensors, embedded systems, and physical deployment considerations to ensure long-term hardware reliability and performance.

Connectivity & The Network Fabric

- ▶ **The IoT Network Fabric:** Evaluate edge, fog, and cloud networking models to design infrastructure capable of high-performance scale and reliability.
- ▶ **Standards & Protocols:** Navigate key communication protocols across device and application layers to ensure seamless interoperability across your technical stack.
- ▶ **Enterprise System Integration:** Synchronize IoT data flows with internal IT systems and external APIs to drive operational intelligence and real-time visibility.

The Intelligence Layer: AI, Data & Security

- ▶ **IoT Analytics & AI:** Leverage big data and artificial intelligence to transform raw information into automated, optimized business outcomes and insights.
- ▶ **Cybersecurity Excellence:** Identify and neutralize security threats across the entire IoT stack—from device protection to secure network data flows.
- ▶ **Neutralizing Failure Patterns:** Analyze the common causes of project failure to successfully move beyond experimental pilots into high-stakes, scalable deployments.

The IoT Business Model Innovation

- ▶ **Pathways to Value:** Apply proven frameworks to turn raw data into measurable business value and high-impact, outcome-based results.
- ▶ **Strategic Monetization Models:** Design profitable revenue mechanisms and business models that successfully transition your business from products to services.
- ▶ **The Outcome Relationship:** Shift to long-term customer engagement models that prioritize lifecycle value, accountability, and results in the Outcome Economy.

Winning in the Outcome Economy

- ▶ **Industry Transformation & Disruption:** Analyze how IoT reshapes market structures and identify emerging disruption patterns to position your organization for long-term success.
- ▶ **Sustainable Competitive Advantage:** Build deep differentiation and market leadership by positioning your IoT offerings strategically against global and regional competitors.

The IoT Implementation Blueprint

- ▶ **The IoT-Enabled Organization:** Align your people, process, and technology through effective in-house, partner, and ecosystem operating models to drive execution.
- ▶ **The 360-Degree Requirements Process:** Master the structured process for translating complex strategy into clear, actionable business and product specifications for your engineering teams.
- ▶ **Execution & Development Sequencing:** Navigate build-buy-partner decisions and development sequencing to move rapidly from strategic planning to sustainable market reality.

DELEGATE DETAILS

Please photocopy this form for more delegates

DELEGATE 1 :

Name :

Position :

Mobile :

Email :

DELEGATE 2 :

Name :

Position :

Mobile :

Email :

1 & 2 APRIL 2026

The Wyndham Grand Hotel, Kuala Lumpur

AUTHORISING MANAGER :

Name :

Position :

Tel :

Email :

Organisation :

Address :

Date :

Signature :

METHOD OF PAYMENTPayment can be made by cheque or bank transfer.
Please make payment in favour of:**INGENIUM ASIA SDN. BHD.**

Bank : AM Bank Berhad.
 Account No : 236 - 202 - 2000 - 351
 Account type : Current
 Swift Code : ARBKMYKL
 Bank Address : No. 4 & 6, Jalan Puteri 1/1, Bandar Puteri,
 47100 Puchong, Selangor, Malaysia.

TRAINING INVESTMENT

- International: USD895.00 nett / participant
 Malaysia: RM3500.00 nett / participant

Exclusive 2 + 1 Team Learning Offer

Register three participants for the price of two – a practical, high-value way to upskill your team collectively.

Please Note:

- Investment includes programme attendance, course notes, luncheons, refreshments, certificates of achievement and all applicable taxes.
- HRD Corp grant application ID or full payment must be received before the start of the programme.

GENERAL TERMS & CONDITIONS**1. Substitutions**

Substitutions are permitted with a minimum of two working days' notice prior to the programme commencement.

2. Cancellations

- Full refunds, less a US\$60.00 / RM250.00 administrative fee, are available for cancellations made in writing at least seven working days before the programme.
- Cancellations made within seven working days of the programme are non-refundable and incur full liability.

3. Programme Alterations

Whilst we endeavour to deliver the advertised programme, we reserve the right to modify content, speakers, or venue as circumstances dictate. All details are correct at the time of publication.

4. Postponement & Cancellation by Organiser

In the event of programme cancellation or postponement by the organiser, full refunds will be issued without deduction.

5. Liability

The organiser shall not be held liable for any loss or damage incurred by participants due to programme substitution, alteration, cancellation, or postponement.

6. Liability

The organiser shall not be held liable for any loss or damage incurred by participants due to programme substitution, alteration, cancellation, or postponement.

7. Data Protection

By submitting this registration, you consent to your details being stored and used for future marketing purposes. To opt out, please notify us.

8. Intellectual Property

All programme content, format, and delivery methods are protected by copyright and constitute our intellectual property. Unauthorised reproduction or distribution, in part or whole, may result in legal action.

9. Force Majeure

The organiser shall not be liable for non-performance of contractual obligations due to events beyond reasonable control, including but not limited to acts of God, war, terrorism, civil unrest, or government actions.

10. Governing Law

These terms and conditions shall be governed by and construed in accordance with the laws of Malaysia.

Ingenium Asia Sdn.Bhd. is a member of the Ingenium Group of companies, having its business address at A-5-10 Empire Tower, SS16/1 Subang Jaya, 47500 Selangor, Malaysia.