

The background is an aerial view of a city, featuring a prominent cable-stayed bridge with a tall, white, A-frame pylon. The city is densely packed with buildings, and a complex network of roads and highways is visible. A semi-transparent network overlay with white nodes and connecting lines is superimposed on the lower portion of the image. In the top right corner, there is a grid of white dots.

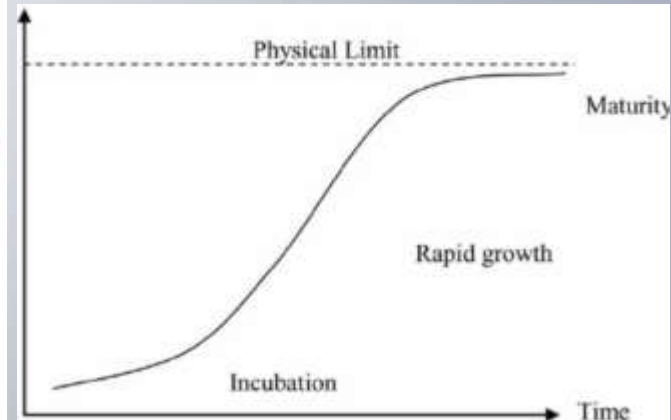
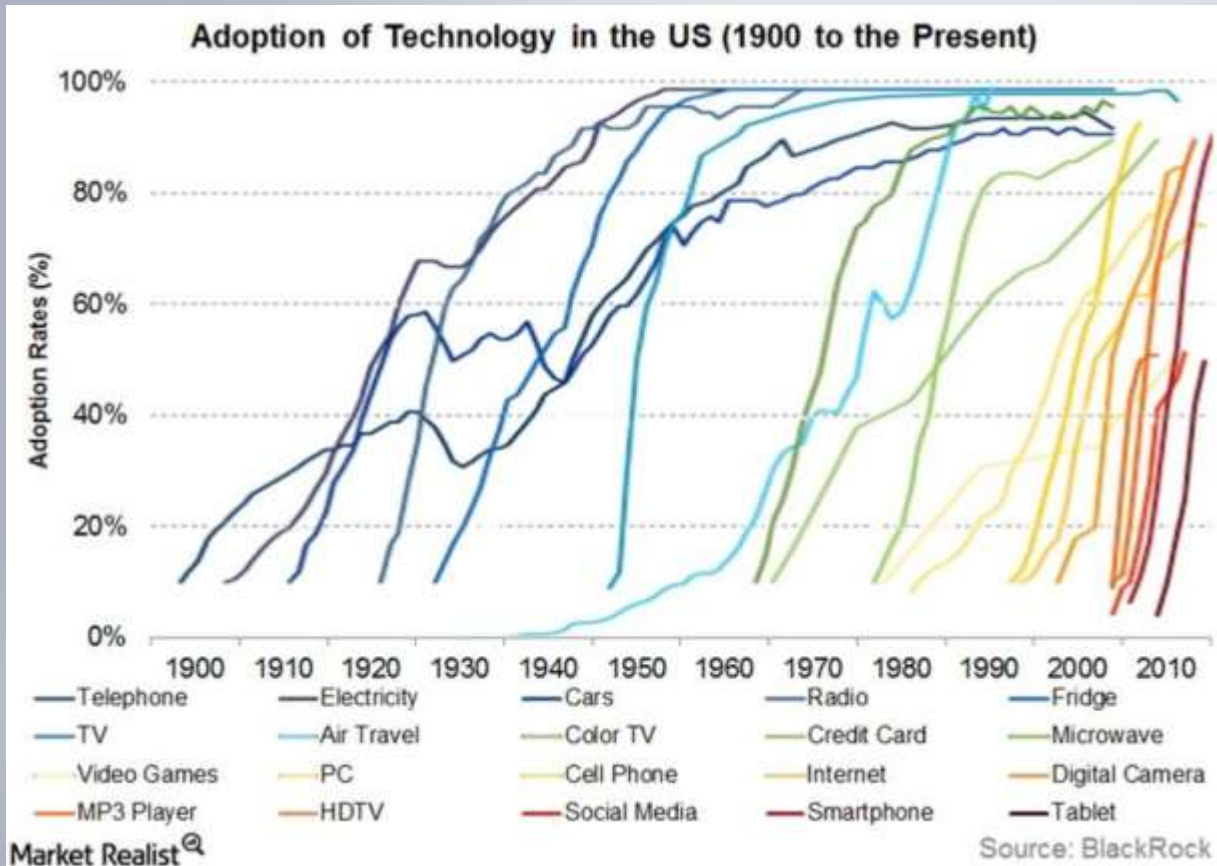
Plataformas de Data Management e Analytics no Ambiente Industrial



Severiano Leão Macedo
Digital Transformation Advisor

LEADING THE FUTURE,
CONNECTING THE
POSSIBILITIES

A Adoção de Tecnologias seguem um perfil de curva em S com ponto de inflexão típico!



*Reference from Professor Tony Seba:
[Clean Disruption - Energy & Transportation](#)

From Manufacturing to All Industries



Manufacturing



Utilities



Smart Cities



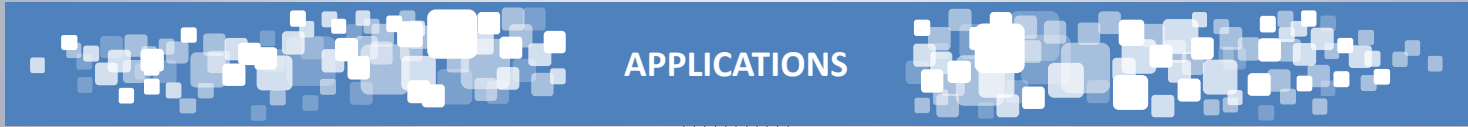
Transportation



Public Safety



Cisco IoT System as the foundation



APPLICATIONS



INTERNET OF THINGS

Introducing the Cisco IoT System

APPLICATIONS

APPLICATIONS



**Network
Connectivity**



**Fog
Computing**




**Data
Analytics**



**Security
Cyber and Physical**



**Management
and Automation**



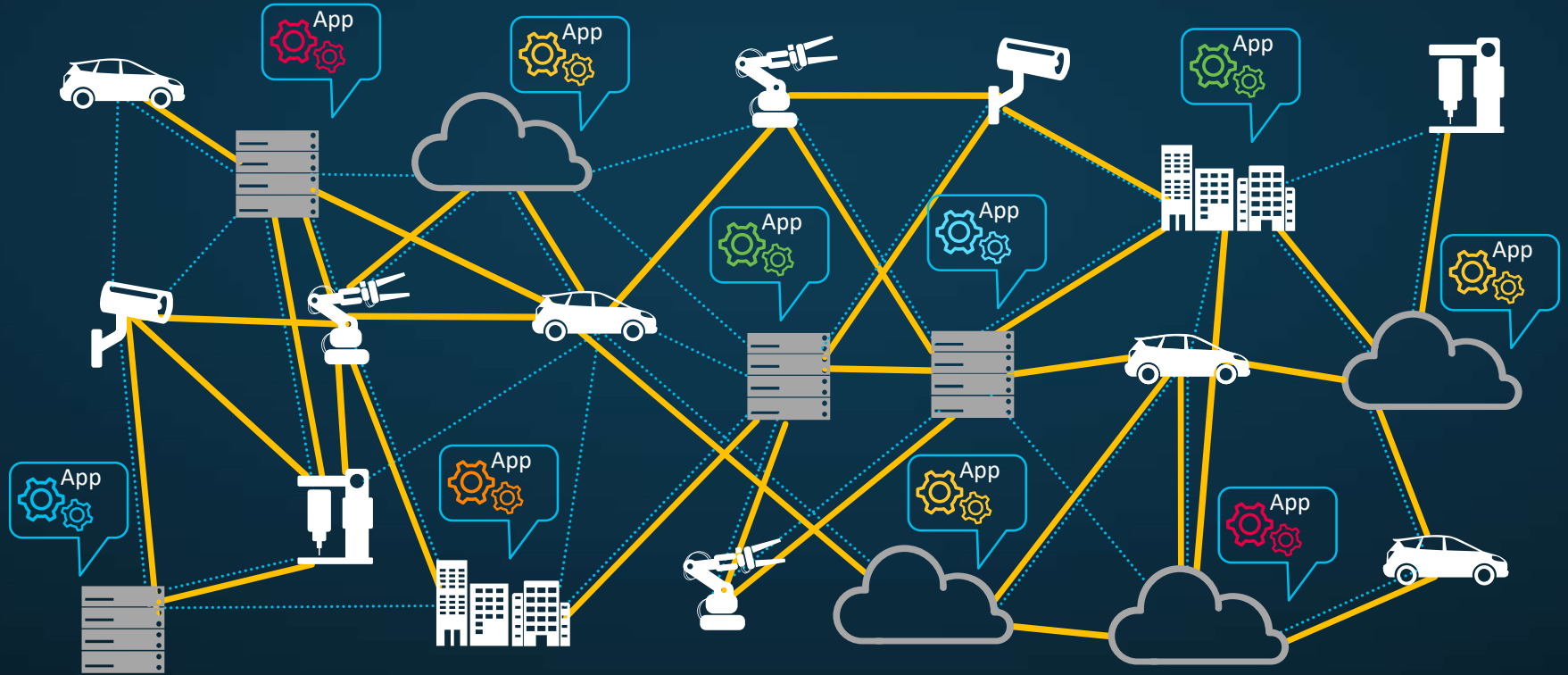
**Application
Enablement
Platform**

Fog

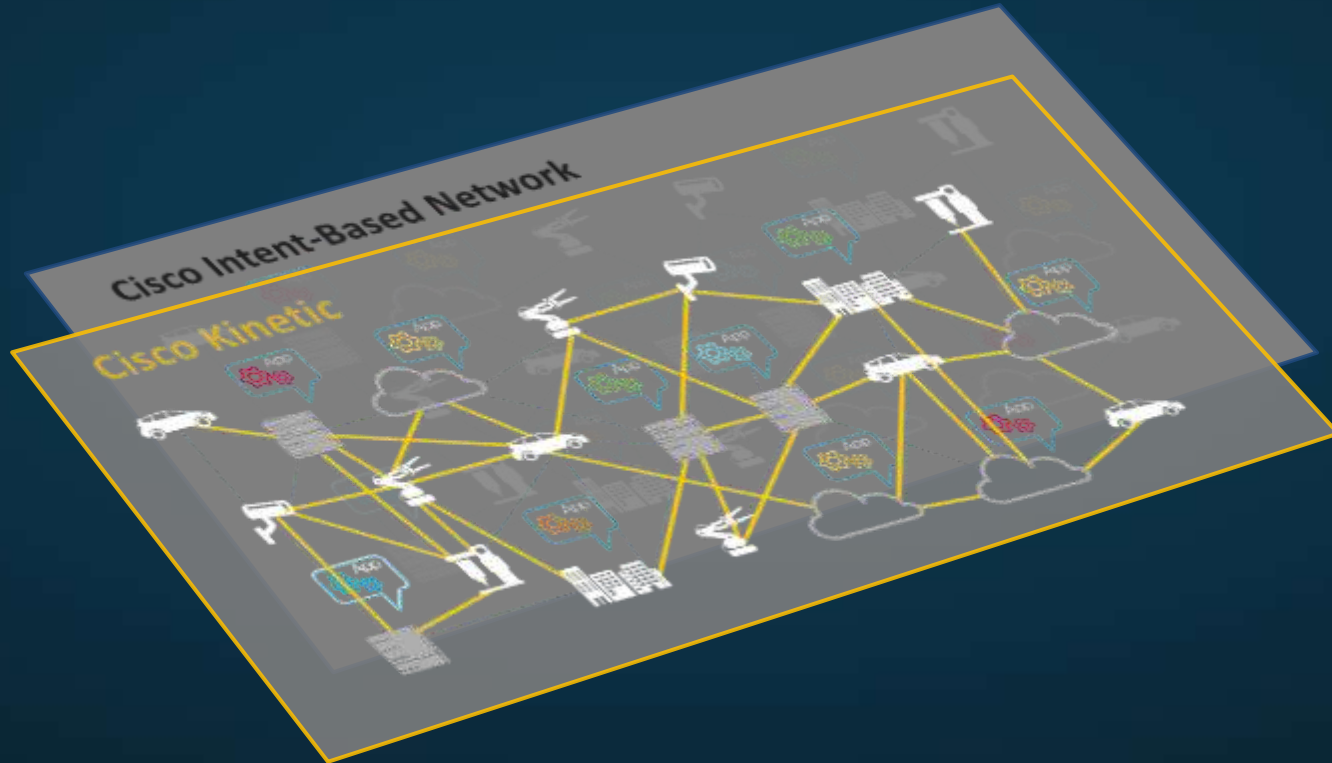
Cloud

INTERNET OF THINGS

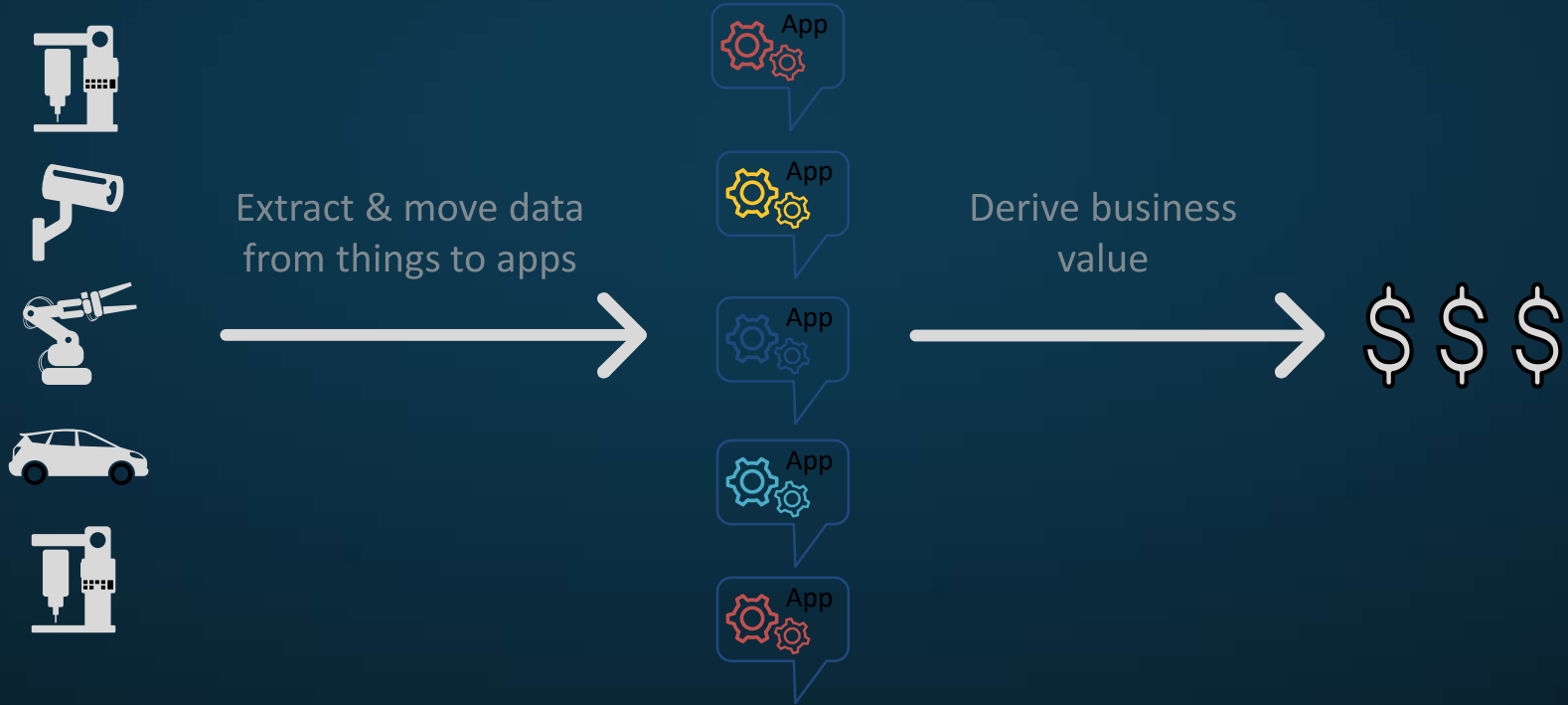
New Problems to solve – Introducing the IoT Data Fabric



The power of the combination



To get value from data, they must...



Informed Decision + Fast Execution



**Cérebro
Biológico**

+

**Cérebro
Digital
(IA)**

Questions?



**THERE'S
NEVER BEEN
A BETTER
TIME**

*For Digital Transformation and
to re-think manufacturing*

Obrigado !
Severiano Macedo
smacedoj@cisco.com
LinkedIn/severianoleaomacedojr