Loyalty build

# IRELAND IS STRUGGLING

- 81% of small firms affected
- 20% don’t change passwords
- 3rd most common crime against business

# STILL A PROBLEM

# Ooops, your files have been encrypted!

English

Payment will be raised on

5/16/2017 00:47:55

Time Left

02:23:57:37

Your files will be lost on

5/20/2017 00:47:55

Time Left

06:23:57:37

## What Happened to My Computer?

Your important files are encrypted.

Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.

## Can I Recover My Files?

Sure. We guarantee that you can recover all your files safely and easily. But you have not so enough time.

You can decrypt some of your files for free. Try now by clicking <Decrypt>.

But if you want to decrypt all your files, you need to pay.

You only have 3 days to submit the payment. After that the price will be doubled.

Also, if you don't pay in 7 days, you won't be able to recover your files forever.

We will have free events for users who are so poor that they couldn't pay in 6 months.

## How Do I Pay?

Payment is accepted in Bitcoin only. For more information, click <About bitcoin>.

Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>.

And send the correct amount to the address specified in this window.

After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am

bitcoin ACCEPTED HERE

Send $300 worth of bitcoin to this address:

12t9YDPgwueZ9NyMgw519p7AA8isjr6SMw

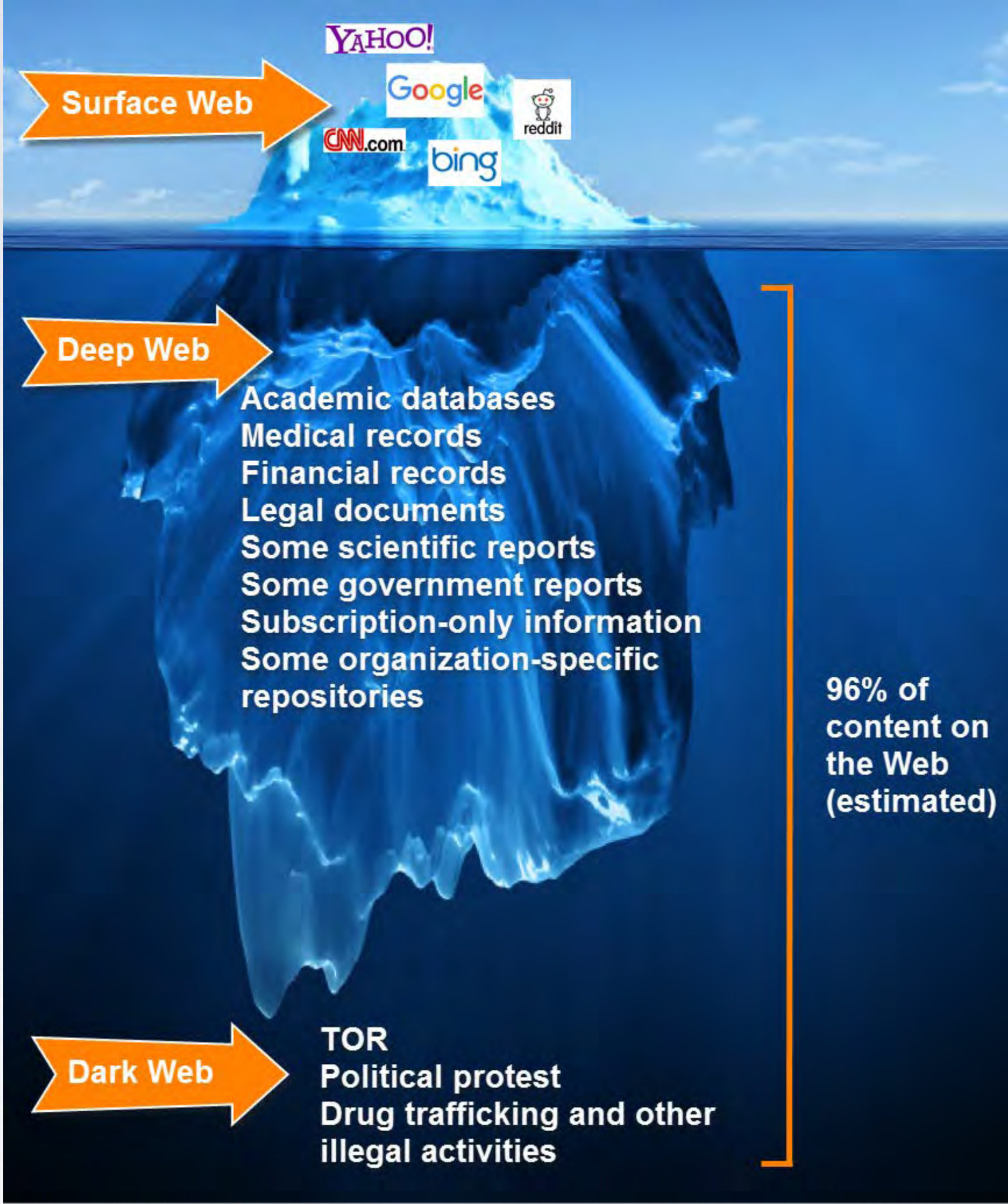
Copy

About bitcoin

How to buy bitcoins?

Contact Us

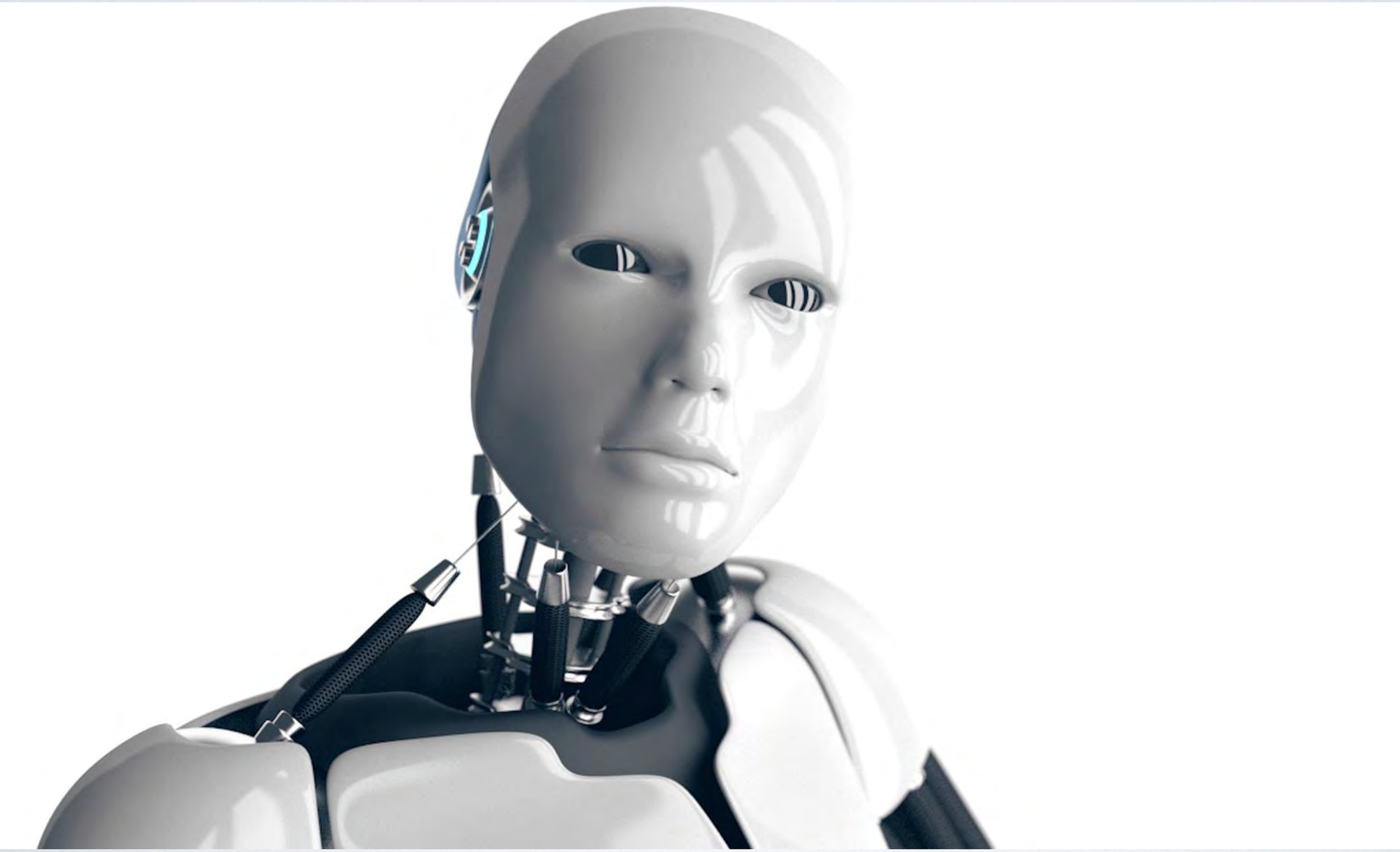
# THE DARK WEB


YAHOO!
Google
reddit
CNN.com
bing
Surface Web
Deep Web
Academic databases
Medical records
Financial records
Legal documents
Some scientific reports
Some government reports
Subscription-only information
Some organization-specific repositories
96% of content on the Web (estimated)
Dark Web
TOR
Political protest
Drug trafficking and other illegal activities

# THE RISE OF BITCOIN

Title
5000
4000
3000
2000
1000
0
2013
2014
2015
2016
2017

# RISE OF THE ROBOTS



WHOPP

An Coimisinéir Cosanta Sonraí
Data Protection Commissioner
2016
Annual Report of the
Data Protection Commissioner of Ireland

# GDPR

# PAPERLESS OFFICE

coffeeangel
coffeeangel
coffeeangel
pay

BOOK
BOOK

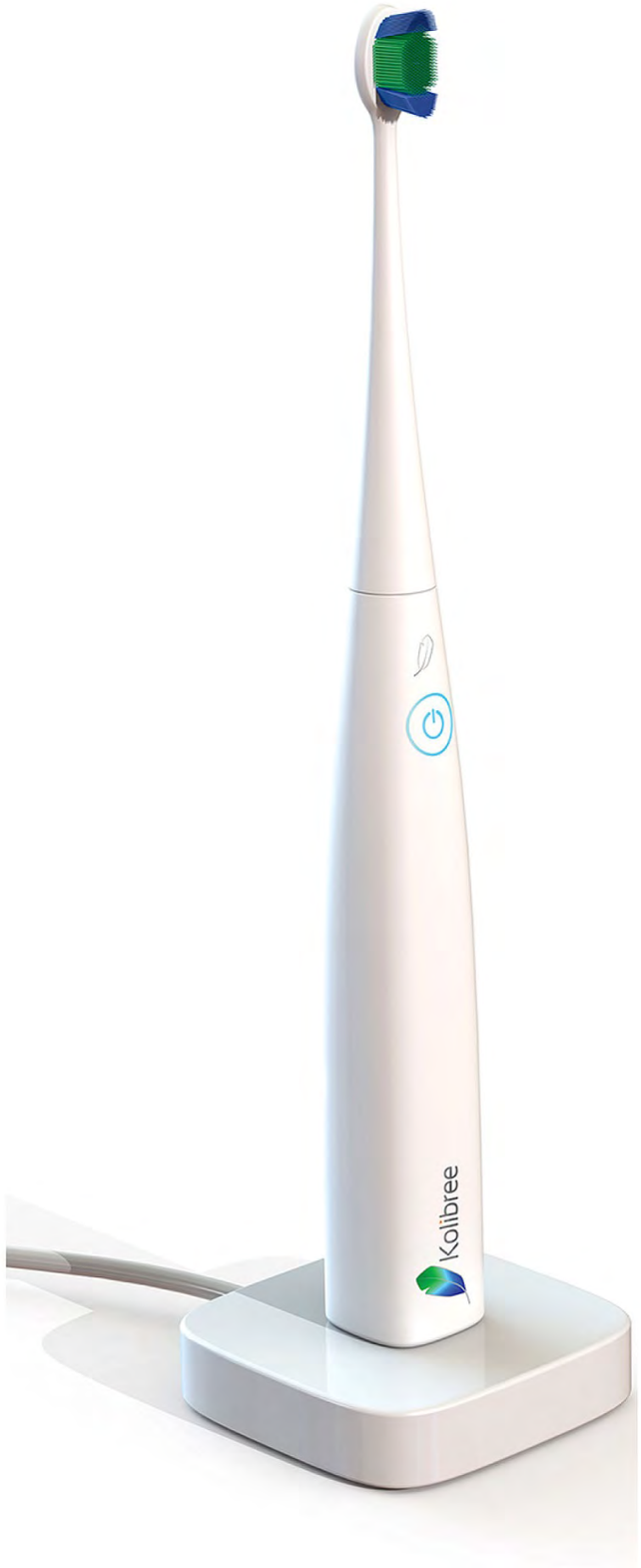
9:41
Mail
Tuesday
12
Calendar
Photos
Camera
Maps
Clock
Weather
News
Home
Notes
Stocks
Reminders
TV
App Store
iTunes Store
iBooks
Health
Wallet
Settings

facebook

SanDisk
Ultra
400GB
A1

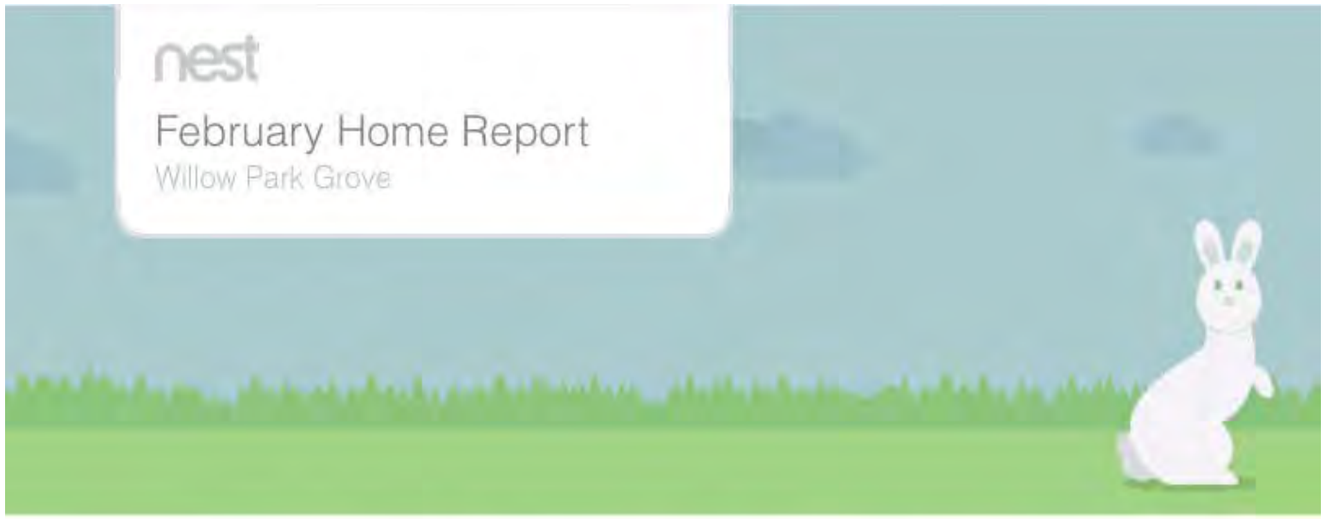
# TECH IS PUSHING RENTS UP

What if you could connect everyday things?


Kolibree

HERO4
HERO4
HERO4

nest
67
IN 25 MIN
72




Welcome to your February Home Report.
See what's happened in your Nest home this month.

## Leap back before you spring forward.

Let's see how the average Nest home did in 2015.

**219**
Leafs earned

**1,472**
hours away from home

**751**
hours of heating

**1/200**
homes had a CO Heads-Up alert

**2/5**
homes had a smoke Heads-Up alert

## Energy summary as of 29 February

We're looking at info from your Nest Thermostat: Family Room.

SONOS

123.4
12:45
135
4.06MI
35:19.7
135
fitbit
18
fitbit

kapsch
easytrip
your way ahead
Lo call: 1890 676768
Web: www.easytrip.ie

Carrier
1:00 PM
ParkYa
Car parking in: Current Location
1100
ON STREET
0
OFF STREET
0
Chelmsford Ave
No Location Info
4778.71km away
8
St. Assam's Road West
Near: Opposite BOI Car Park
9389.51km away
35
Raheny Village
Near: Opposite Ladbrokes &
9389.70km away
Search
Reminders
Favourites
Carrier
1:00 PM
ParkYa
Nearby
Find Parking
Search
Reminders
Favourites
Settings
1:01 PM
13:01
15 mins
30 mins
1 hr
3 hrs
5 hrs
Clear
Set Time
Reminders
Favourites
Settings

SAMSUNG
GROCERIES
by MasterCard
GROCERIES
by MasterCard
Search for Groceries...
FreshDirect
ShopRite
GO SHOPPING
GO SHOPPING
RECENTLY BOUGHT
FreshDirect Fresh Brioche Hamburger Rolls
$5.49
FreshDirect Oven-Ready Sprouted Multigrain Baguette
$2.99
Green Seedless Grapes
$4.99/lb
Add to Cart
Add to Cart
Add to Cart
1 item $2.99

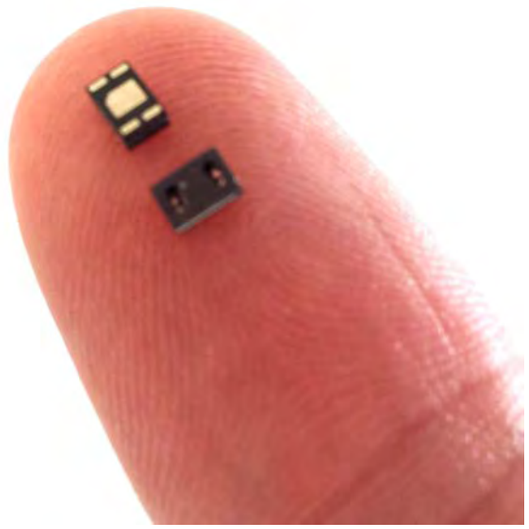
belkin

# Telematics

4:21 PM
100%
baimos technologies
M BT 1400
BlueID Demo Car
M BT 1400
OPEN
CLOSE
BlueID
baimos technologies
M BT 1400
novero

# Sensors

LIS331EB



12:15 PM
Wahoo Odometer
Total Miles Ridden
5,232
Last Updated 4/12/2012 10:33 AM
Mileage Details
Current Week 82
Last Week 96
Last 4 Weeks 328
Last 52 Weeks 5,232
See All History

wahoo
FITNESS
BLUESC

MPM280TH.

# Big, getting bigger

- Gartner: 30 billion devices on the Internet of Things by 2020

- 4 devices for every human on the planet

# IoT in agriculture

spg
9:41
SPG
Starwood Preferred Guest
+1500
STARPOINTS EARNED

Room Number
941
Unlock Your Door
Dismiss

- 38 delivery vehicles
- Can view location of all vehicles in real time online
- Can view speed, mileage, start-up, shut-down
- Hours Worked Report - eliminate payroll discrepancies
- Measures fuel consumption fleet-wide
- Drivers have modified their driving behaviour --> reduced number of speeding tickets.

Help | Home | Logout

FleetMatics

My FleetMatics

DASHBOARD | REPORTS | LIVE FLEET | ROUTE REPLAY | ALERTS | FLEET SERVICE | ADMIN

Dashboard |

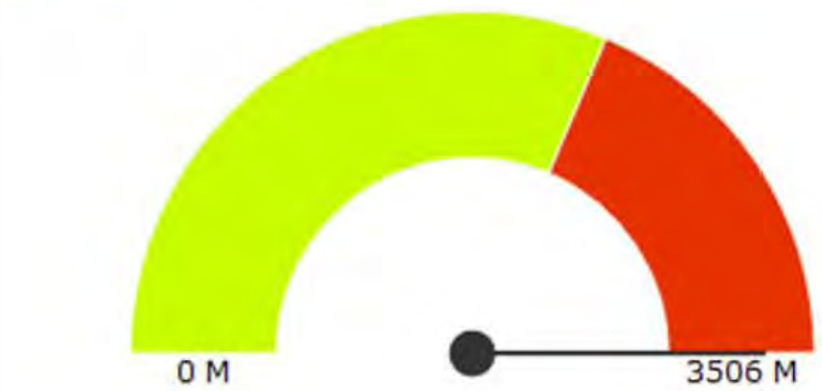
Vehicle Details | Please Select — Print Single — Print all

Fleet Details | Vehicle Groups: All Vehicles Groups — Show: Top 10 — From: Last 24 Hrs — All

## Engine On/Off

Trending

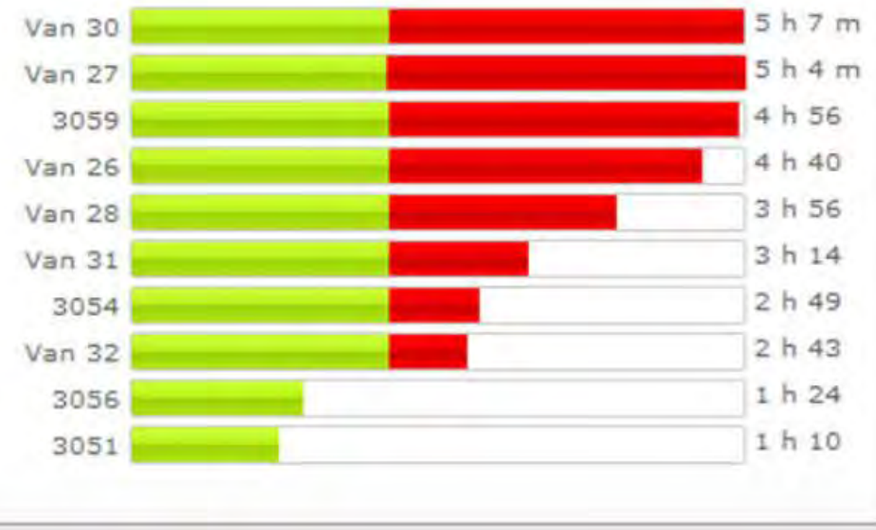
## Distance Travelled



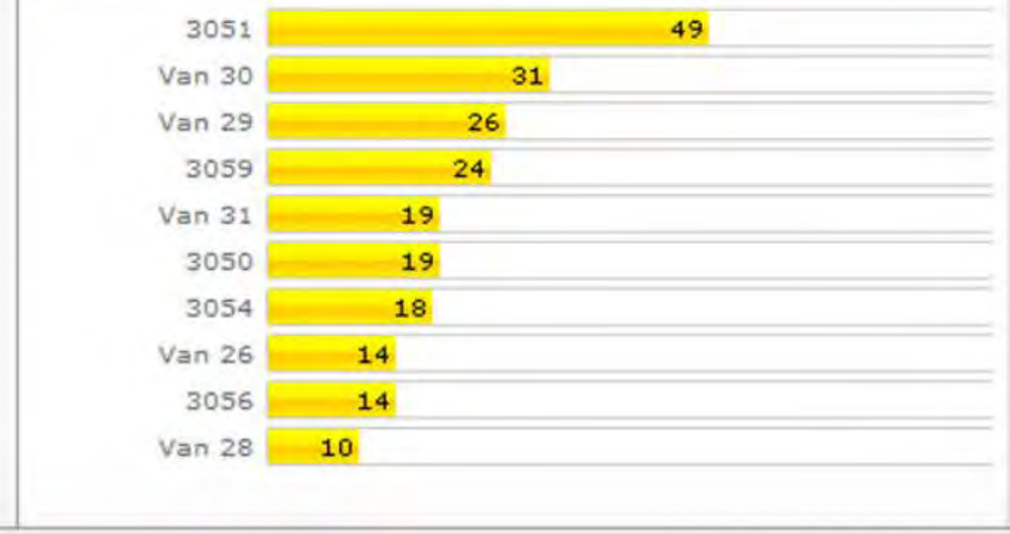

The Total Distance Travelled is 3506 M

Trending

## Vehicle Idling




## High Speed



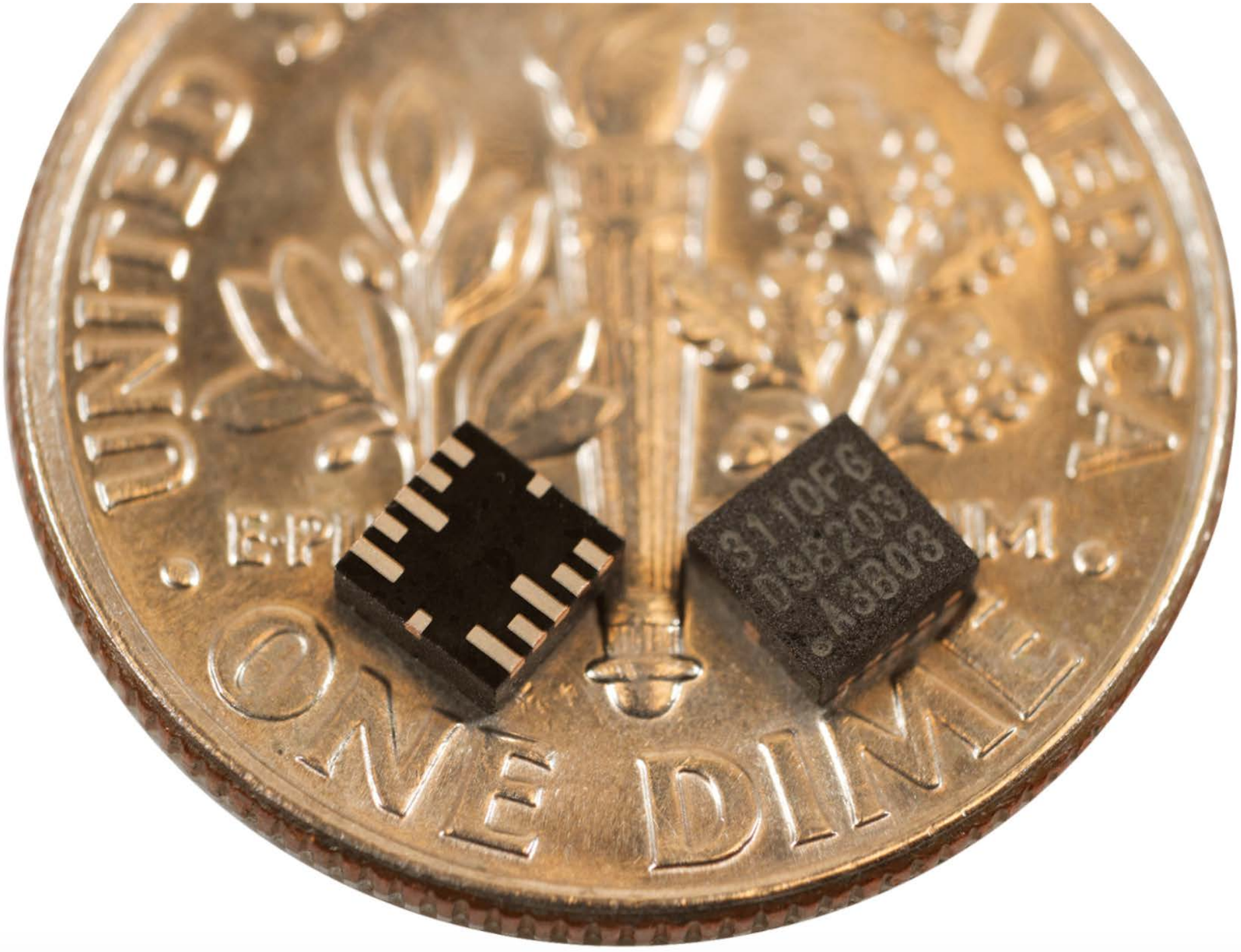

Done

- 6,000-strong Irish fleet in peak season
- Telemetry black box with M2M sim
- Tracks journeys, reports on how car is driven, monitors driving conditions
- Keeps repair costs to a minimum
- Reduction in insurance claims and fraud
- Improved incident management and customer service
- Location based services

10:09 AM
Notifications
Lab Status 1h ago
Spike in admissions in the ED, exp
longer times receiving lab results
Equipment Alert 2h ago
CT scan 1 is down until further not
Hospital Alert 3h ago
Joint Commission intracycle visit is
scheduled for May 11–12
My Patients
311 Gina Cardosi
312 David Stone
314 John Roe
316 Andy Martin
10:09 AM
100%
Sign Out
My Patients
311 Gina Cardosi (Pneumonia) 8 hrs
Target DC: 01/29/2015
Physician: Paul Castro
Nurse Tech: Brian Fisk
90%
312 David Stone (Kidney Stone) 12 hrs
Target DC: 01/30/2015
Physician: Paul Castro
Nurse Tech: Brian Fisk
70%
314 John Roe (COPD) 2 days
Target DC: 01/31/2015
Physician: Paul Castro
Nurse Tech: Robert Dorn
30%
316 Andy Martin (Pneumonia) 4 days
Target DC: 02/01/2015
Physician: Paul Castro
Nurse Tech: Brian Fisk
20%
10:09
311
Gina
Cardosi
Receive discharge prescriptions
10:15 AM

- Dialog sensor for epilepsy: a wearable sensor that can detect seizures and alert family members. Can also log daily data points like mood and medication.
- E-ink screen and sensors, designed to be worn directly on the skin like a sticker.
- Communicates with a smartphone app and a cloud-based tool aggregates data for patients and doctors.

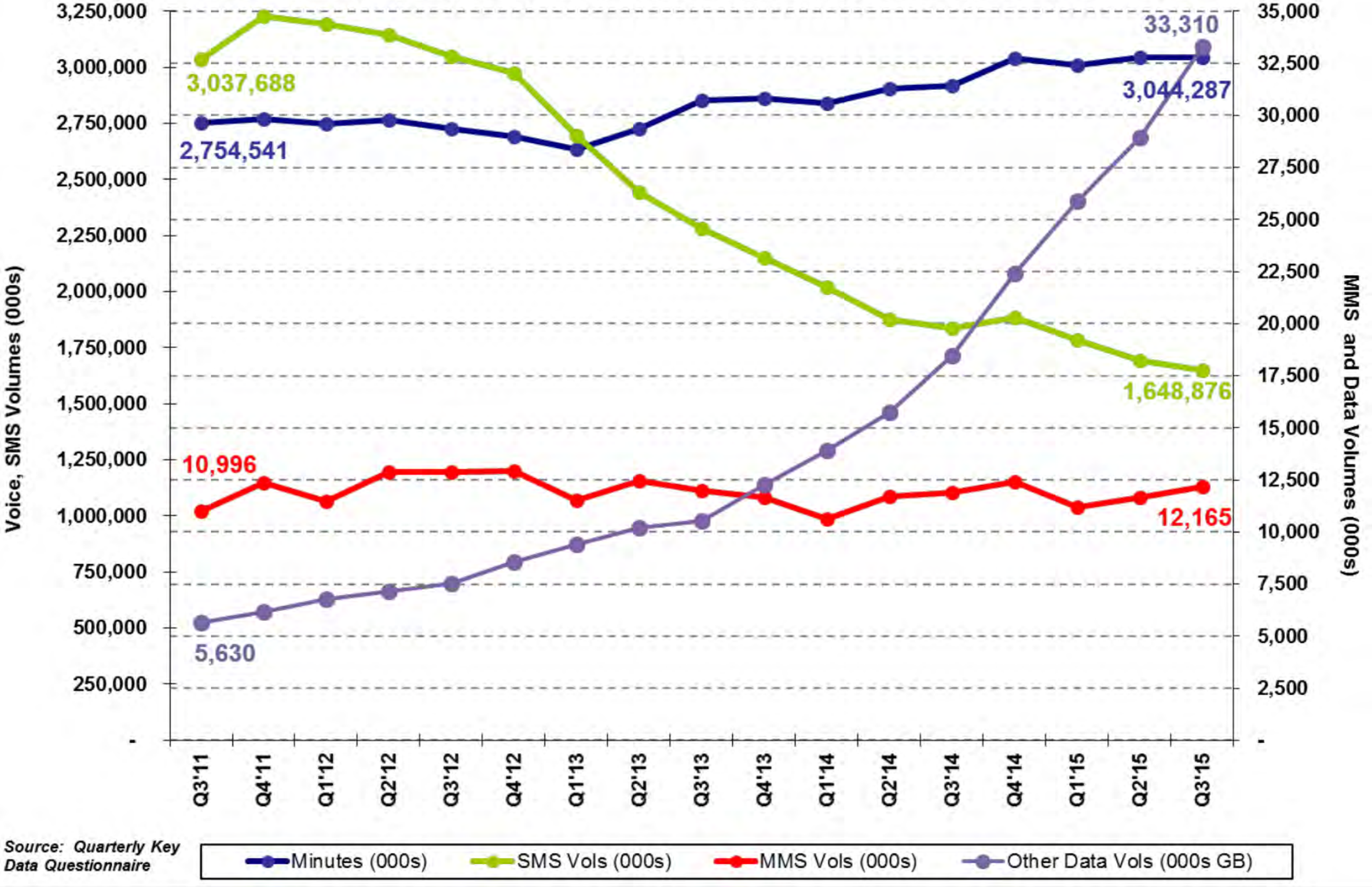
# Teeny, tiny chips



# 4G and 5G

- Rollout plans ongoing
- National Broadband Plan

# Voice, SMS, MMS and Other Data Volumes Q3'11 - Q3'15




*Source: Quarterly Key Data Questionnaire*

# Data privacy

- Tracking staff via wearables may be illegal
- Understanding (and sometimes definition) of personal data is still weak in IoT
- ‘Safe Harbour’ ramifications still haunt data operations

# Dystopia

amazon

Sometimes we look stupid.

# Thank you.

E: aweckler@independent.ie. T: @adrianweckler