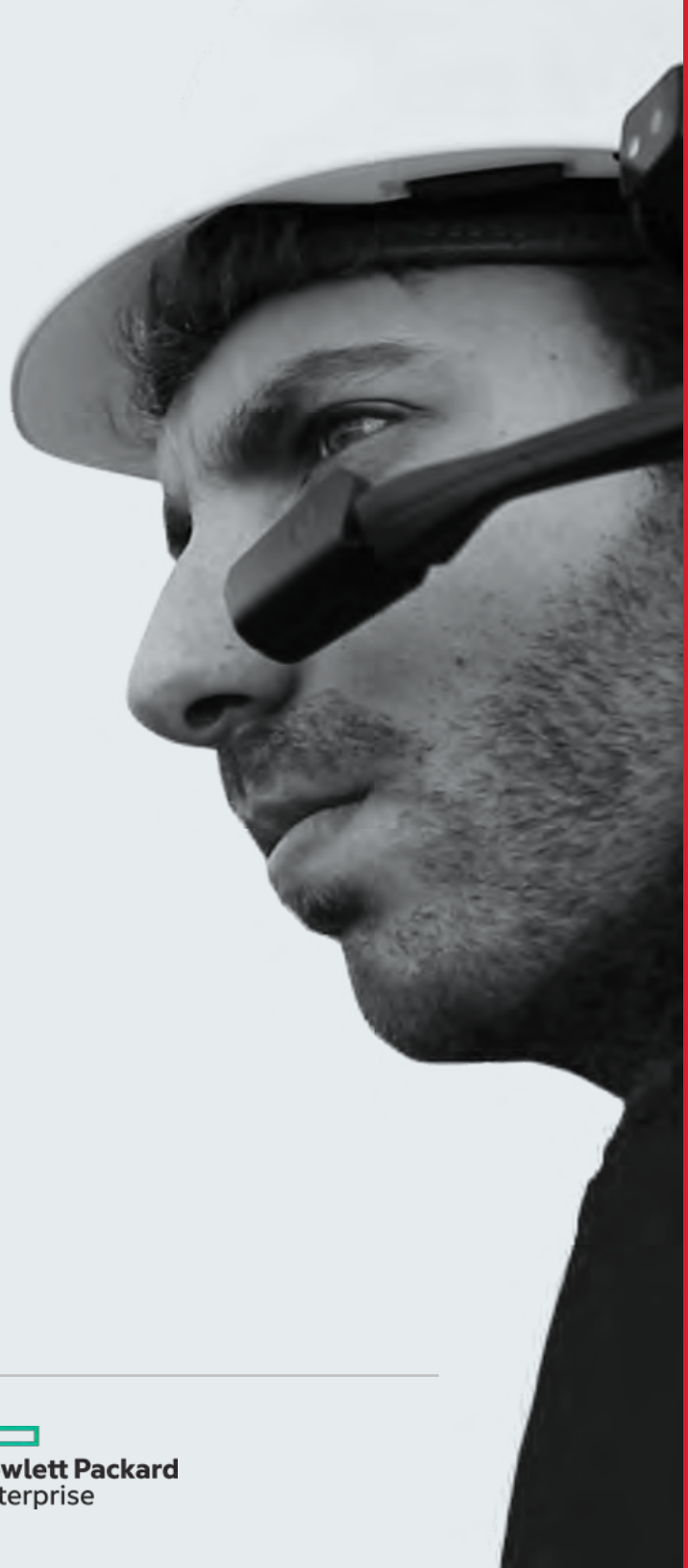
EXECUTIVE PRIMER

Hands-Free Revolution

How head-mounted tablets will pave the way to full realization of the Industrial Internet and the real productivity of things with connected industrial workers



ESSENTIAL QUESTIONS ADDRESSED

- What missing keystone innovation hinders the rapid expansion of the Industrial Internet?
- How will a market ecosystem coalesce around an industrial wearable computer with a hands-free user interface?
- What applications of the intelligent assistance for connected workers are early adopters driving into their organizations?

FEATURED PRODUCTS

- RealWear HMT-1 Head-mounted Tablet
- HPE MyRoom

INTENDED READERS

- Executives in charge of driving a competitive positioning to a commanding position in the nascent market for the Industrial Internet.

Executive Primer by

GISTICS

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What is the executive summary of the hands-free revolution?

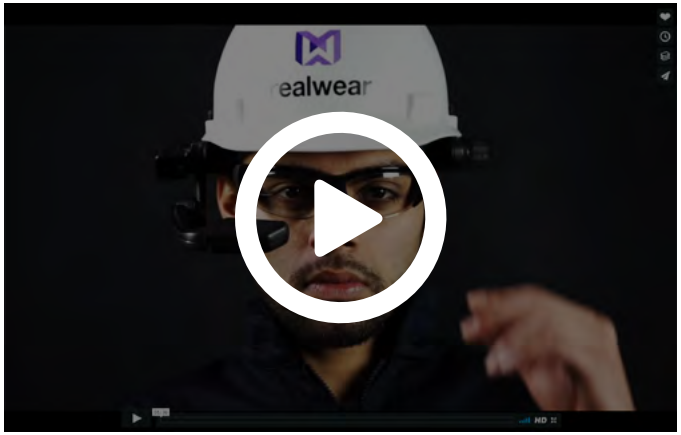
This executive primer addresses a critical requirement for the more rapid growth of the Industrial Internet: how the intelligent assistance (AI) of the connected industrial worker will bridge the gap between the **promise** of the Industrial Internet of Things and the **actual** productivity of physical and digital assets of organizations.

Essential Points

- Connected workers represent an estimated 100 million technical blue- and gray-collar workers who will use industrial wearable computers and related software and cloud services and hardware accessories to improve their safety, efficiency, and working knowledge of their jobs.

- Connected work will emphasize the "intelligent assistance" (IA) of field engineers, customer service persons, equipment operators, and other specialists in the inspection, installation, maintenance, and repair of machinery or the performance support, safety monitoring, and training of other gray-collar workers.

- The intelligent assistance of connected workers exploits the power of edge computing of the industrial wearable computer, a suite of industrial worker productivity software apps, and cloud computing augmented with machine learning and artificial intelligence.



HMT-1 Hero-A.1

The image above depicts the world's first head-mounted tablet designed for hands-free use by industrial workers in noisy environments

- The IA app suite will start with mobile multiparty webconferencing, document viewing, rich-media work instructions, interactive forms, and augmented reality data dashboards.

- This executive primer outlines an evolutionary roadmap for the initial stages of the Industrial Internet, emphasizing ***the productivity of connected workers and the physical assets that they touch***.

- We recommend that industrial organizations start with the rapid prototyping of connected worker solutions as the foundation for the future.

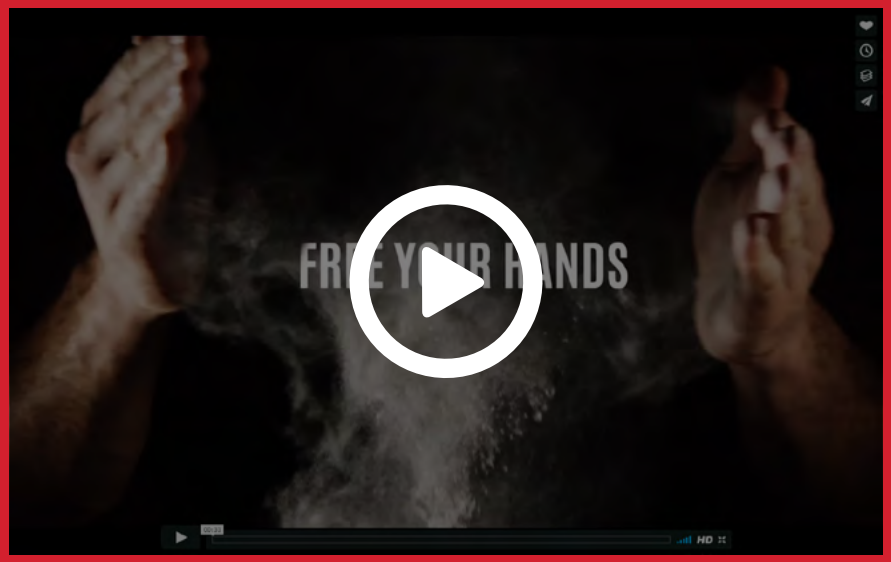
- Our initial research of early adopters reveals successful prototypes in noncritical areas—specifically in training, onboarding new workers, and "transmediation"[1] of existing documents and content for intuitive use in voice-enabled head-mounted computers.

1 Transmediation connotes the conversion of existing content for more natural, productive use with devices with voice-enabled user interfaces.

There's an elephant in the room.
We're still years away from self-repairing machines.
When a machine breaks down, a trained worker must still repair it.

Thus, the productivity of connected industrial workers should be today's top priority.

Connected workers will be the Marines of the Industrial Internet: First in, last out.



Why will intelligent assistance of connected workers become true catalyst for the explosive growth of the true Industrial Internet?

It will take three to seven years for the Industrial Internet to emerge at scale. Nonetheless, pathfinders and early adopters have begun "colonizing the future" with forward-thinking proofs of concept. This executive primer argues that the **successful deployment of connected worker** programs today will provide the foundation for huge future gains from the Industrial Internet and productivity of things (machines, fleets, factories, refineries, and municipal infrastructure).

Intelligent assistance

Intelligent assistance (IA) represents an expanding set of tools, services, and ways of collaborating. IA will start with mobile multiparty webconferencing, document viewing, visual work instructions, interactive forms, and augmented reality (AR) data dashboards.

We anticipate the subsequent emergence of new "edge solutions"[2] and cloud-based machine learning (ML), artificial intelligence (AI), and AR capabilities.[3]

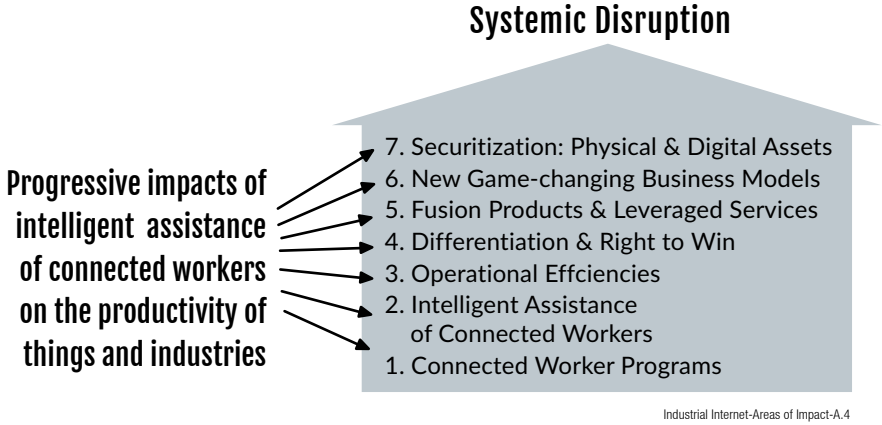
Progressive effects

The figure to the right depicts seven progressive effects on the productivity of things. These are factors driving the systemic disruption of industry and the near complete upending of industries and competitive advantage.

1. **Connected worker programs** begin with a networked industrial wearable computer that users can operate in a hands-free manner in noisy work environments. The edge-computing head-mounted tablet from RealWear [4] represents the first of the scalable platforms in today's market.

2. **IA of connected workers** brings the power of apps and services optimized for industrial wearable computers: remote collaboration and screen sharing, real-time monitoring of safety and compliance protocols, geo-specific documentation, videos, work instructions, forms, and AR dashboards.

3. **Operational efficiencies** can derive from the following:
   - Greater uptime of critical machines, equipment, systems, and processes—all direct contributions to revenue, profit, and customer retention.
   - Greater uptime may include a combination of these factors:
     - Fewer incidents of unscheduled maintenance
     - Faster repair cycle times
     - Fewer second or third trips due to missing parts or instructions
     - Fewer defects or mistakes made in a repair cycle



Intelligent assistance of connected workers paves the way for greater productivity of things and the promise of the Industrial Internet.

2 Edge solutions represent powerful computers and apps that can operate in offline environments, addressing the lack of high-speed connectivity with low latencies.

3 See https://www.ibm.com/watson

4 See https://www.realwear.com

4. **Differentiation and the right to win** reflects the broad improvement of customer engagement and satisfaction assurance. Real-time monitoring of service-level agreements (SLAs) and the performance of customer success teams and individuals assist in differentiation.

   In turn, the improved delivery of SLAs will increase customer retention rates and switching costs associated with competitive options.

   Greater differentiation and the right to win may derive from a combination of these factors:

   - Near-instant response to a call for service from a connected customer
   - Rapid assessment of the situation by a remote expert or team of specialists
   - More efficient use of the best available experts anywhere in the world
   - Higher *got it right the first time* job-ticket completion rates

5. **Fusion products and leveraged services** that demonstrate the synergistic power of a connected workforce.

   - Fusion products deliver contextual insights derived from the total situation awareness of every connected asset, worker, and customer, adding the power of ML and AI to deliver descriptive, predictive, and prescriptive insights and, eventually, trigger autonomic self-healing of systems.
   - Leveraged services will emphasize a dizzying array of advisory, diagnostic, and simulation services, sold on the basis of a specified business outcome.

6. **New game-changing business models** add systemic value to customers and partners and capture financial and nonfinancial value (data and analytic models) in return.

   Currently, speculation continues to run wild about the shape or dynamic of these game-changing business models.

   However, we predict that these new game-changing business models will:

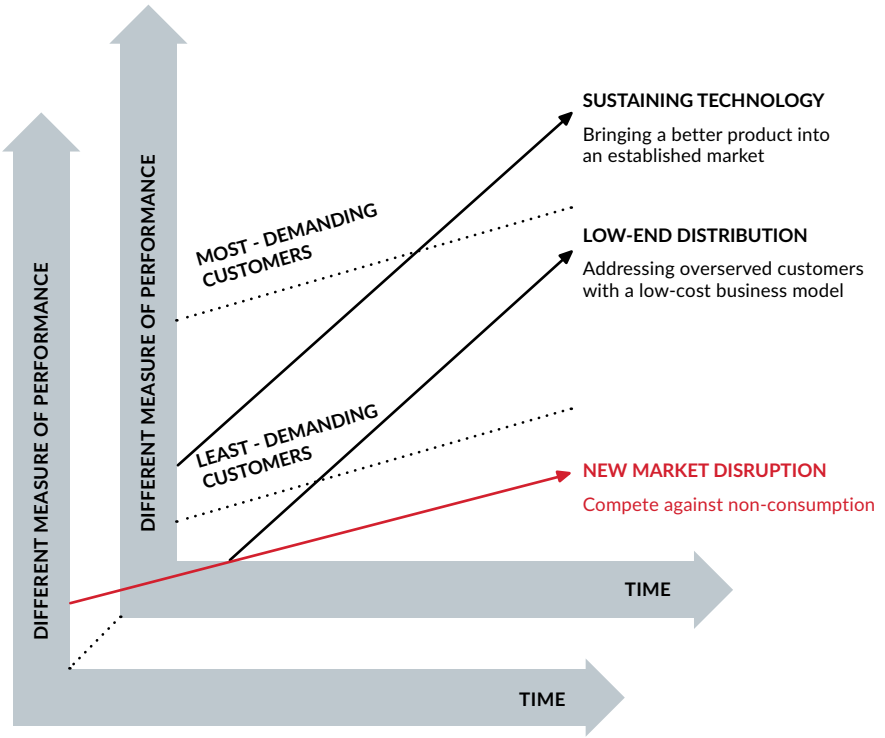
   - Emerge with the velocity and scale of a tidal wave and thus preempt most competitive countermeasures

7. **Securitization** follows a long-wave trend that began with real estate investment trusts (REITs), divestiture of mobile communications towers to private equity, and securitization of commercial-grade renewable energy (solar, wind) assets.

   Many otherwise profitable owners of physical assets (factories and plants) will discover huge, never-ending costs associated with the corresponding "digital twins" of their physical assets. Owners will seek to move these digital assets off of their balance sheets and into subsidiaries, special purpose vehicles, or a Newco for secondary public offerings.

   Industry disruption represents the logical evolution of multiple new game-changing business models competing for dominance.

Disruption arrives from the bottom end of the market



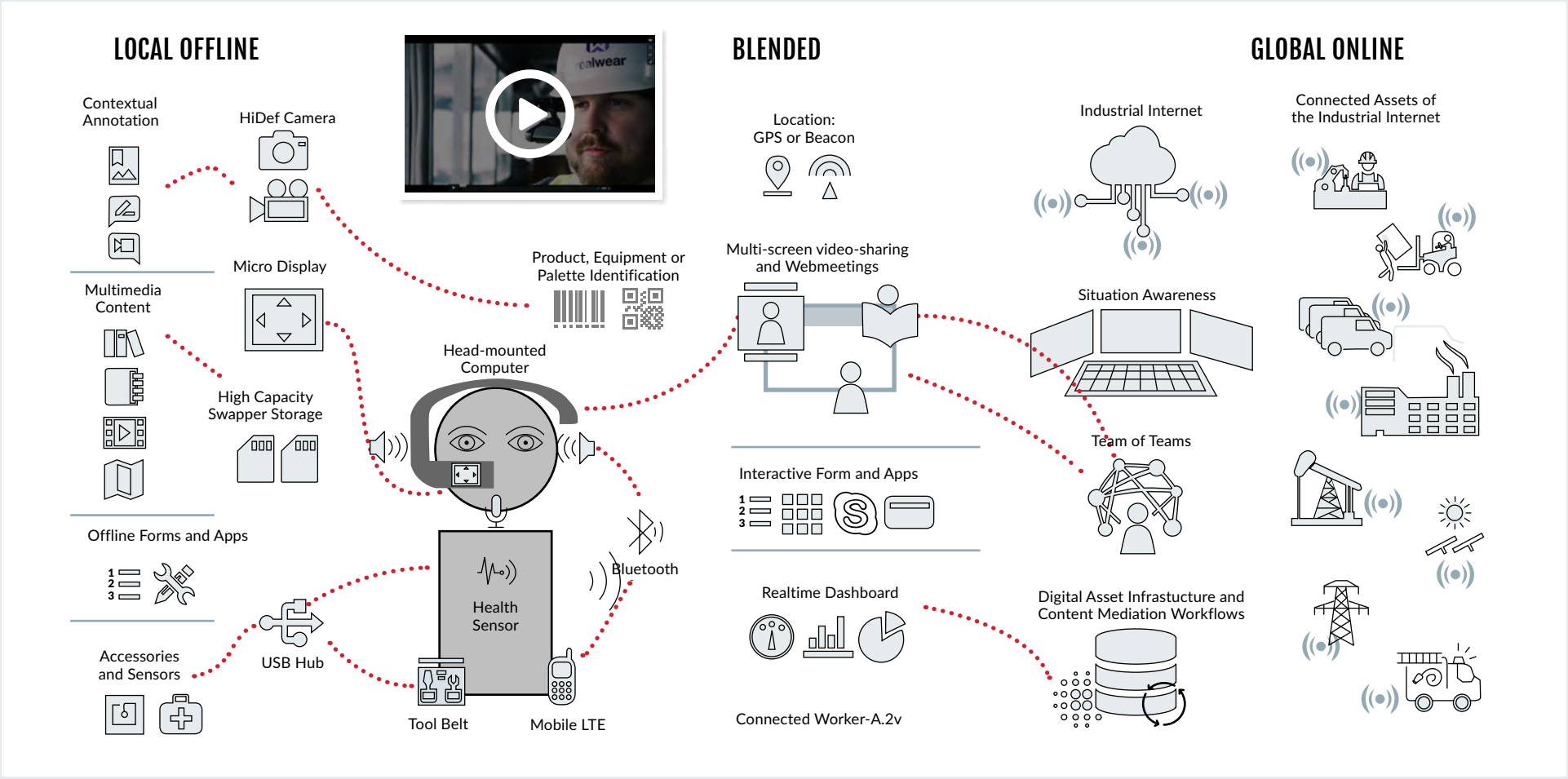
FROM "Disruptive Technologies Catching the Wave" , Harvard Business Review, January 1995

The figure above depicts how a barely "good enough" solution that satisfies the needs of customers, usually those not willing or able to pay for a fully featured solution, can over time challenge or overtake larger incumbent competitors.

What depicts a connected worker?

Connected workers exploit the combined resources of *local offline* computers (tablet or smartphone) and storage with *always-on ICT infrastructure* (mobile device management, operational data feeds, and digital asset management).

Connected workers using industrial wearable computers employ the concept of edge computing—the technical capacity to collect and transform data on a local, offline basis and, later, synchronize both local and online data with the main ICT infrastructure. Edge computing provides the missing piece of how an organization maintains its single version of truth. The figure below depicts most of the key elements of a connected worker.



The connected worker can operate in an autonomous offline mode using the local computing power, storage, apps, and content of an industrial wearable computer. In the online mode, the connected worker can marshal the global resources of the Industrial Internet. Digital asset management and content mediation (clearance and approval) workflows of worker-generated content ensure the accurate, secure, and audited use of each digital asset (content, metadata).

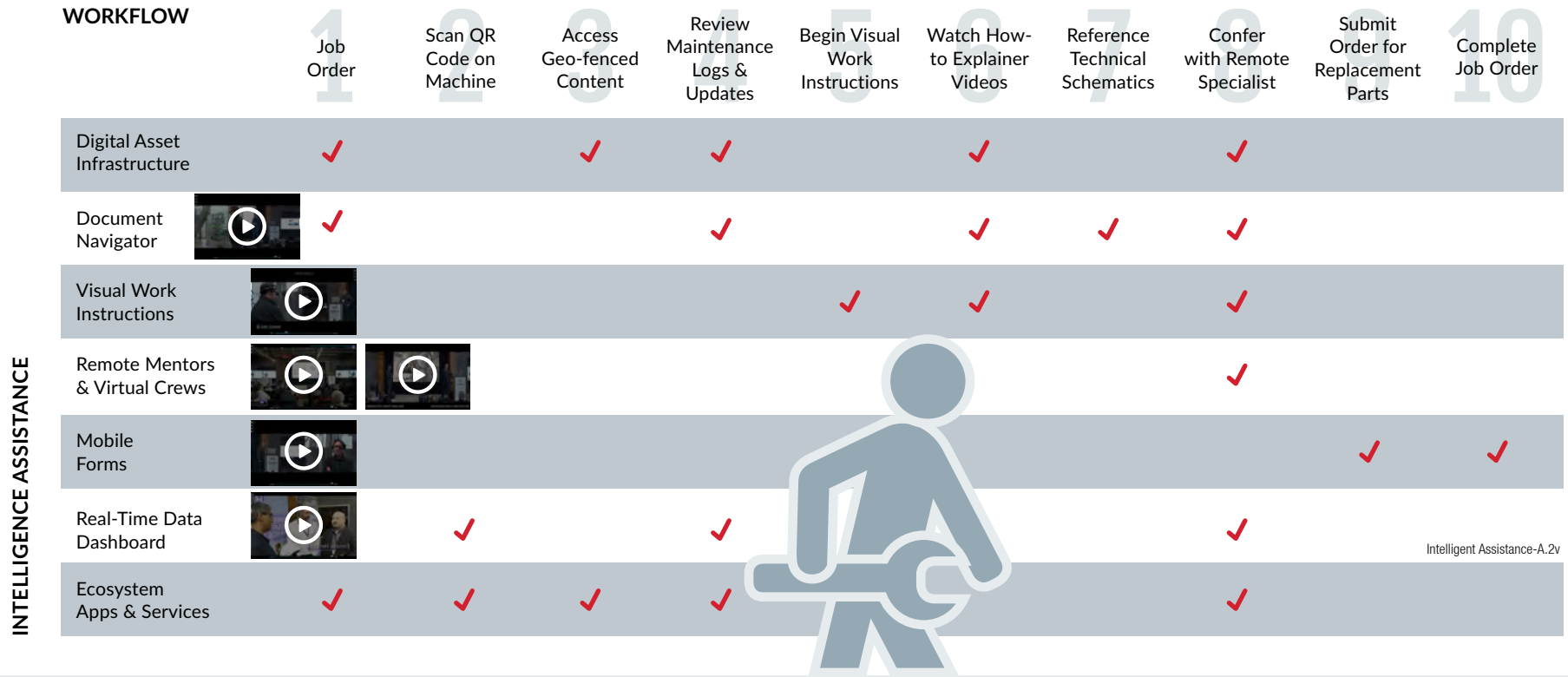
What comprises the intelligent assistance (IA) of connected workers?

IA provides a set of tools, apps, content, and ways of collaborating for industrial workers, increasing their safety, productivity and work knowledge.

The figure below depicts a **simplified workflow** and seven types of IA. As the Industrial Internet continues to evolve, thousands of new apps, content formats, and connected services will support connected workers—the primary users of industrial wearable computers.

For example, we anticipate that the continuous upskilling, certification of "nano-degrees" in specific skills and tools, and peer coaching will drive subsequent innovation of more advanced IA (bots, agents, prescriptive recommendations) as well as the development of fusion products and leveraged services.

Intelligent assistance will augment each step of the common workflow, increasing safety, productivity, and knowledge of the work



Common wisdom of field service work says that 80 percent of all job orders consume 20 percent of all available time; the remaining 20 percent—the wicked problems that most affect the time to restore uptime of a critical system—consumes 80 percent of all available time. Intelligent assistance will deliver its greatest return on investment from expediting the resolution of these wicked problems.

Most technology-driven revolutions arise from the novel configuration of preexisting technologies and the delighted satisfaction of one or two previously unknown customer needs.

The Industrial Internet revolution has just began.

Big data, machine learning and artificial intelligence have grabbed most of the headlines.

The true catalyst for unlocking the true promise of the Industrial Internet lies elsewhere.

What keystone innovation will drive the emergence of the Industrial Internet?

The Industrial Internet will take several more years to bloom, bear fruit, and seed subsequent revolutions.

As in preceding technology-driven revolutions, the Industrial Internet will gain momentum with a singular ***keystone innovation:*** a new hardware-device that sports a more elegant human–computer interface.

The table to the right depicts the history of **enterprise computing**. In a general sense, each era represents a 10-year period of intense innovation and growth. As preceding eras enter into a phase of maturity and consolidation, they also support the emergence of subsequent eras.

For example, the Internet-connected *mobile phone* and dirt-simple consumerized apps made way for the mobile-social-cloud-big data revolution—and several hundred billion dollars in new wealth. Although many of the critical pieces existed prior, the iPhone served as the catalyst for this era, beginning in 2007.

We argue that the next era of enterprise computing will focus on the Industrial Internet and the **productivity of assets**, starting with the IA of **connected workers** at medium- to large-sized organizations.

We estimate that Internet of Consumer Things will develop in parallel and begin to converge with the Industrial Internet by 2020, reflecting the data convergence of connected health, automobiles, and job training.

Dozens of research firms forecast that the Industrial Internet represents the largest, fastest-growing sector within global infotech.

We argue that the head-mounted computer with complete hands-free voice interfaces, purpose-built for noisy industrial environments (with near 100-percent accuracy of voice-recognition in 95-decibel environments), will become the keystone innovation for the rapid emergence of the Industrial Internet.

Enterprise Computing Evolves in Basic Eras

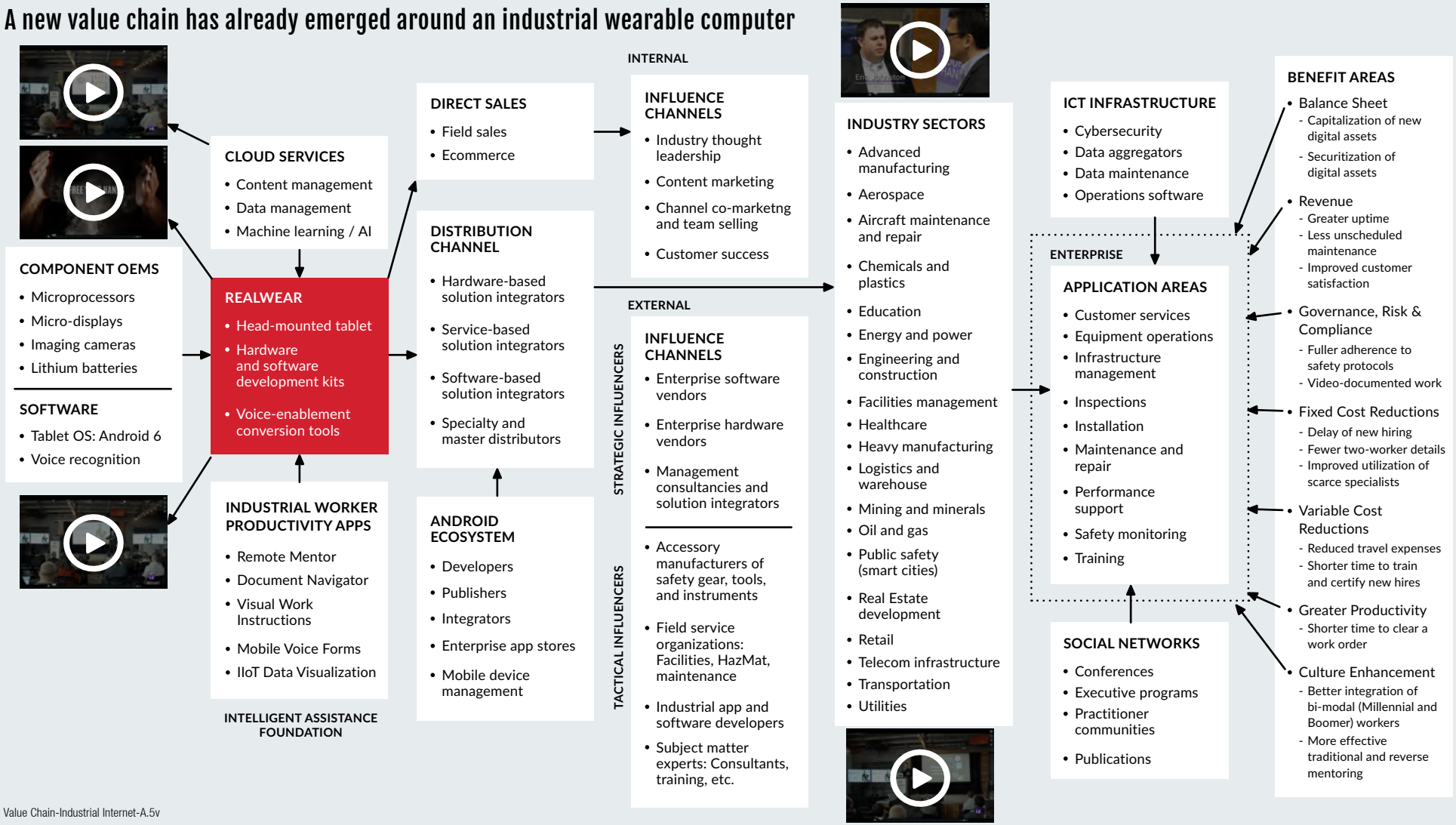
1960	**Mainframes** and custom software with basic text user-interfaces
1970	**Minicomputers** and an ecosystem with hundreds of modifiable software programs with configurable text user-interfaces
1980	**Personal computers** and an ecosystem with thousands of software packages with the first graphical user-interfaces
1990	**Multimedia computers**, connected to local area networks, and an ecosystem with tens of thousands of software packages with advanced graphical user-interfaces
2000	**Portable and desktop computers**, connected to the Internet, an ecosystem with tens of thousands of software-as-a-service providers with website browser-based user interfaces and user-configurable services
2007	**Smart phones** with always-on access to the Internet and millions of consumerized apps, creating the explosion of search, digital marketing, social networks, and cloud services
2016+	**Internet of Things** **Wearable computers** with complete hands-free voice interfaces connected to global ecosystem of apps, cloud services, and the Internet of Things **Internet of Consumer Things:** Smart Home, Entertainment, Automobiles, and Health & Fitness **Industrial Internet** and the Productivity of Assets: Smart machines, factories, fleets, and cities

In each era, singular keystone innovation—comprised of faster, smaller, and cheaper hardware device with a more powerful human-machine interface—unlocked a 10-year wave of innovation, the emergence 800-pound gorilla winner-takes-all vendors, and billions in new wealth creation.

How will the demand for head-mounted tablets form a new industrial value chain?

Industry value chains represent a set of activities and products by which several organizations add value to the end-chain customer. The figure below depicts the value chain for industrial wearable computers. It features the RealWear HMT-1, a hands-free head-mounted tablet, as the keystone innovation for connected worker programs of the Industrial Internet. We believe that the HMT-1 and other industrial wearable computers will unlock the estimated trillion-dollar wave of productivity gains and wealth creation of the Industrial Internet.

A new value chain has already emerged around an industrial wearable computer



Value Chain-Industrial Internet-A.5v

The figure above depicts the value chain for industrial wearable computers. It highlights the role that the RealWear HMT-1 can play in delivering real benefits to organizations with connected worker programs and a long-term growth strategy for the Industrial Internet.

What should prioritize industry investments in the early adoption phase?

Many promising technologies, especially those targeted to business or enterprise customers take several years before achieving significant and sustainable growth: 68 percent of the total market, including the combined purchases of early and late majority adopters.

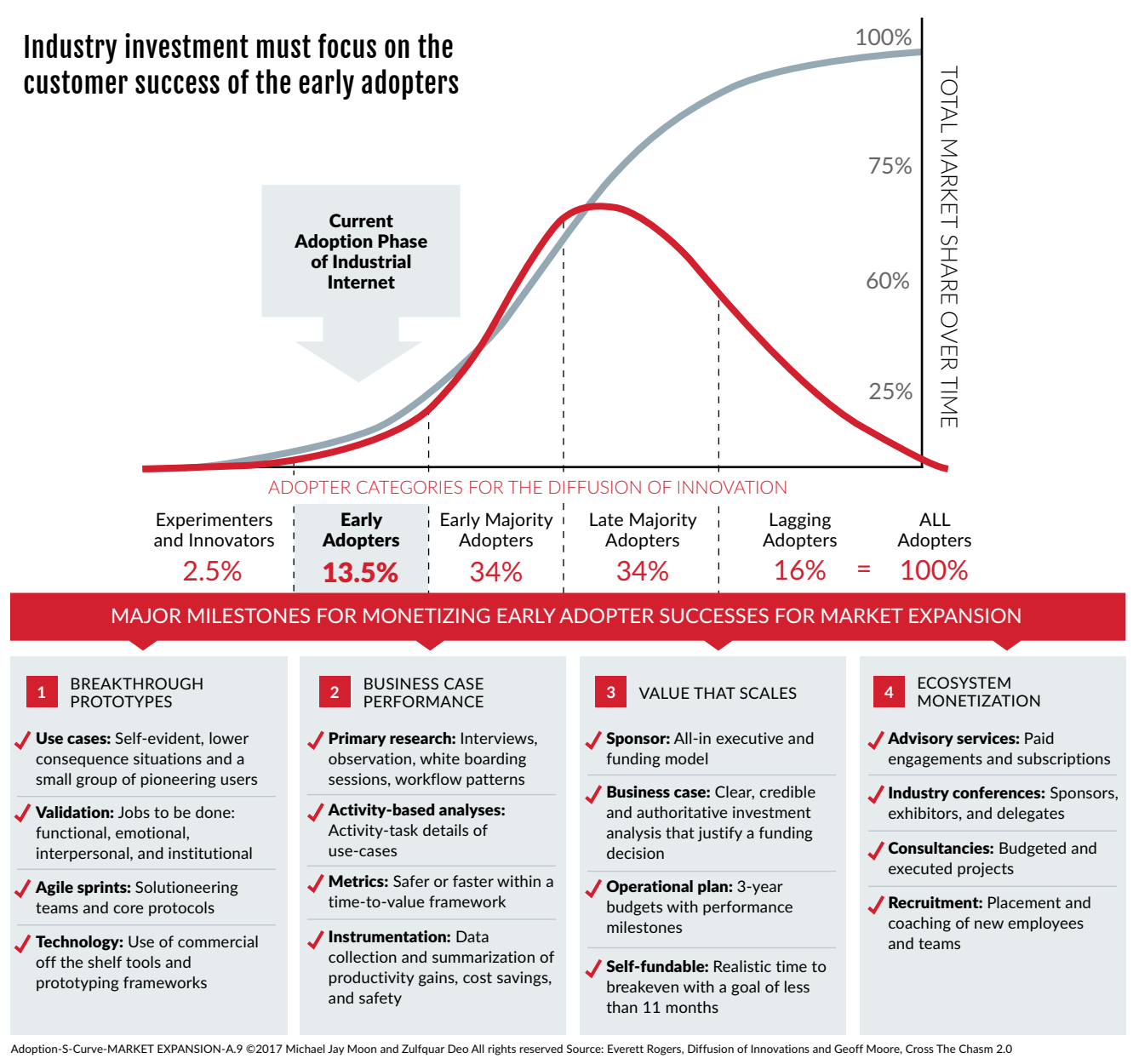
For example, the combined purchases of Early Majority Adopters (34%) and Late Majority Adopters (34%) represent 68% of total market revenuers.

The figure to the right depicts the most critical juncture in market growth: the transition from successful Early Adopters to the ambitious but more risk-adverse early majority adopters.

Our research of technology markets, spanning 30 years, reveals a recurring set of milestones for monetizing the prior successes of early adopters.

Breakthrough prototypes emphasize the use of small agile teams to research and validate relevant use cases with available technology.

We recommend that the vendors of Industrial Internet products and services pool their investments to support early adopter programs and sponsor the development of breakthrough prototypes.



The figure above depicts the four phases of a market and the milestones for monetizing the customer success of Early Adopters.

What will be the most probable path of emergence for the Industrial Internet?

Industrial wearable computers will adapt existing mobile apps and cloud services for use with a more powerful user interface.
Like the transition from desktop PCs to smartphones, industrial wearable computers will introduce a new **user-experience paradigm**: 100-percent hands-free user interface to apps, web services, and collaborative ways of working.

Enterprises committed to the exploitation of the Industrial Internet should not wait for this new hands-free paradigm to become standardized and sourced from multiple vendors.

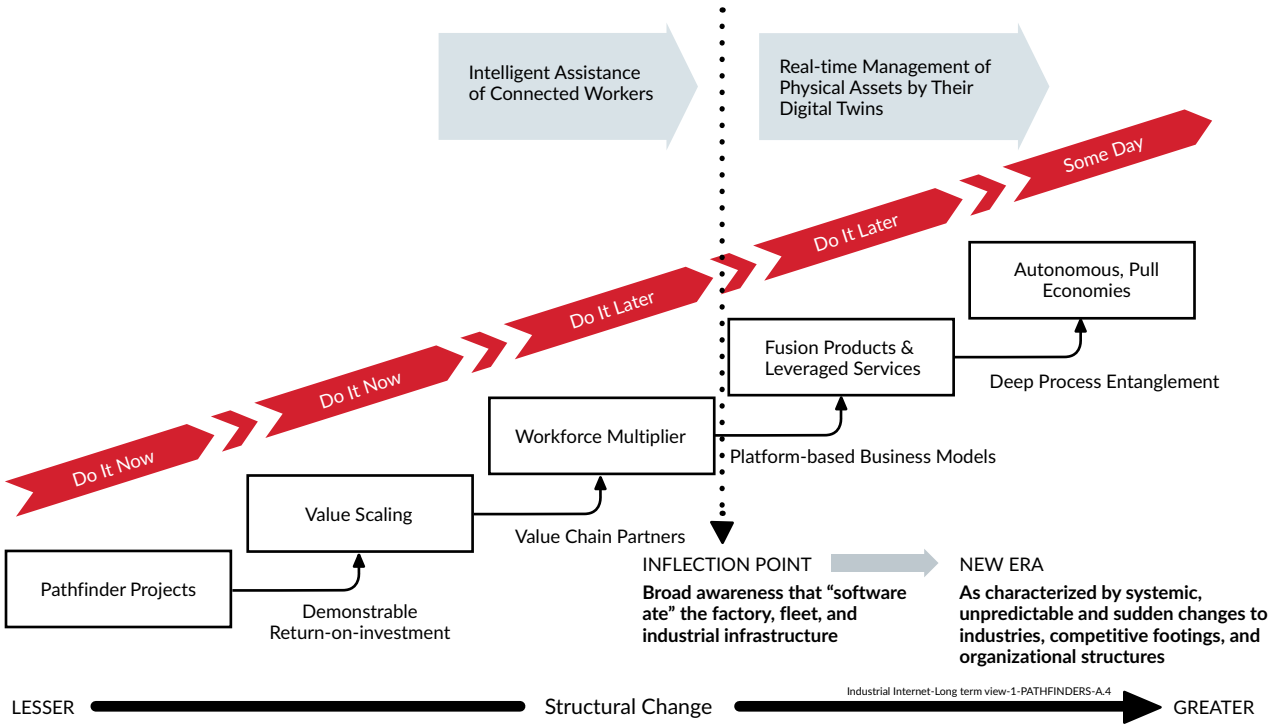
Rather, we recommend that industrial enterprises and their industry partners start now.

This would entail participating in the broader definition and standardization of hands-free industrial applications and related services.

The figure to the right depicts a general plan for harnessing hands-free industrial applications and services, focusing on an initial set of **pathfinder projects**.

Successful pathfinder projects will demonstrate a return on investment, combining productivity gains, cost savings, and fewer episodes of unscheduled downtime and safety infractions.

Connected worker programs should start with pathfinder projects and the rapid discovery of a demonstrable return on investment from scalable solutions



The Industrial Internet will take a decade or more to deliver its full promise. Meanwhile, we advocate a short-term focus on the rapid, small-scale validation of promising use cases with existing commercial off-the-shelf technologies. This should entail the rapid development of Pathfinder Projects with the goal of discovering a demonstrable return-on-investment from a larger-scale rollout.

How will connected worker program drive the emergence of the Industrial Internet?

The long-term promise of the Industrial Internet represents the dramatic increase in *productivity of things*, including physical and digital assets. The figure below depicts the five probable phases for the realization this promise.

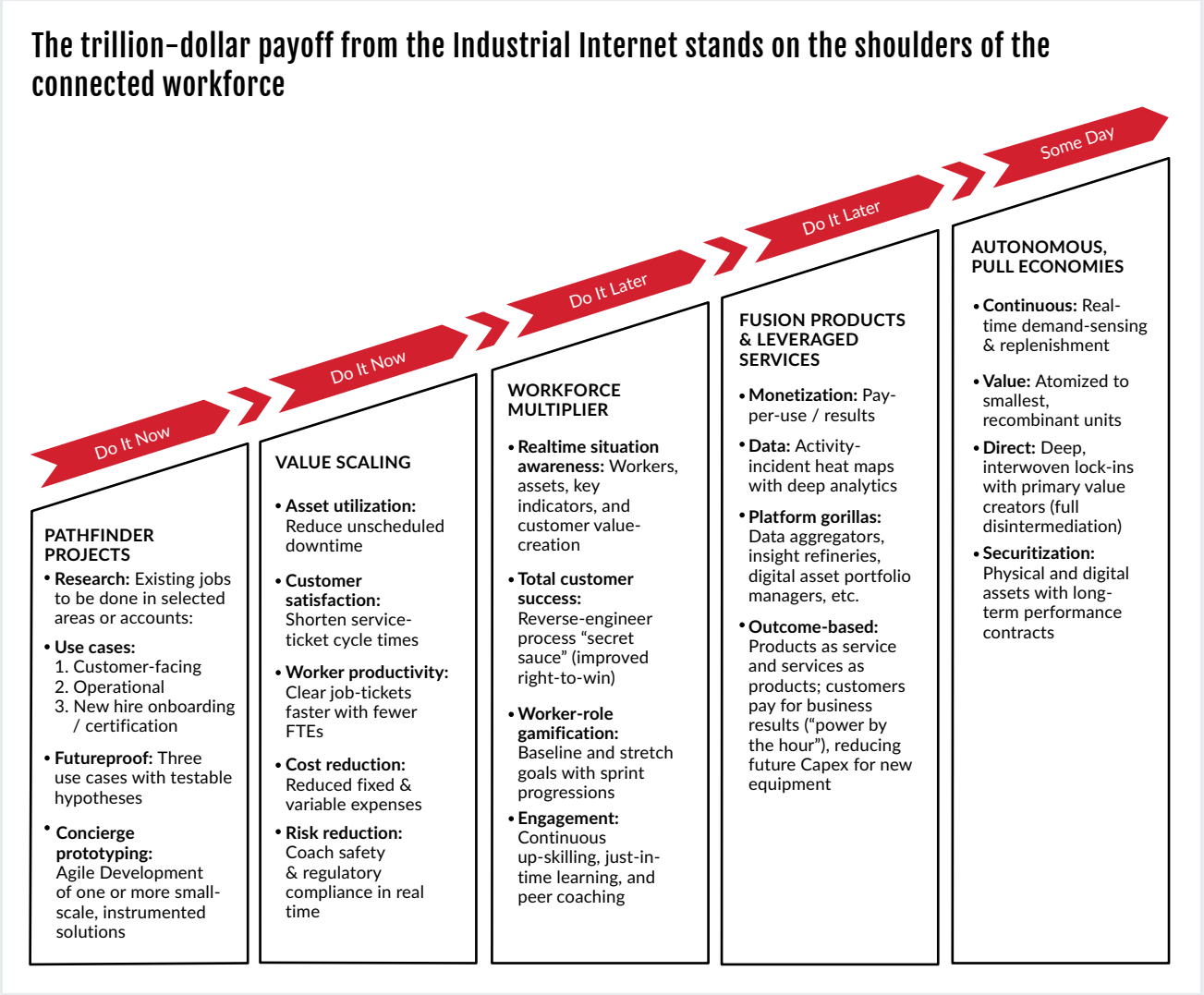
Pathfinder projects represent intelligent assistance of today's work.

Value scaling deploys successful prototypes across the enterprise, emphasizing one primary value driver (asset utilization, customer satisfaction, etc.)

Workforce multiplier harnesses the collective productivity of connected workers, deploying the principles of Team of Teams to total customer success and the gamification of continuous upskilling of connected workers.

Fusion products and leveraged services represent many things—none of greater importance than the near-complete disintermediation of all parties between a primary user of a device or system and the principal inventors and producers of the device or system.

Autonomous, pull economies constitute a placeholder metaphor for the unimaginable transformation of our world, including one all-but-certain *artifact of the future*: the securitization of digital twins (digital assets) and secondary markets for the management of the new asset class on corporate balance sheets.



The figure above depicts a three-to-seven year roadmap for the exploitation of the Industrial Internet. Much of the future promise of the Industrial Internet (Fusion Products, etc.) pivots on the short-term success of connected worker programs. Concierge Prototypes represent a functional but small-scale solution, usually co-developed with an external consultant.

5 See Team of Teams by Gen. Stanley McChrystal

6 See Actionable Gamification by Yu-kai Chou

Savvy startup investors operate with a general theory about the future and an insight about what will create a competitive advantage.

They make lots of small investments.

However, they stage their investments based on traction milestones: progress toward revenues and hyper-growth.

Savvy startup investors understand that most great companies start with minimum viable products—that through the rapid iterative validation will become category monsters.

What's the case for starting with pathfinder projects?

Pathfinder Projects emphasize the goal of rapid, small-scale validation of a few use cases, investigating the following:

- **Readiness** of new technologies
- **Willingness** of end users to change how they work
- **Potential** gaps in service delivery
- **Potential return on investment** from a broader application or rollout of a breakthrough solution

Demonstrable return-on-investment represents an investment analysis—based on real-world data and use cases—that justifies a subsequent release of funding of a larger scale deployment (value scaling).

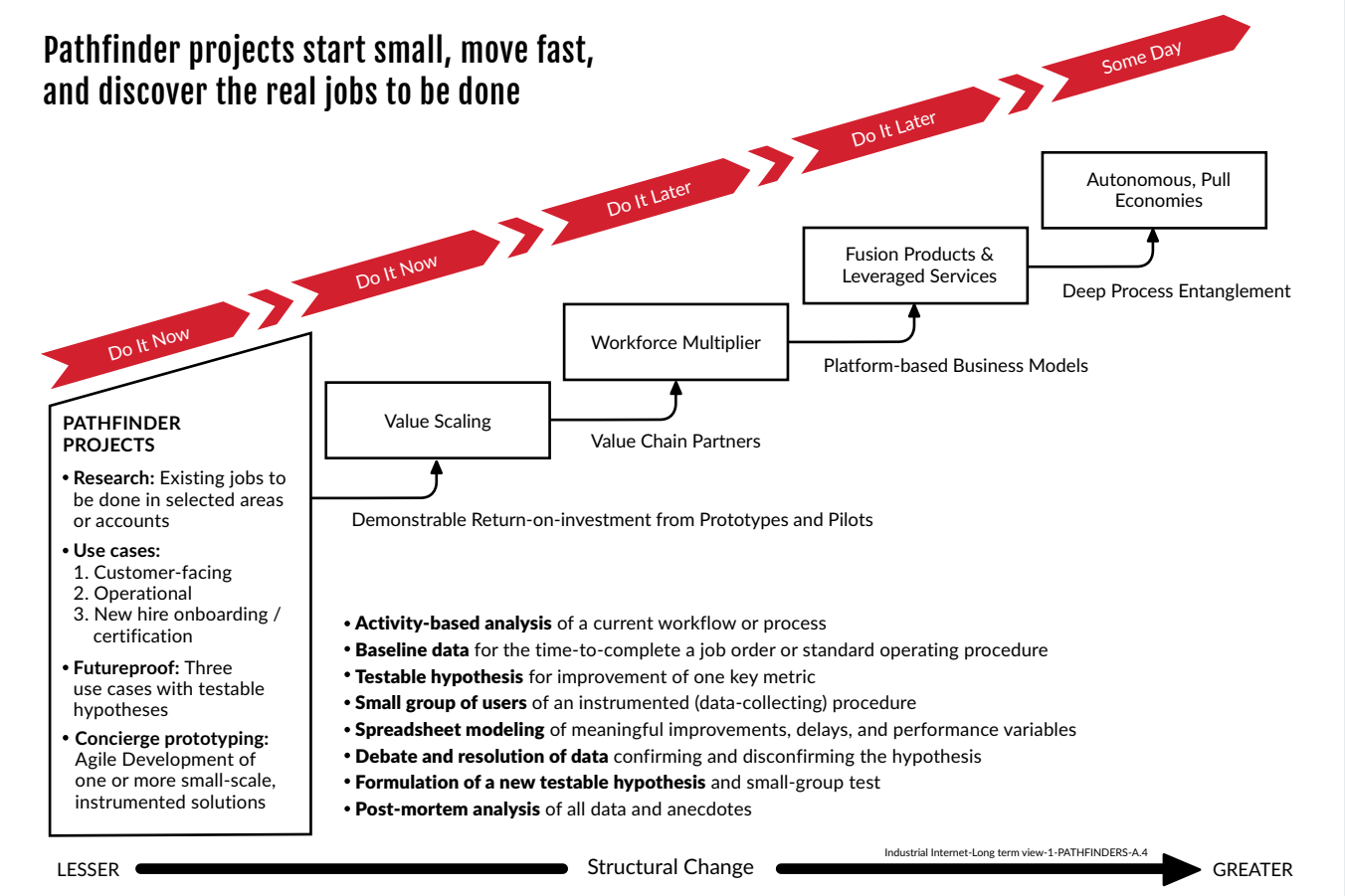
The figure to the right depicts a good starting point for early adopters of Industrial Internet capabilities.

We advocate starting pathfinder projects today using industrial wearable computers to validate use cases of three low potential-consequence situations:

- **Customer service**
- **Basic inspection**
- **Basic training of new hires**

Future-proofs result from workshopping best- and worst-case scenarios for field-testing connected worker solutions. Future-proofs entail the thorough vetting of 45- or 90-day prototype development projects.

Concierge prototyping then delivers small-scale deployments with data supporting a business case.



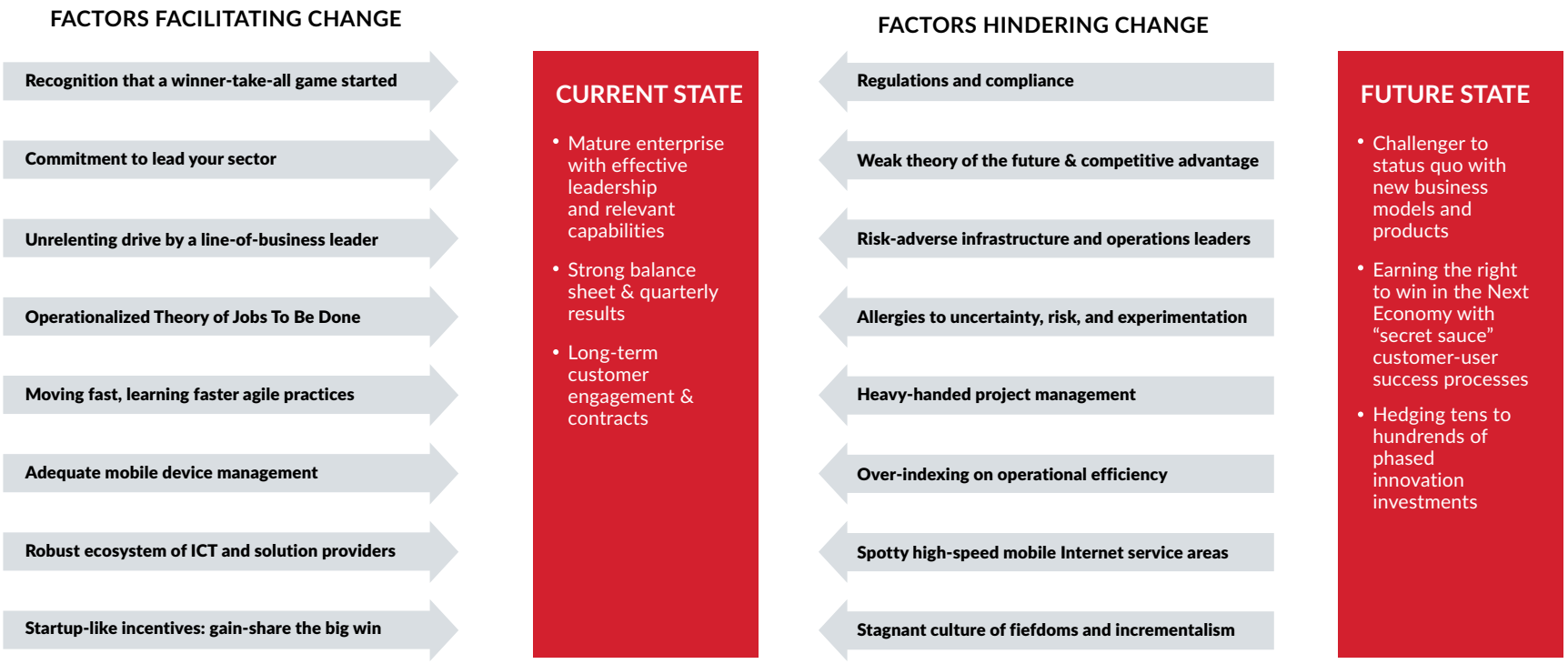
Often, corporate clients will call upon the small cottage industry of specialized consultancies and solution development firms to speed the development of Pathfinder Projects.

What factors can facilitate and hinder the deployment of connected worker programs?

GISTICS conducted a meta-analysis of 18 industry studies and analyst reports. The figure below depicts a force-field model that summarizes cited factors that can facilitate and hinder the successful exploitation of the Industrial Internet.

We use these models to kick off the future-proofing of workshops, in which two or more teams can build force-field models depicting optimistic and pessimistic scenarios. Both these scenarios feed a third and more balanced scenario—the basis for proceeding with the chosen pathfinder projects.

Force-field factor analysis summarizes key findings of 18 market studies



Force field model-industrial internet-A.1

This figure depicts the common factors that can facilitate and hinder the full adoption of the Industrial Internet. As a general rule, the elimination of one hindering factor represents adding two or more facilitating factors.

The rapid, accurate identification of hindering factors and the focused efforts to eliminate or reduce their effects suggests a key priority of Pathfinder Projects.

7 Topics included the Internet of things, Industrial Internet, connected workers, intelligent assistance, industrial augmented reality, enterprise digital asset management, and trends in asset securitization

When you are solving a customer's job, your products essentially become services.

What matters is not the bundle of product attributes you rope together, but the experiences that enable you to help your customers make the progress they want to make.

Clayton Christensen, author and expert on disruptive innovation
Competing Against Luck: The Story of Innovation and Customer Choice, page 64

What is the common root cause for the failure of most innovations?

Many innovations fail because of a **lack of empathy** for what the customer or target user needs, what frustrates them, and what hacks or workarounds they currently tolerate.

Now 10 years into its refinement, Clayton Christiansen and his partners have operationalized their Theory of Jobs to Be Done. This theory describes how customers "hire" a product or service to get a set of jobs done and achieve meaningful progress in their daily work, personal life or professional career, and their role as an employee or citizen. The figure to the right depicts key elements for de-risking investments in innovation.

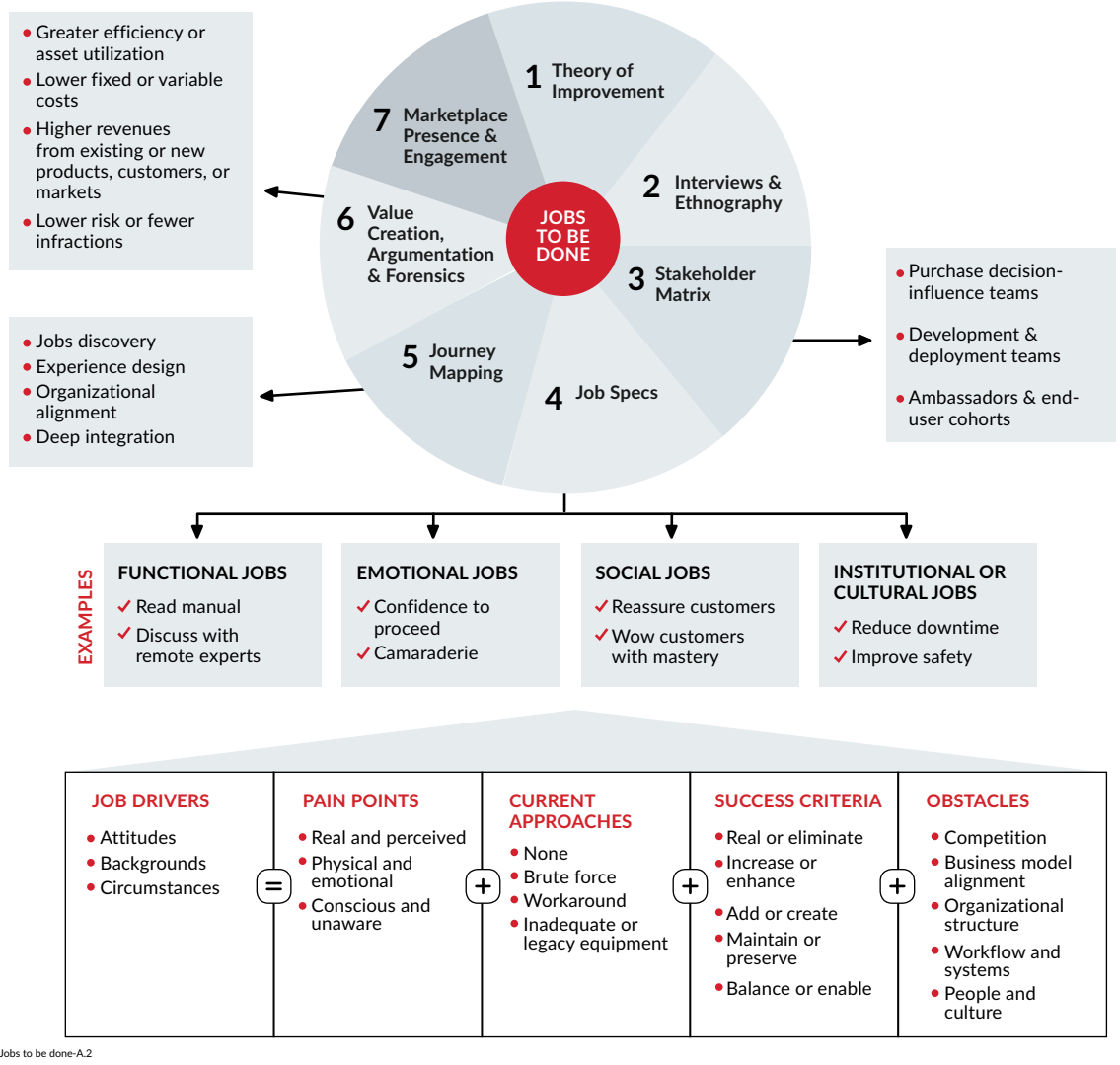
1. **Theory of improvement** for the connected worker might frame the targeted gains in safety, productivity, and training.

2. **Interviews and ethnography** emphasize direct observation and engagement with frontline workers and their supervisors. Structured qualitative research might include extensive field notes and content analysis of one-on-one or small group interviews.

3. **The stakeholder matrix** calls attention to the need to develop a job spec for each key influencer of
   - Purchase decision teams
   - Prototype development and deployment teams
   - End users of an initial rollout

4. **Job specs** describe why a particular group of customers—who share similar contexts, motivations, and success criteria—hires a product or service to achieve progress towards a goal or general aim.

A well-defined job spec becomes the North Star for an organization



The figure above depicts an operationalized framework for creating customer empathy, using research on job drivers to paint a vivid and compelling portrait of why customers hire products or services from a preferred vendor in a noisy, competitive market.

5. **Journey mapping** represents a narrative documentary, often rendered as a storyboard; displayed as a large wall-mounted poster or pin board; and refined through iterative research, debate, and resolution.
    - **Jobs discovery** answers a set of questions depicted in the table below.
    - **Experience design** explains the who, how much, where, when, how, and why of satisfying the job spec and producing a "wow" experience with the customer.
    - **Deep integration** with the customer weaves a vendor's products or services into the fabric of the customer's business processes and systems.
6. **Value creation, argumentation, and forensics** translate a job spec into the following:
    - *Value proposition* that frames a set of desired and attainable benefits.
    - *Business case* that provides an investment analysis that justifies the purchase decision.
    - *Requirements document* that summarizes primary and secondary research.

To address the engagement of commercial customers, **forensics** represents the curation of public information sources in support of content marketing and sales enablement, compiling a database of these ecosystem resources:

- **Watering holes** where prospective customers congregate and engage potential vendors and key influencers.
- **Influencers** who publish articles, blogs, or reports; who speak at industry conferences or to analysts and the press; and who consult, educate, or train members of the customer's decision influence teams.
- **Competitive substitutes** that customers might use instead, including willful toleration of an annoying situation, use of off-label products intended for use elsewhere, and one-off hacks or workarounds.
- **Ecosystem firms** that in some way add value to end-use customers.
- **Authoritative content** in the form of the most read or viewed articles, blogs, books, infographics, presentations, videos, and webinars.

7. **Marketspace presence and engagement** can represent an internal program or external (customer- or partner-success) portal, providing access to the following:
    - **Video libraries:** Explanations, feature-function demonstrations, whiteboard sessions webinars, troubleshooting, etc.
    - **Tools and worksheets:** Data collection, benchmarking, return on investment calculations, etc.
    - **Certifications:** Testing, assessment, and nano-degrees in selected skill sets.

Essential questions on job discovery

1. What **progress** does the particular stakeholder (user, decision influencer, developer, etc.) seek to accomplish?
2. What are the **functional, emotional, social,** and **institutional** (or cultural) dimensions of the desired progress?
3. What are the **circumstances** of the particular stakeholder's struggle? *Who, how much, where, when, how, while doing what, and why?*
4. What factors **hinder** the particular stakeholder from making that progress?
5. What factors **facilitate** the particular stakeholder making that progress?
6. How are the primary users or customers making do with **imperfect solutions** or compensating actions?
7. What **criteria** do users or customers use to define a **quality solution** with **acceptable trade-offs**?

How can a strategy map assist in prioritizing investments in connected worker programs?

Advocates of connected worker programs must secure the ongoing support of the executive leadership and frontline workers and their supervisors.

The figure to the right depicts a **strategy map**—a visual explanation of a basic connected worker program—and an effective way of securing and sustaining organizational support.

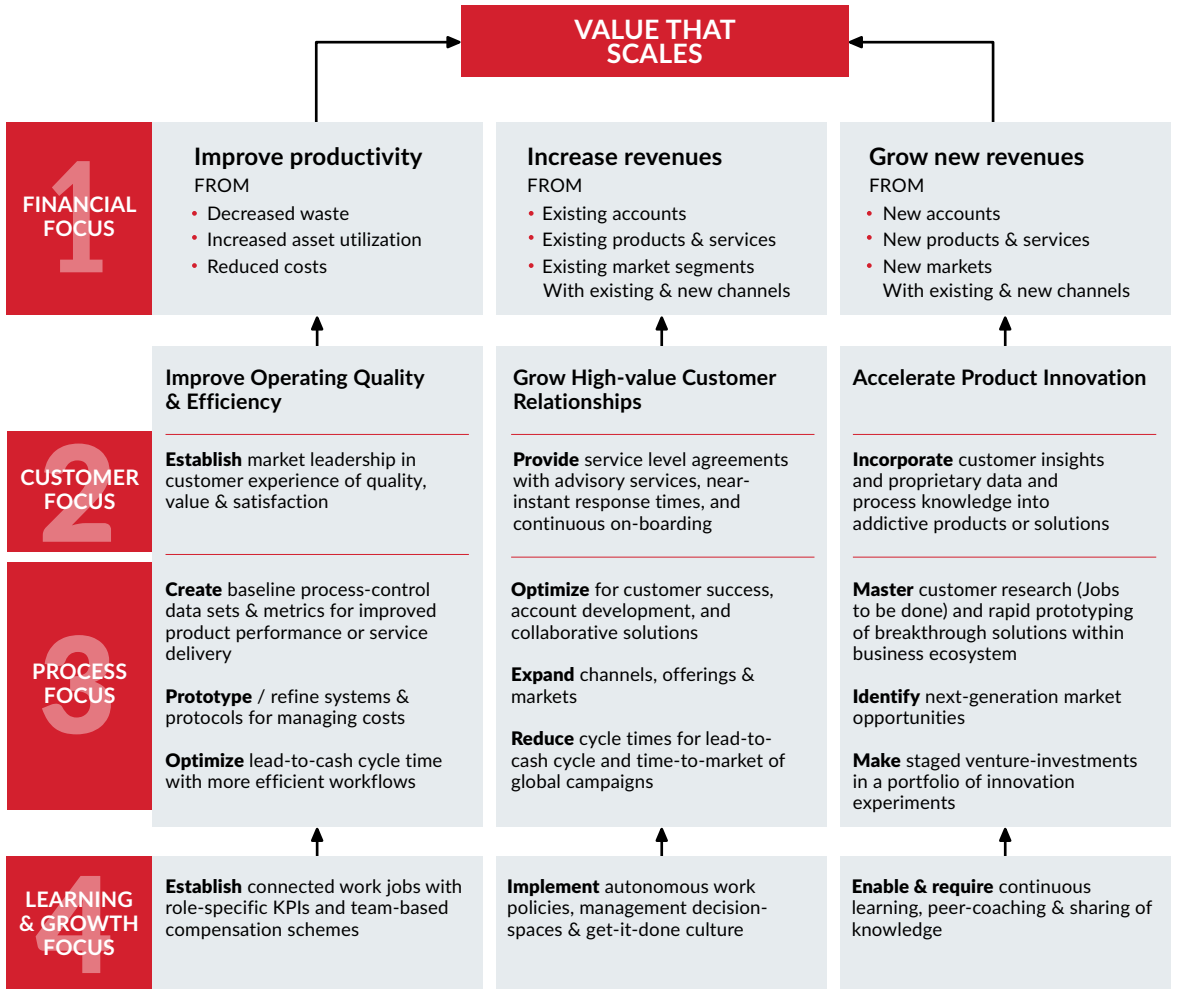
Value that scales
In this paper, we recommended a short-term focus on pathfinder projects and the discovery/invention of *value that scales*.

Although every organization has a unique set of circumstances, pursuit of value that scales will lead to breakthrough insights into a small number of Jobs To Be Done by connected workers.

Our research on early adopters of IA of connected workers revealed initial success in the onboarding and training of new industrial workers.

We found that one of the most effective programs for recruiting and retaining younger workers (millennials) emphasized connected, collaborative, and gamified ways of working. Unsurprisingly, the delivery of this program requires traditional forms of mentoring and reverse mentoring (where younger, tech-savvy workers coach older workers in more connected and collaborative ways of working).

Effective strategy reflects a shared understanding and commitment



The figure above depicts an example of a strategy map for a connected customer program of a field service firm. Connected customers use the head-mounted computer that the service firm provides.

How can GISTICS assist in speeding the market growth for the intelligent assistance of connected worker programs?

Introducing the power of thought leadership.

How can transmedia publications (T-Pubs) assist in connecting with internal stakeholders? With partners? Customers? Investors?

Most executives today accept that their organizations have become content creators and publishers.

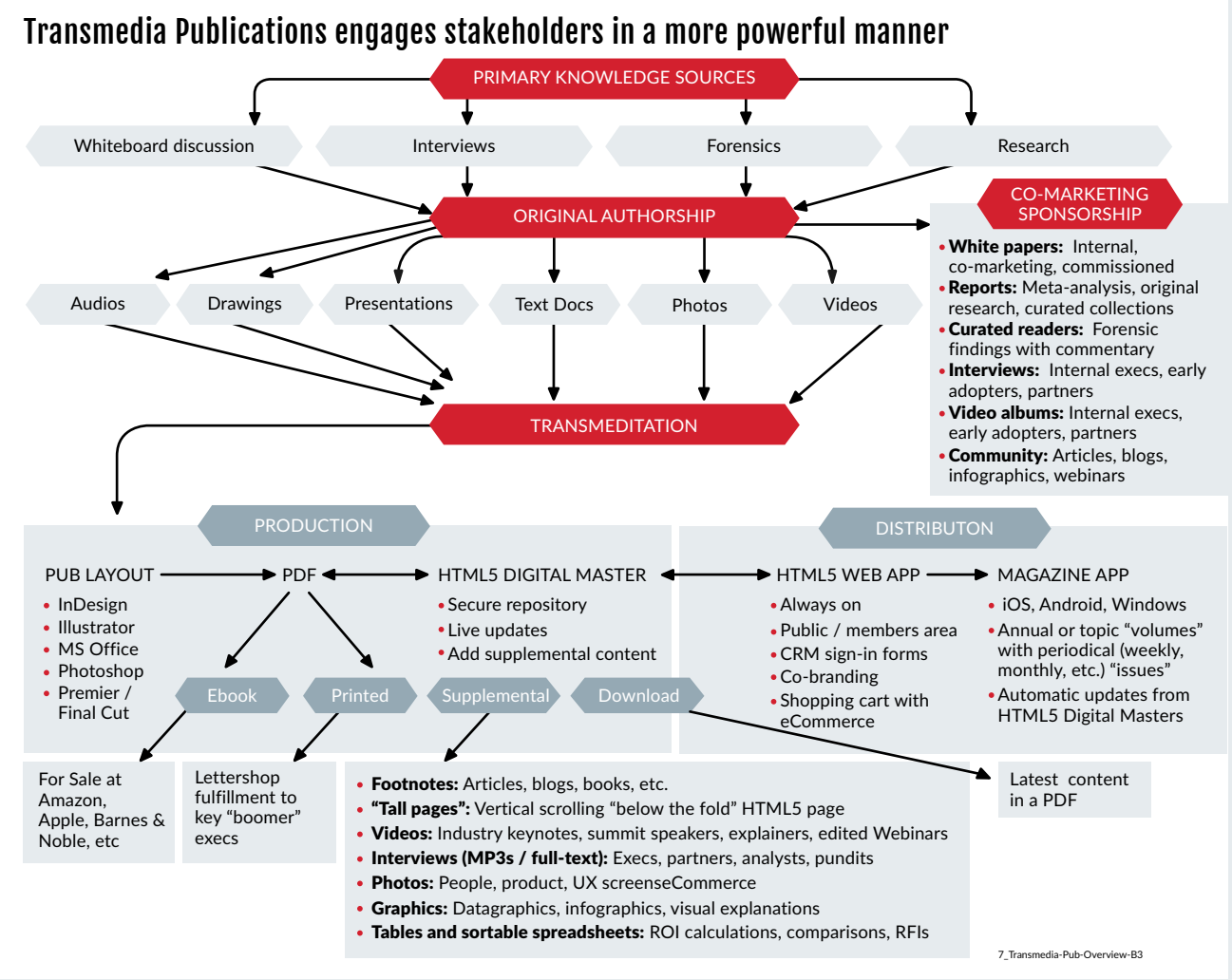
These executives also know that their organizations barely exploit most of their primary knowledge sources (depicted in the figure to the right; nor do they use recent innovations in publishing technology (transmediation). [8]

The figure to the right depicts a new publishing paradigm and a more effective way to engage stakeholders.

Transmedia Publications (T-Pubs)
GISTICS and its publishing partner, RePubIT, provide organizations with a simple, effective, and modern way to connect with the imaginations of customers and other stakeholders.

T-Pubs combine the best of fixed-format PDFs, dedicated microsites, interactive Web services, and native mobile apps.
Click here to view a showcase of T-pubs

Co-marketing sponsorships
Contact GISTICS to learn how we can speed up the conversion of your existing content into always-on, interactive T-pubs with the continuous addition of supplemental content.

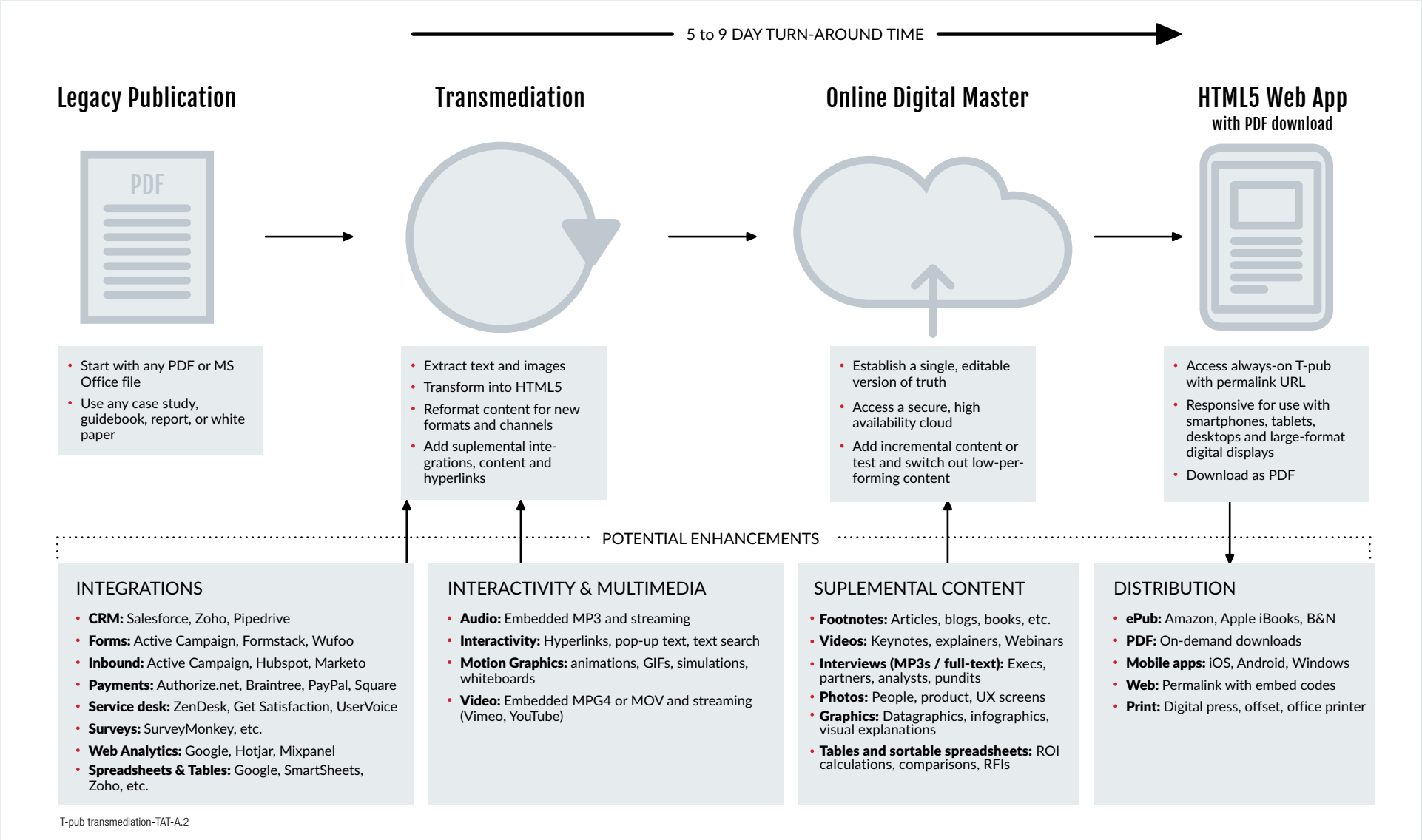


The figure above depicts a new paradigm in thought leadership, content marketing and customer success: the ability to create and manage an always-on digital master by which to push updates and supplemental content to public or registered users of your branded HTML5 Web app and native iOS, Android, and Windows apps.

8 Transmediation represents the conversion of existing publications and content into more engaging, informative, and enduring interactive experiences. Transmediation often entails adding curated content (hyperlinks to authoritative content), interactive services (CRM-forms, surveys, shopping carts, etc.), multimedia (audio, video, webinar recordings), and analytics to a secure, scalable, and always-on publishing infrastructure.

May we demonstrate the power of a transmedia, using one of your white papers?

For qualified firms, GISTICS offers to transmediate a legacy publication into a online digital master and HTML5 Web app. The figure below depicts a five to nine-day turn-around time. Contact Michael Jay Moon: *moon@gistics.com* or +1 415 509 5023.



The figure above depicts how GISTICS can enhance a legacy publication.

About this publication

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About the sponsors of this publication

RealWear and its partners provided key insights that made this publication possible.

RealWear manufactures the world's first hands-free and ruggedized head-mounted tablet solution for connected industrial workers.

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DOCUMENT: Hands Free Revolution-Executive Primer-v10v

About GISTICS

GISTICS connects the value of products and services with the imaginations and wallets of customers, especially in emerging or disrupted markets. Often this entails the direct coordination of ecosystem partnerships and the rapid prototyping of breakthrough solutions.

For technology vendors

GISTICS provides growth-marketing-as-a-service:

Fractional Chief Marketing or Product Officers: Executives in charge of building and transferring a new strategic capability to a high-potential growth company

Jobs to Be Done: Problem and solution interviews, solution requirements, return-on-investment analysis, and delivery system designs

Strategic Content: Brand identity, pitch presentations, Website content, videos for product launches, product demonstrations and customer success, and white papers

Partner Co-Marketing: Account research, lead generation and nurture campaigns, team sales enablement, and solution clinic roadshows

Thought Leadership: Industry-defining publications, breakthrough events, co-authorship of books and articles, and public speaking

What's in the name?

gist \'jist\ noun from Old French, third person singular present tense of gesir to lie, fr. L jacére to lie. 1: the **main point** or **material part** (as of a question or debate): the pith of a matter: **essence** (the ~ of a question) <the ~ of all that can be said upon the matter—R. L. Stevenson> 2: the **ground** or **foundation** of a legal action without which it would not be sustainable; from Anglo-French legal phrase cest action gist 'this action lies' denoting sufficient grounds to proceed.
—*Webster's Third New International Dictionary Unabridged*

For enterprise firms

GISTICS provides solution-engineering-as-a-service:

- **Fractional Chief Information or Technology Officers:** Executives and high-performing teams in charge of building new strategic or transformational capabilities
- **Jobs to Be Done:** Problem and solution interviews, solution requirements, return-on-investment analysis, and delivery system designs
- **Business Case:** Financial analyses that will justify phased investment in a new capability
- **Funding:** Funding proposals to multiple sources (internal groups and external stakeholders)
- **Concierge Prototypes:** Small proof-of-concepts and pilots with return-on-investment calculations and three-year operating plans

For startups

GISTICS provides executive coaching to co-founders and their teams:

- **Fractional Chief Operating Officers:** Executives in charge of building high-performing teams with systems and processes that can scale
- **Full-Stack Business Models:** Systematic validation of the Jobs To Be Done (customer-problem fit, value proposition, marketspace forensics, strategic messaging) and technology stack implementation (business process management, customer engagement, digital advertising)
- **Integrated Market Presence and Engagement:** Strategy, content, infrastructure, integrated marketing personnel, sales, customer success, and social capability