

Master's thesis evaluation by the opponent

Title of the Master's thesis:

How Internet of Things changes business model of Microsoft OEM team

Author of the Master's thesis:

Jan Hruška

Objectives of the Master's thesis:

The main goal of this thesis is to discover how emerging technological megatrend, Internet of Things, changes business model of Microsoft OEM team.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	94
Final grading	Excellent (1)

Overall evaluation and questions to be answered in the course of the defense:

Jan's thesis is well structured and gives a great overview of very complicated trend of Internet of Things. The theory lays down the basics for anyone to understand how big the opportunity of IoT is. It also underlines the threads that could significantly slow down the adoption. In the practical part Microsoft is well described as well as the role of OEM team within. Interviewees were well chosen and transcripts of interviews are easy to follow and beneficial even for Microsoft employee. It is very important to see the current OEM business model written down on one page as it takes us one step back and gives a clear overview of what our business should really be about in general. The insight from interviews and Jan's suggestions will be used to set up a clear strategy in a fuzzy theme of Internet of Things, and hopefully will help us be ready for the future. The only thing I am currently missing are the next steps that should be undertaken to deal with the biggest challenge ahead – the partner ecosystem. What partners are we supposed to look for? How to approach them and why should they partner with us?

Name of the Master's thesis opponent:


Ing. Mgr. Jan Urbík, MBA

Occupation of the Master's thesis opponent:

Windows Category Manager, Microsoft

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.

May 31, 2017



Signature of the Master's thesis opponent