

## MARKET NOTE

# IoT Solutions World Congress 2019: The Value is in the Data

Marta Muñoz Méndez-Villamil

## EXECUTIVE SNAPSHOT

---

### FIGURE 1

---

#### Executive Snapshot: IoT Solutions World Congress 2019

This IDC Market Note provides an overview and commentary on the recent IoT Solutions World Congress 2019 (IOTSWC19) in Barcelona. With over 16,000 visitors and more than 350 exhibitors, this document reflects on the main themes and conversations that took place during the event.

#### Key Takeaways

- It was very encouraging to see some of the largest, in addition to small and new, names in the Internet-of-Things (IoT) space exhibiting at the event.
- A central theme of the three-day event focused on the need to derive value from IoT data collected from deployed sensors and IoT devices.
- Perhaps one of the most encouraging outcomes of this IOTSWC19 was the variety of case studies on display, showing commercial deployments with tangible results across multiple industries and organizations, including a very clear long-term vision and strategy for the combination of IoT and AI deployments.

Source: IDC, 2019

## IN THIS MARKET NOTE

---

The IoT Solutions World Congress 2019 took place during the week of October 28 in Barcelona, Spain. With over 16,000 visitors and more than 350 exhibitors, this document reflects on the main themes and conversations that took place during the event.

## IDC'S POINT OF VIEW

---

Overall, it was very encouraging to see some of the largest, in addition to small and new, names in the IoT space exhibiting at the event. From Microsoft, Nutanix, Vodafone, SAS, and Deloitte to Envirosuite or Geeksme, the abundance of vendors demonstrates the complex landscape characterizing the current IoT ecosystem. This ecosystem encompasses players across all areas of the IoT stack, from analytics to connectivity, cloud services, and systems integrators, all of which play crucial parts in the IoT value chain. The need for partnerships in such a world was also very visible through the number of joint solutions that were on display, such as the joint Siemens-SAS offering for AI and IoT aimed at the Industrial IoT as well as the real-time location services and applications by Orange and Quuppa.

But undoubtedly, one of the central themes of the three-day event was the need to derive value from IoT data collected from deployed sensors and IoT devices. This is hardly surprising, given that by the end of 2018, over 20% of European organizations were simply collecting IoT data without deriving any value from it, according to *IDC European Vertical Markets Survey, 2018*. In an industry still in its infancy, both vendors and users are still battling to prove the ROI and results of their various initiatives, be they proofs of concept (POCs) or fully scalable deployments. IDC's view is that the value of IoT can only be fully achieved when actions are taken from the insights gained from the data gathered. Without those three steps (data gathering, insights and analysis, and actions taken), the full value proposition of most IoT deployments would inevitably fail to materialize.

But moving from step 1 (data gathering) to steps 2 and 3 (insights and actions, respectively) requires a level of maturity that was not necessarily present across end-user organizations until recently. There was an encouraging sign that the industry is finally moving on – in many of the conversations, the message and focus during the IOTSWC19 centered on delivering value and insights from data. Several vendors IDC met with stated that in previous years, many of the conversations at this and similar events were highly educational and focused around explaining the benefits of IoT and deploying pilots. In this year's session, conversations were mainly about helping scale up specific pilots and commercial deployments as well as deriving value from existing solutions, whether using IoT in isolation or in combination with technologies such as AI, blockchain, or at the edge.

Supporting this idea was the fact that a number of vendors and end-user talks during the conference referred to commercial deployments, as seen from the presentations of companies such as Advanced Disposal Services and its waste management and IoT deployments, Maersk and its digital transformation journey, as well as UNC School of Medicine and its use of AIoT.

On the importance of using advanced analytics and AI alongside IoT deployments as a tool to derive the necessary value from the data, SAS presented the concept of artificial intelligence of things (AIoT) as a way to demonstrate that companies using both AI and IoT in combination were proving to be more competitive than those using IoT in isolation. Equally, research from a recent study conducted by IDC for SAS, Intel, and Deloitte Consulting finds that organizations using AIoT experimenting faster time to value, and senior leaders within the organization see extremely positive results from these initiatives, which manage to exceed or significantly exceed initial expectations across 90% of senior leaders interviewed.

Showcasing some of the work they are conducting with a number of partners, the analytics vendor discussed the importance of, for example, understanding the early stages of data ingestion and device onboarding for Industrial IoT with the work it is doing with Omnio.net. It also provided insights to how video analytics can be used in the transportation environment for early failure detection and prevention through its partnership with Wabtec.

Thus, understanding the data life cycle in its entirety becomes a fundamental component of any successful IoT deployment, including managing, discovering, and deploying on that data.

## Successful Results-Driven Case Studies

Perhaps one of the most encouraging outcomes of this IOTSWC19 was the variety of case studies that showcase commercial deployments with tangible results across multiple industries and organizations, including very clear long-term vision and strategy for the combination of IoT and AI deployments.

Spanish private healthcare group Sanitas (part of the BUPA Group) presented its vision of a "Liquid Hospital" and shared initial results from its Connected Health Platform. The group has deployed an IoT, cloud, and analytics project to run trials with over 800 patients in Spain as well as 140 doctors and nurses. Patients with coronary and pulmonary diseases are carefully monitored using a variety of devices to monitor progress, provide education, control medication, and record tests. By incorporating a set of digital initiatives such as video calls with specialists; connecting carers, patients, and medical staff under a unified platform; and identifying a series of specific use cases (such as customers with hypertension, obesity, post-surgical treatment, asthma, and chronic obstructive pulmonary disease); Sanitas managed to achieve some impressive initial results. Initial data, for example, shows blood pressure levels across those patients declined substantially in the months since the beginning of the trials; hospital stays decreased from 7 to 3 days; and patient satisfaction improved.

U.S.-based waste management company – Advanced Disposal Services – explained how it is using IoT and analytics to improve container inventory and collection (including location, capacity, and verification-related issues), landfill management, and using IoT data to investigate new ways for capturing energy released in the recycling process.

Other examples include organizations such as Carrefour, Roca, Maersk, Hugo Boss, Airbus, Daimler Motors, Ibercaja, SNCF Réseau, and Brussels Airport. The vast number of organizations willing to share data on their progress and results is testament to the maturity of a technology that is most definitely entering the next stage in its evolution.

## Conclusion

IOTSWC19 was a turning point in the evolution of IoT deployments, with organizations not only showing real, scalable deployments of IoT solutions, but also doing so in combination with artificial intelligence and with a strong focus around the need to derive insights from the data collected to maximize the value of technology investments.

We definitely see a customer base that is much more familiar with the technology, understands its benefits, and concerned about how to deploy commercial solutions that can be fully integrated and scaled across the organization to derive business value and innovation.

## LEARN MORE

---

### Related Research

- *IDC FutureScape: Worldwide Digital Business Models and Monetization 2020 Predictions* (IDC #US44643119, October 2019)
- *SAS: The Value of IoT Data* (IDC #EUR145332519, July 2019)
- *Predictive Asset Management: The IoT Analytics and Ecosystems Play* (IDC #EUR145051618, May 2019)
- *European Internet of Things Best Practices: Becoming an IoT Hero in 2019* (IDC #EMEA44856719, February 2019)

### Synopsis

This IDC Market Note summarizes how IOT Solutions World Congress 2019 (IOTSWC19) was a turning point in the evolution of IoT deployments, with organizations not only showing real, scalable deployments of IoT solutions, but also doing so in combination with artificial intelligence and a strong focus on the need to derive insights from the data collected to maximize the value of technology investments.

## About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

## IDC Spain

Plaza Colón, 2. Torre I. Planta 4º  
28046, Madrid Spain  
+34 91 787 21 50  
Twitter: @IDC  
idc-community.com  
www.idc.com

---

### Copyright Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, telebriefings, and conferences. Visit [www.idc.com](http://www.idc.com) to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit [www.idc.com/offices](http://www.idc.com/offices). Please contact the IDC Hotline at 800.343.4952, ext. 7988 (or +1.508.988.7988) or [sales@idc.com](mailto:sales@idc.com) for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights.

Copyright 2019 IDC. Reproduction is forbidden unless authorized. All rights reserved.

