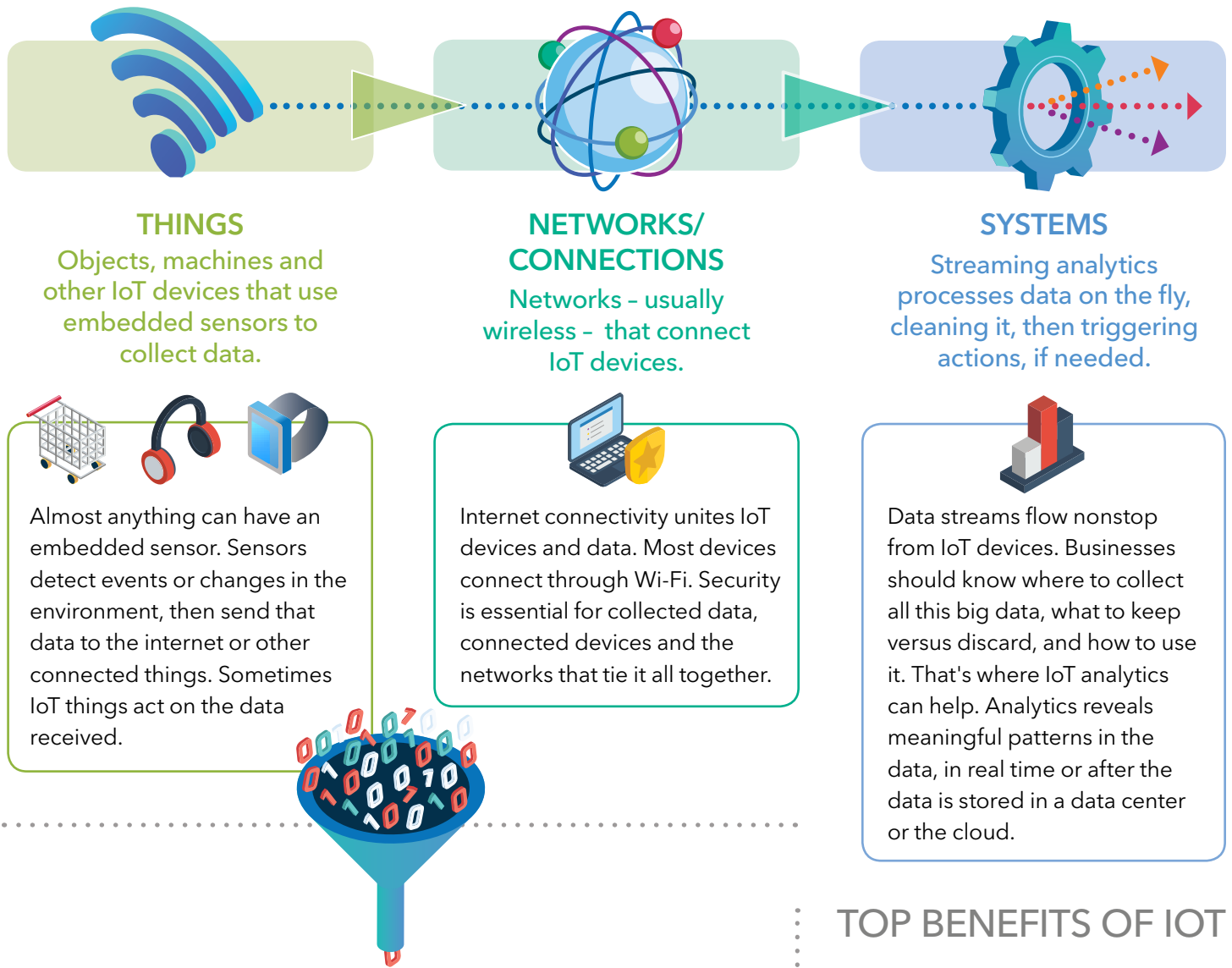


WHAT IS IOT?

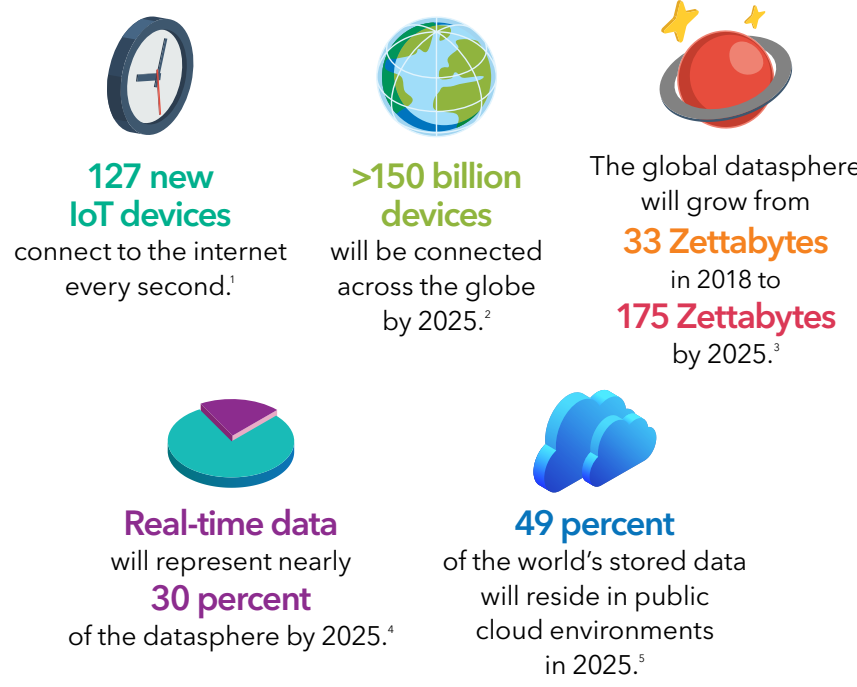
The Internet of Things (IoT) is anything that connects to and shares data through the internet.

IOT HAS THREE MAIN PARTS

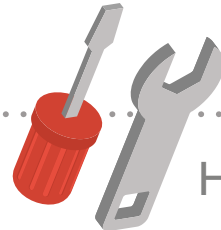


TOP BENEFITS OF IOT

TODAY AND TOMORROW HOW MANY THINGS ARE CONNECTED? HOW MUCH BIG DATA IS THERE?



- Operational efficiencies**
Examples are higher productivity, faster time to market, automated processes.
- Innovative business models**
New insights spark new digital offerings and revenue streams.
- Improved customer experiences**
New and more engaging types of customer experiences are unified across multiple channels.



HOW CONNECTED INDUSTRIES USE IOT

- Manufacturing**
Predict and prevent maintenance issues, improve production quality and reduce after-sale defects.
- Retail/Hospitality**
Optimize inventory management, understand customer preferences in context and deliver highly customized, omnichannel experiences and offers.
- Government/Cities**
Operate assets and infrastructure more efficiently, enhance public safety and streamline service delivery.
- Energy/Utilities**
Manage asset and grid performance, accurately forecast loads and avoid outages.
- Automotive/Transportation**
Improve quality and reliability, provide smart mobility services and make value-added offers on the fly.
- Health Care**
Deliver higher-quality care at a lower cost, provide faster, more accurate diagnoses and patient-centric treatments, and optimize workflows.
- Insurance**
Prevent damages and contain losses through early risk detection, and assess damages/perform inspections quickly and safely using live imagery from drones or wearables.



WHAT'S COMING FOR ARTIFICIAL INTELLIGENCE AND IOT?

Artificial intelligence (AI) and IoT analytics work hand in hand to create new value from IoT data. Forbes says organizations that can apply real-time AI to IoT data could see as much as a **38 percent lift in profitability** by 2035.⁶

"The technologies we use in this new economy must be increasingly intelligent and automated. Artificial intelligence and IoT together is the combination that will drive us forward."

- Oliver Schabenberger
Exec. VP, Chief Operating Officer and Chief Technology Officer of SAS

¹40 Internet of Things Statistics 2019. Tech Jury.
²IDC. Data Age 2025. The Digitization of the World From Edge to Core. David Reinsel, John Gantz and John Rydning. Sponsored by Seagate. US44413318. November 2018.
^{3,4,5}IBID.
⁶Forbes. Artificial Intelligence Will Enable 38% Profit Gains by 2035.
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