

DISCOVER THE KEY FACTORS IN IoT SUCCESS

EXPERIENCE IS RELATIVE

Are you still in the early stages of your IoT strategy?

You aren't alone, even those with IoT experience are somewhat new to the game.

(Base: 158)

Running multiple IoT projects **6%**

Advanced with IoT analytics projects: **33%**

Still in pilot stage: **60%**

70% The number of respondents who have been working with IoT concepts for 2-to-5 years

The Pot of Gold at the End of the Rainbow

25%

IoT projects that have achieved **at least 3/4** of their targeted return

23%

People who say they have hit **50%-74%** of their targets

IoT users with **more than five years of experience** estimate a median return of 83% of their targeted ROI, compared to 62% for all respondents.

Monetary Goals

Savings and new revenue **45%**

Revenue growth or new revenue sources **25%**

Cost savings/efficiencies **22%**

"Don't know" **1%**

31%

Longer-term IoT users (greater than 5 years experience) are most likely to be targeting cost savings (31%)

Beyond the dollars

Early-stage IoT investments have largely been about gaining technical knowledge as new applications emerge.

GETTING THE JOB DONE

Executives and sales/marketing managers play a key role in IoT projects, particularly in "leading" organizations.

Among those "striving" for success, not so much.

Executives and Sales & Marketing Are More Engaged at IoT Leaders



With IoT maturity, engineering/product management takes ownership of IoT — 35% of organizations with 5+ years of IoT experience

IOT DELIVERING RESULTS TODAY

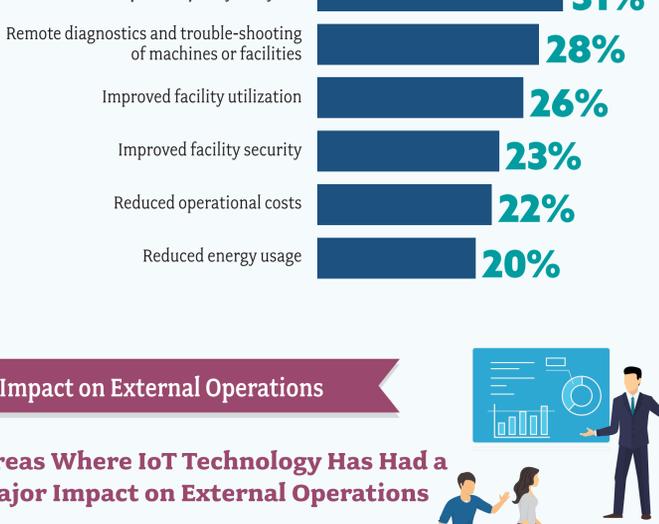
IoT Impact on Internal Operations

Data shows that "IoT has had a more significant impact on remote diagnostics and trouble-shooting of machinery for users who have been using IoT for less than 2 years."

IoT has had a more significant impact on equipment uptime, operational dashboards and better quality/yields for longer term users.

This may reflect priority differences for the industries that have been using IoT for longer — like mining, utilities and other asset-intensive sectors — not necessarily how those priorities evolve over time."

Areas Where IoT Technology Has Had a Major Impact on Internal Operations

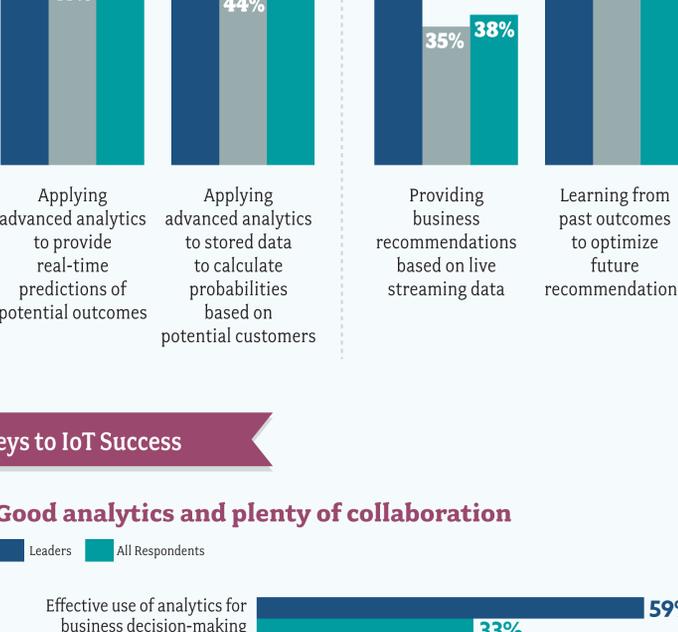


IoT Impact on External Operations

Areas Where IoT Technology Has Had a Major Impact on External Operations

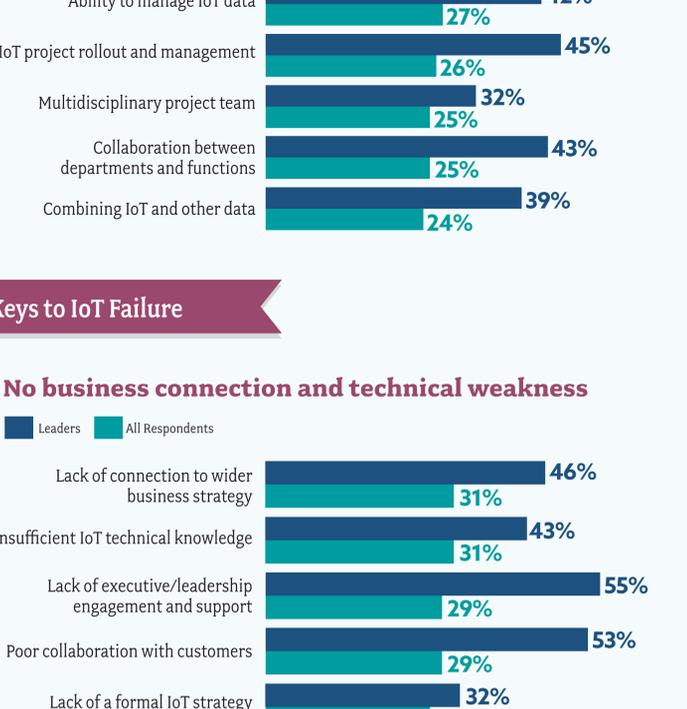


Two thirds of IoT "leaders" are using predictive analytics in both real time and against stored data, while both "leaders" and "strivers" have footholds in more advanced prescriptive analytics



Keys to IoT Success

Good analytics and plenty of collaboration



Keys to IoT Failure

No business connection and technical weakness

