Current Analysis

Internet of Things Innovation

NetEvents – 18 March, 2016

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Who is Current Analysis?

Current Analysis

A leading global provider of market intelligence & competitive insight for Telecom & IT Businesses.

We support a portfolio of **over 1,500 major organizations** with tactical and tangible insight in over 100 countries across 14 core industry groups.

With **insight spanning over 20 years** across three global brands we deliver enriched value to clients, have research offices around the world & deep experience in our specialist sectors.

Win more business

Our strength is our combination of:

- **Unique, robust data**
- **Trusted industry analysis & insight**
- **Innovative integration & collaboration**

Our expertise includes:

- Tactical & strategic planning
- Customer insight
- Competitive Intelligence
- Risk mitigation
- Market planning & development

We offer clients a range of research services:

- Online Intelligence Centers
- In-Depth Reports
- Consultancy Services

Why **Internet of Things**

Current Analysis

Increasingly, the opportunities presented by the Internet of Things (IoT) are commanding attention amongst business' looking to create a competitive advantage.

The demand for IoT solutions is expanding and pressure grows amongst technology and service suppliers to drive innovation.

In turn, this demand to support exponentially larger numbers of connected elements is impacting the infrastructure in place to support them.

Market Tipping Point

Network Impacts

Competitive Pressures

Key Objectives

Current Analysis is conducting a global survey of 1,000 respondents to gauge user perspective on the Internet of Things (IoT)

Top Use Cases

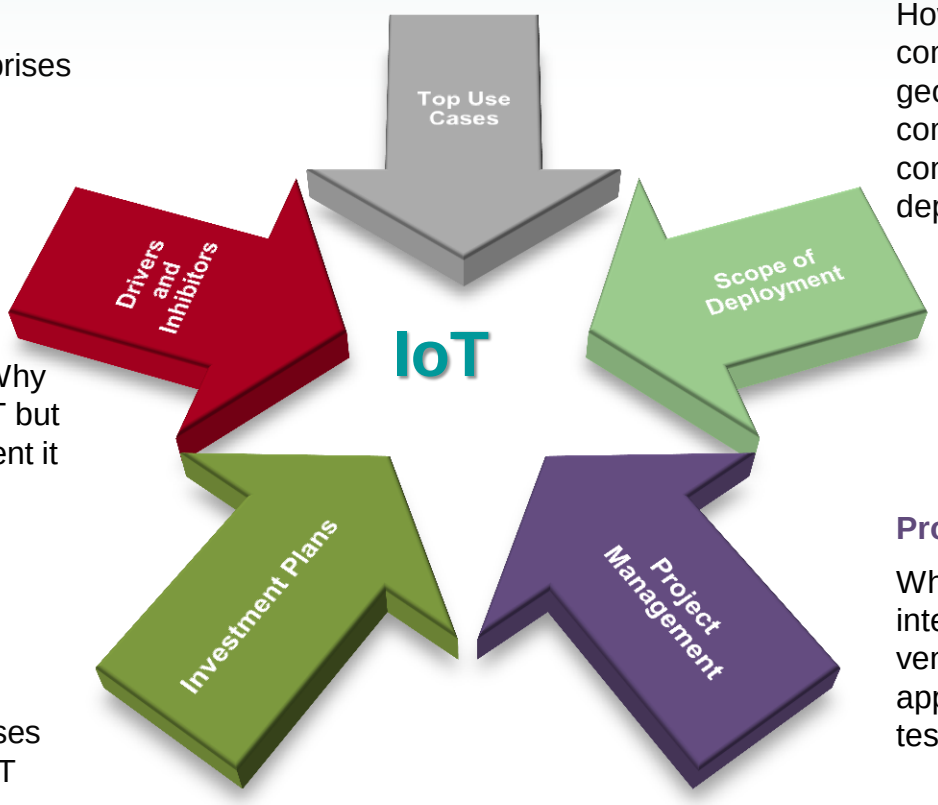
What are the use cases enterprises have implemented and are evaluating?

Drivers and Inhibitors

What are the key benefits enterprises are hoping to gain? Why did enterprises that evaluated IoT but ultimately decided not to implement it abondon their plans?

Investment Plans

In which areas are enterprises investing to support their IoT project? What are their ROI goals?



Scope of Deployment

How many devices are being connected? What is the geographic scope, frequency of communication, type of connectivity and security being deployed?

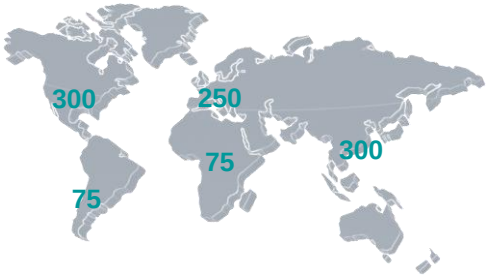
Project Management

Who manages the project internally? Why are preferred vendors for systems integration, app development, consulting, testing and analytics?

Project Methodology

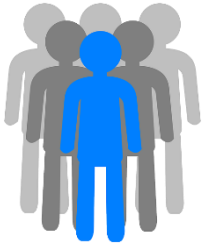
Respondents come from a variety of backgrounds

They will come from across the globe…..



…work in LOB and IT….

50% LOB



50% IT

…be from mid-sized to very large enterprises….

…include companies that are already using as well as planning to use IoT….

…as well as some that evaluated but didn't implement IoT projects…

…and be employed in a range of vertical industries.

Top Use Cases

Preliminary results indicate that security is the top cited use case

Top Ranked Use Cases

1. Security systems

2. Tracking of employees

3. Energy management

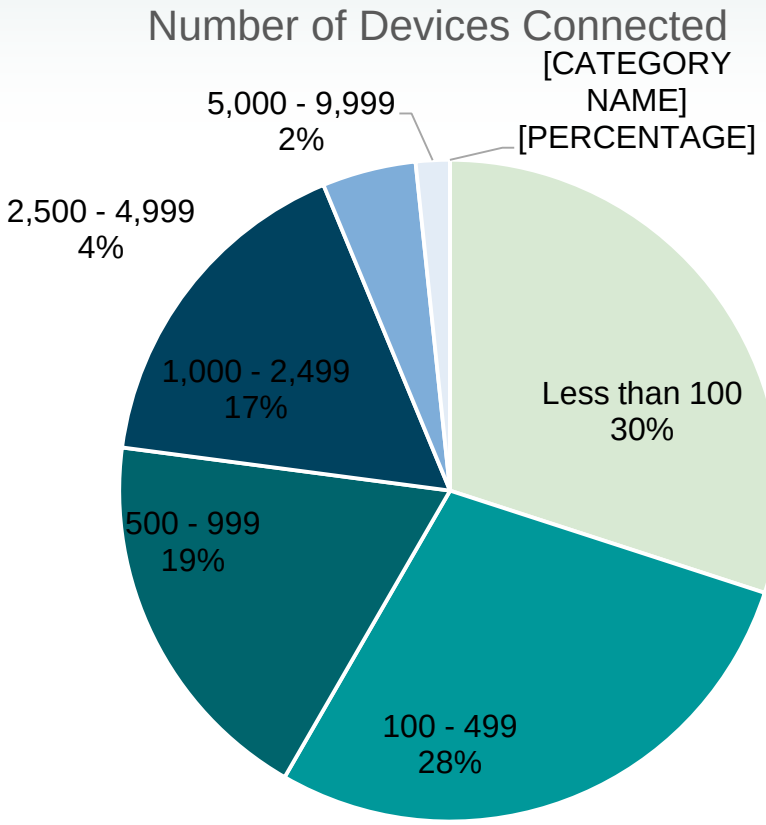
4. Product testing and quality control

5. Asset tracking

Q: What types of use cases are you using, evaluating, or did you evaluate? (Select all that apply)

Scope of Deployment

Most deployments consist of less than 2,500 devices

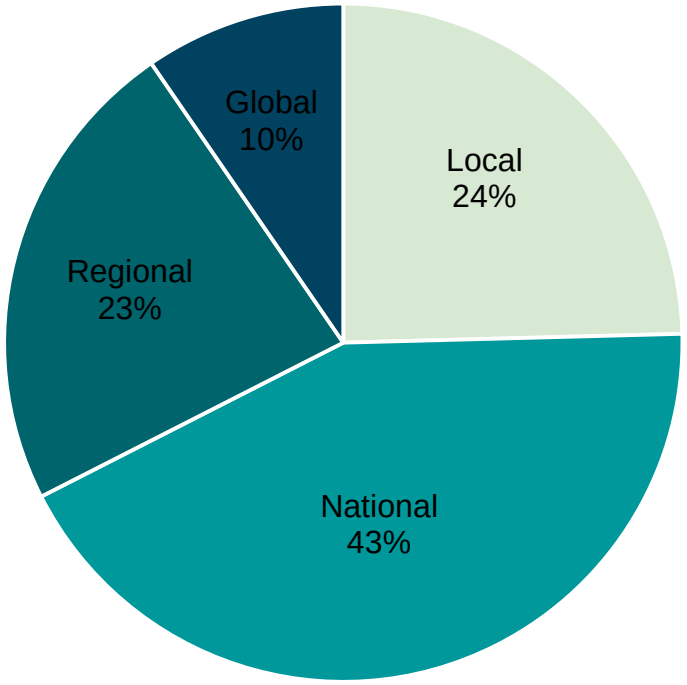


Q: How many devices have you connected or do you plan to connect when the project is complete?

Scope of Deployment

Few deployments are global in nature

Geographic Scope of Deployments



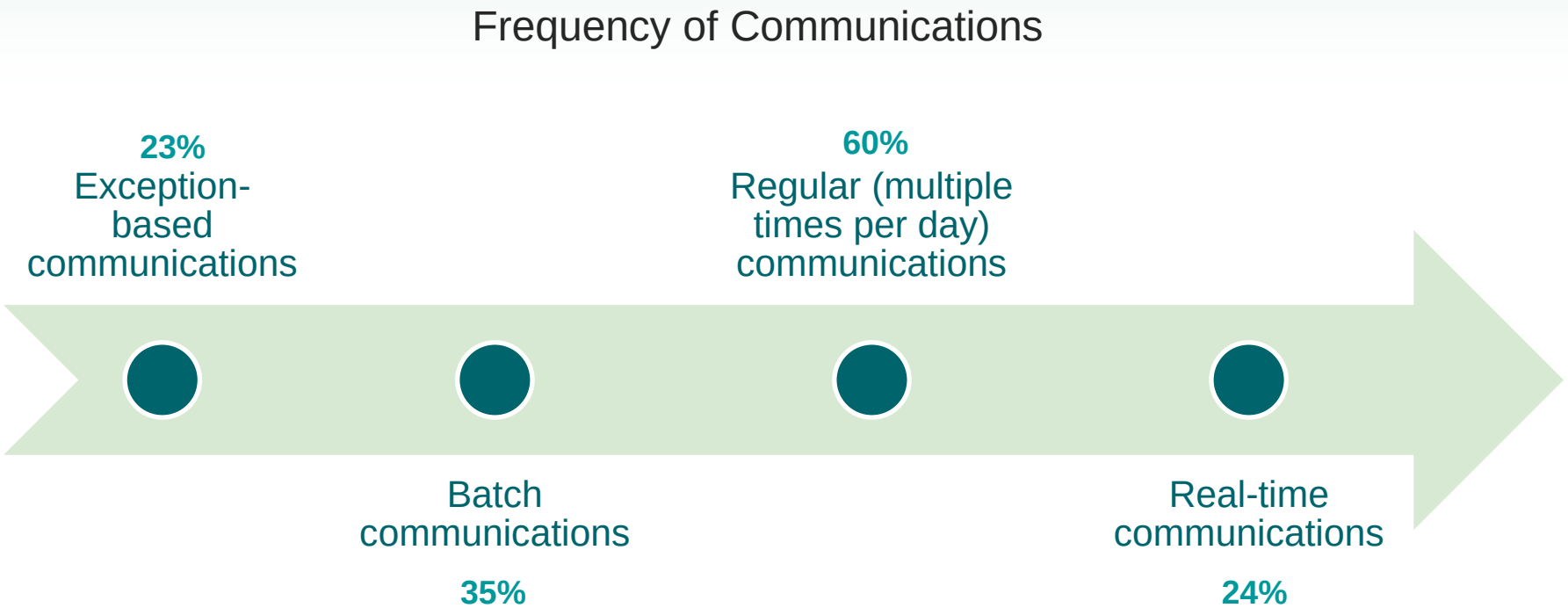
Definitions

Local:	within city/metro area
National:	within a country
Regional:	within a region such as the Americas, Western Europe, Eastern Europe, Asia Pacific
Global:	across regions

Q: What is the geographic scope of your deployment?

Scope of Deployment

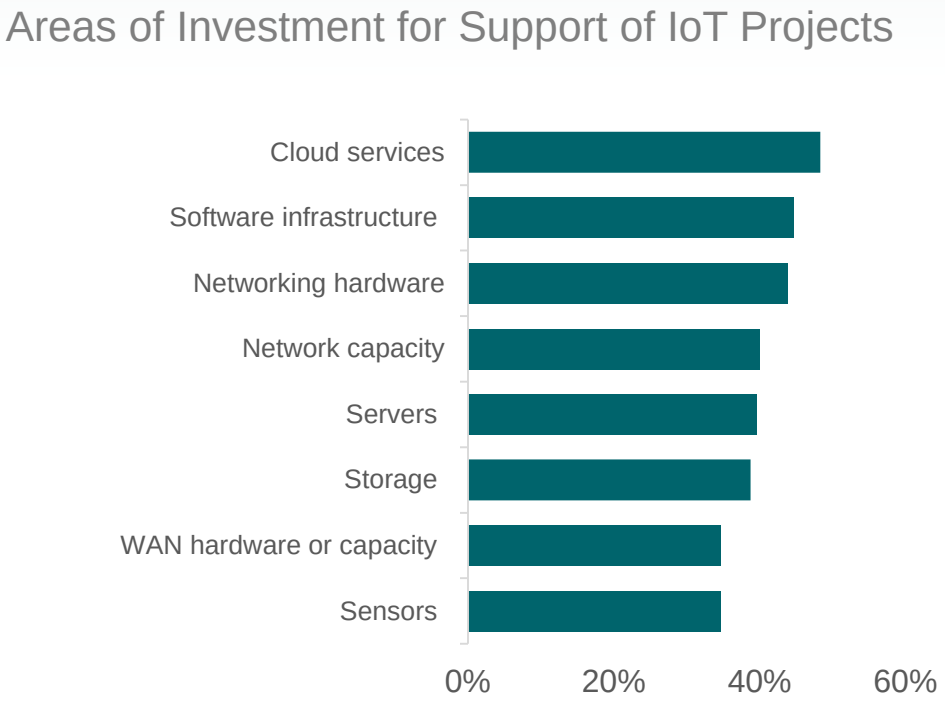
Most projects incorporate frequent, but not real-time communications



Q: What is the frequency of communications? (Select all that apply)

Investment Plans

Companies have invested in a range of technology to support their IoT project

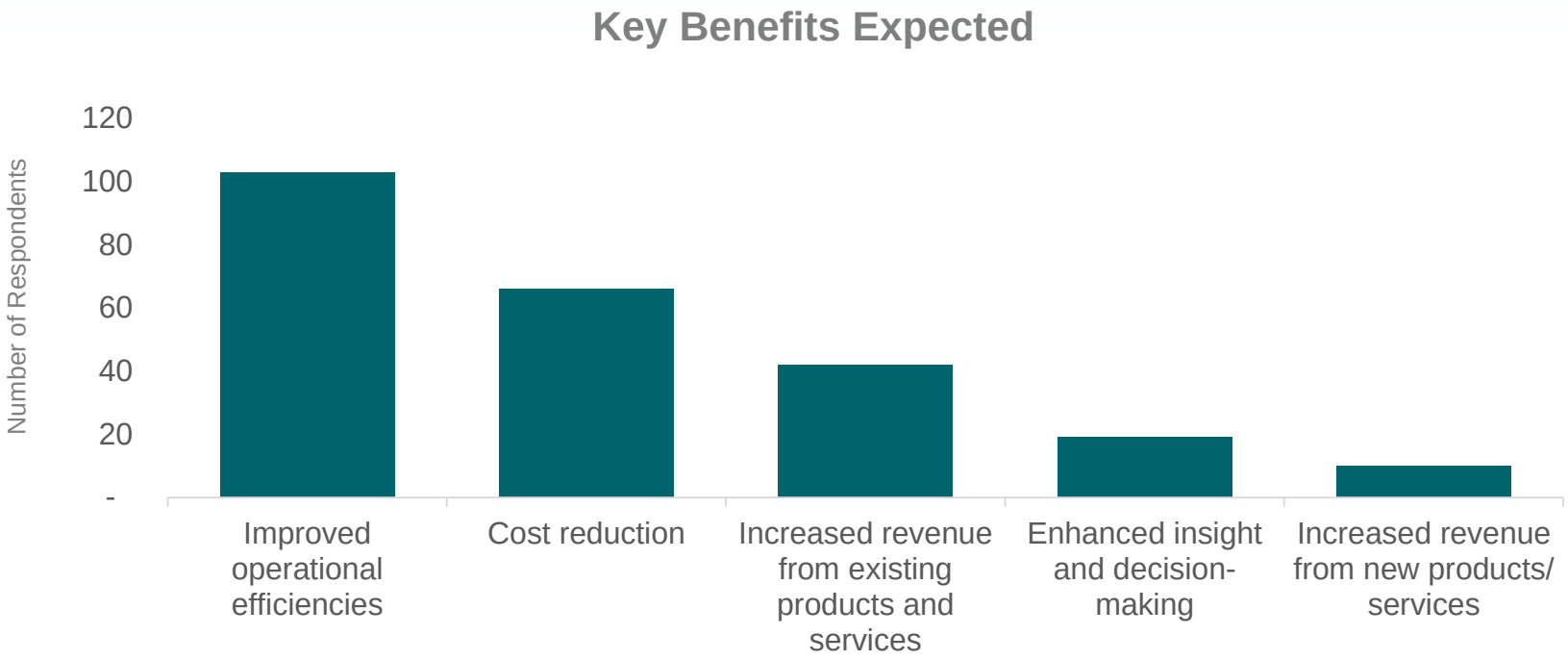


Services and software are biggest focus

Q: In which areas have you invested or do you plan to invest to support your IoT project? (Select all that apply)

Drivers

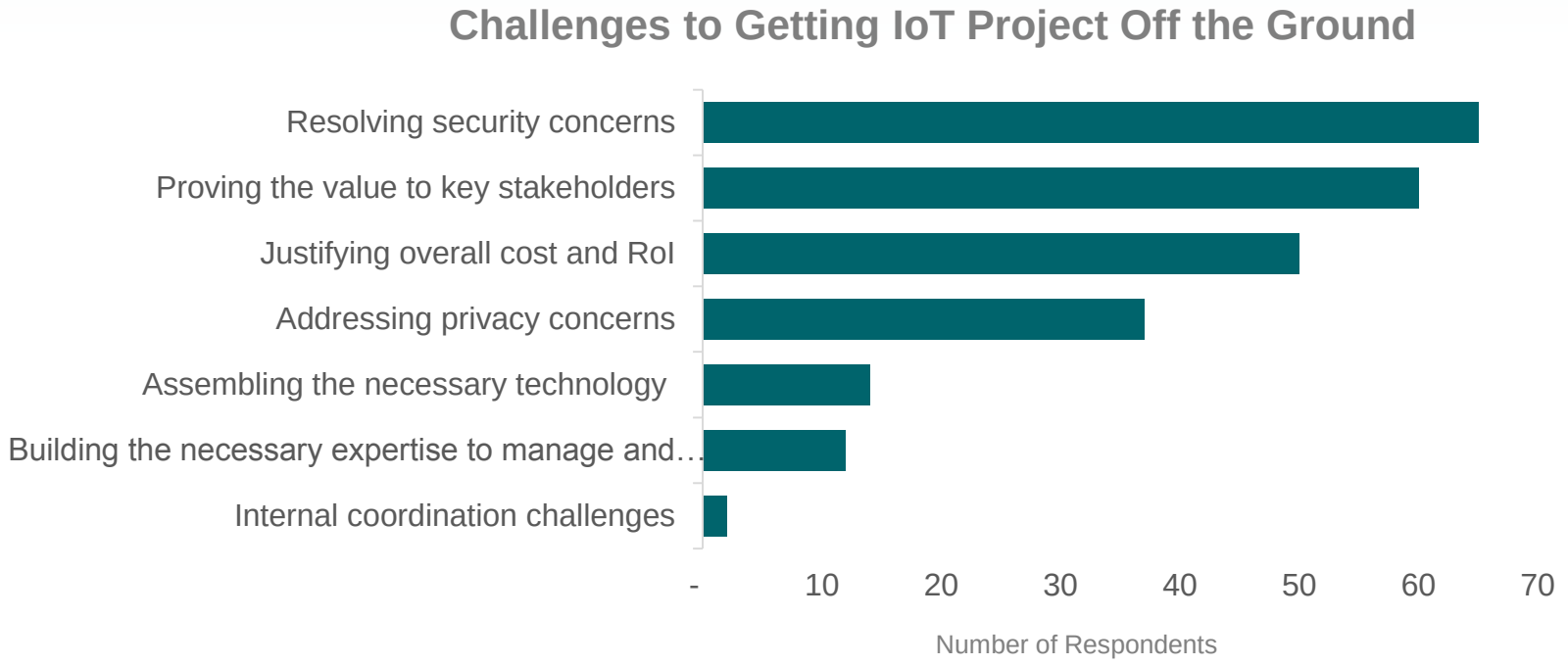
Improved operational efficiency and cost reduction are top ranked benefits expected from IoT deployments



Q: What are the key benefits you hoped to gain or are hoping to gain from deploying an IoT solution? (Select top three and rank in order of importance

Inhibitors

Resolving security concerns is a top challenge in getting IoT projects up and running



Q: Please rate the significance of the following challenges in getting your IoT project off the ground? (Select top 3 and rank in order of importance)

Investment Plans

Many businesses expect their project to pay off in one to two years

Return on Investment (ROI) Goals

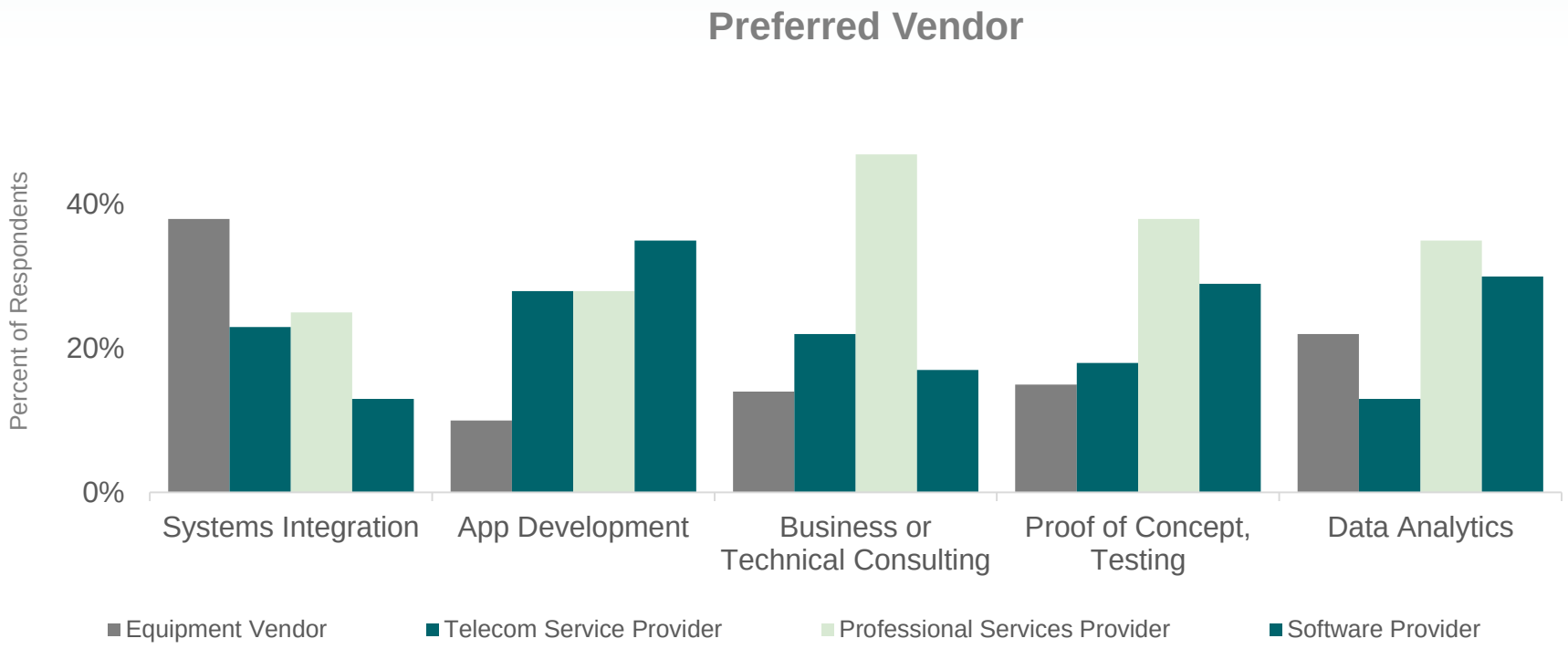
Immediately	Six to 12 months	One to two years	Longer than two years	Unknown at present
10%	35%	40%	8%	7%

Among respondents that have already implemented an IoT solution, over 60% indicate that their project has already met their ROI expectations.

Q: What are your Return on Investment goals for your current or planned project?

Project Management

Professional services providers are generally well positioned, except in the area of systems integration, where equipment vendors lead



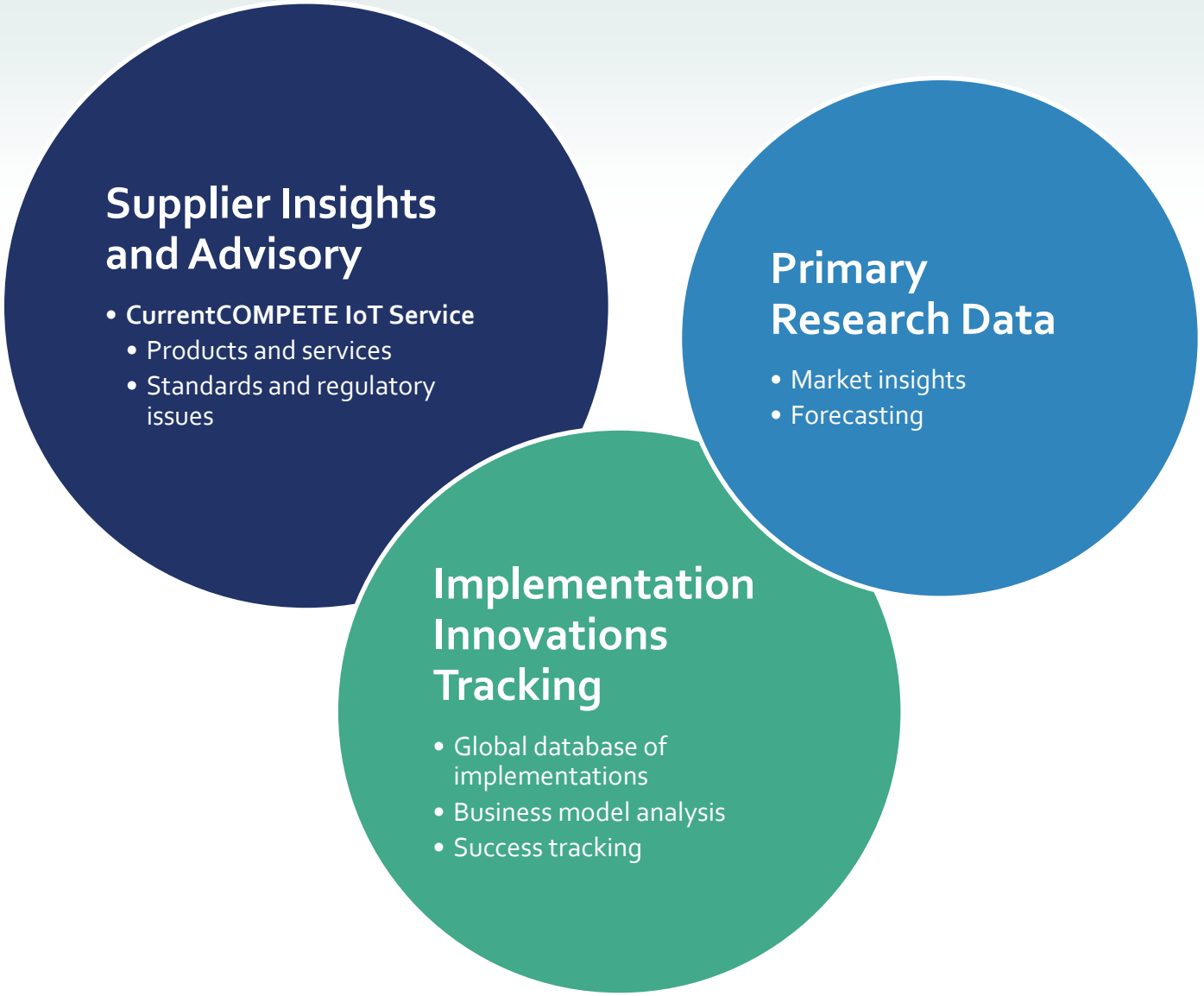
Q: Who is your preferred provider for the following?

Looking Ahead

Complete results will be available at the end of March

- Current Analysis will analyze trends by region, company size and vertical industry
- Results from respondents that already use IoT will be compared to those that plan to use IoT

The Complete IoT Package



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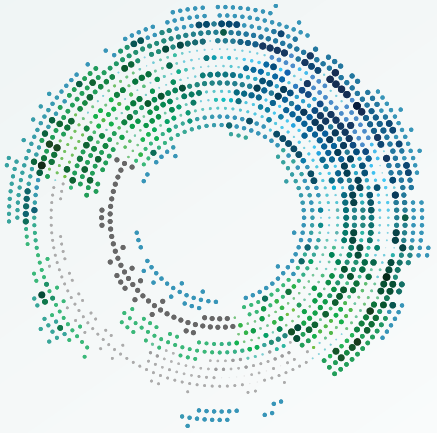

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