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EXECUTIVE BUSINESS INSIGHTS

# The Journey to IoT Value

## Challenges, Breakthroughs, and Best Practices

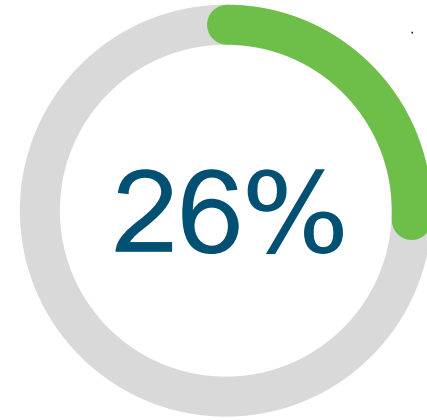
May 2017

A decorative background at the bottom of the slide featuring a bokeh effect of out-of-focus lights in various colors, including blue, purple, and white, against a dark background.

The Internet of Things is nearly as indispensable as the Internet itself

Yet in the IoT world,  
smooth sailing is  
rare

Only...



of all surveyed companies  
are successful with their  
IoT Initiatives

# Among the most successful, key best practices emerge



Collaboration  
between IT and  
the business



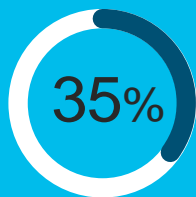
IoT expertise:  
internal & external  
partnerships



Technology-  
focused culture

# Between IT and Business, perceptions vary

## IT Executives



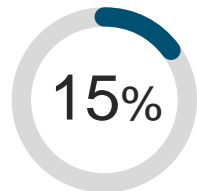
considered their initiative a complete success



Place more importance on:

- Technologies
- Organizational culture
- Expertise
- Vendors

## Business Executives



considered their initiative a complete success



Place more importance on:

- Strategy
- Business Cases
- Processes
- Milestones

# What is slowing IoT progress?



Time to completion



Quality of data



Internal expertise

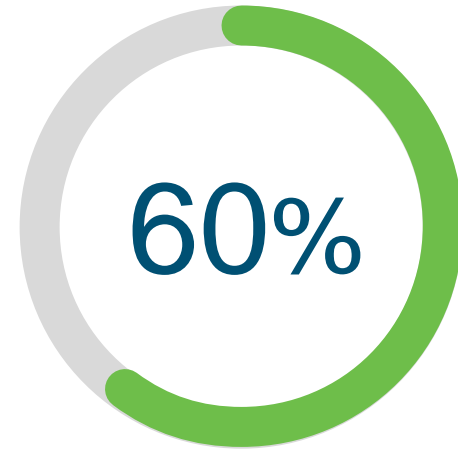


IoT Integration



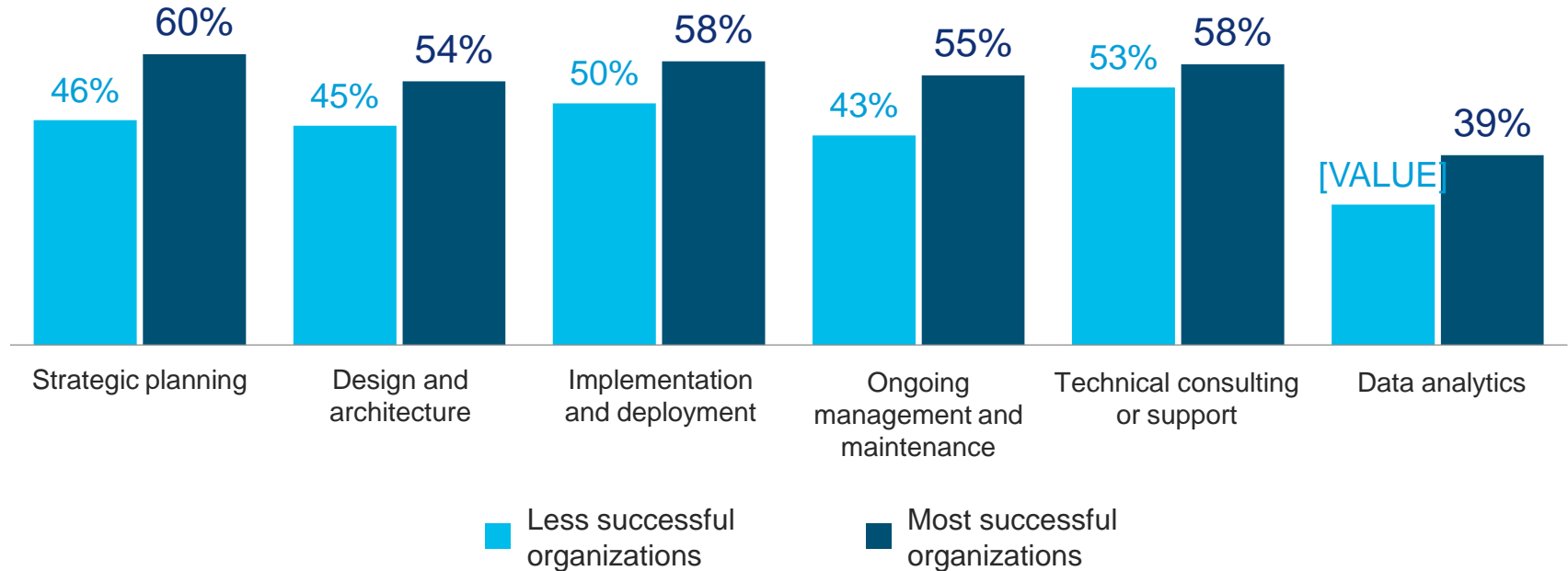
Budget overruns

As complexity  
mounts, partnerships  
are critical



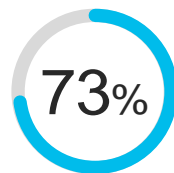
Believe that IoT initiatives look  
good on paper, but prove more  
complex than expected

# The most successful organizations engage the IoT partner ecosystem at every stage





# Successful IoT initiatives drive smart-data windfalls



Of organizations are using data from IoT projects to improve their business:

Improved product quality or performance

47%

Improved decision-making

46%

Lowered operational costs

45%

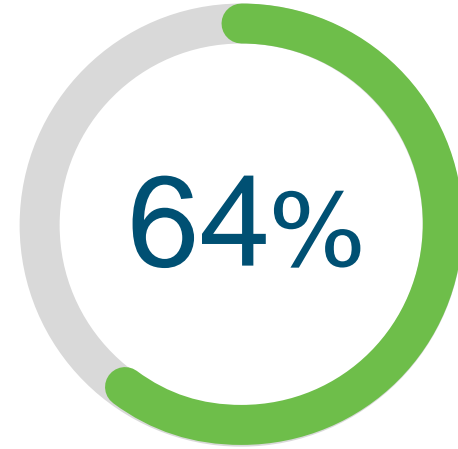
Improved or new customer interactions

44%

Reduced maintenance or downtime

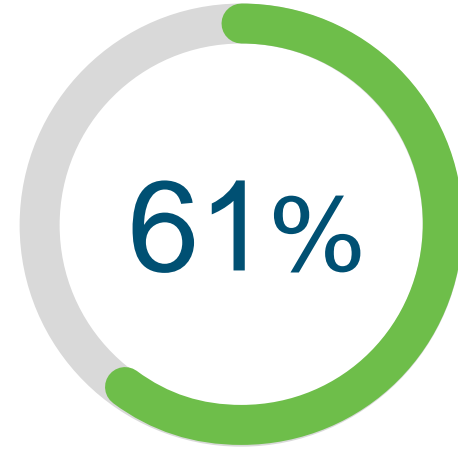
42%

Even in failure,  
opportunities arise



Agree that learning from stalled  
or failed initiatives help  
accelerate their IoT investments


The opportunity  
is limitless




Believe they have barely begun  
to scratch the surface of what  
IoT can do for their business

# Methodology & Respondent Profile

## Methodology

 Web-based survey, conducted among **1,845** IT and Business Decision Makers (ITDMs and BDMs)

 Fielded: April 2017

## Qualification Criteria

- Must work in an organization with 100+ employees
- Must qualify as an IT or Business Decision Maker
- Must work at an organization that is in the process of or has already completed IoT initiatives
- Must be involved in the overall strategy and direction for at least one of their organization's IoT initiatives

## Industries



\*Includes City Manager for Local Government industry.

## IT Responsibility



55% ITDM

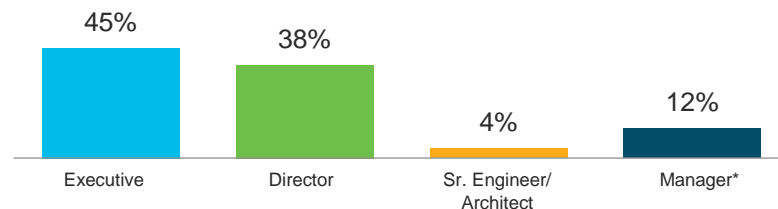


45% BDM

Top Departments:

- Operations
- Marketing
- HR
- Management
- Sales
- Research & Development

## Job Role



## Company Size



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