

# RESEARCH AGENDA 2019

INTERNET OF THINGS

# Internet of Things



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*IoT*



The critical challenge facing players in the IoT market is how to scale and monetize IoT investments and deployments effectively.

To succeed, market players need to:

- grow the ecosystem for key technologies
- build and prioritize the most relevant partnerships

- develop those use cases that are proving to be compelling and scalable within verticals and horizontally.

- help enterprise and public sector customers identify the right KPIs and business models to maximize the value of their investments.





# Market & Ecosystems

## The Market Challenge

As the IoT market evolves, industry players and their enterprise customers are increasingly focusing on IoT monetization and scalability.

To succeed, CSPs and technology providers need to have a clear, dynamic view of the overall IoT market direction. Understanding the pace of technology adoption and ecosystem development is critical to identifying the right opportunities. The market is still early-stage in most industries – providers must find ways to help customers to scale up IoT beyond the initial PoC stage, and to look for replicable solutions.

Looking at competitor strategies and IoT best practices for providers and enterprise customers is key to developing a successful IoT strategy. Providers must identify the best partners to focus on, and prioritize industry verticals and use cases. The evolving technology and commercial landscape for IoT includes LPWA, 5G, blockchain, edge computing, and AI. Intersections between these areas and the IoT are driving new use cases and opportunities, but they are also raising questions about where to place bets, how to time investments, and how to ensure effective data governance and network security as the IoT's reach grows.



## How Ovum helps you

**Identify** where service providers and technology vendors can play most effectively in the IoT value chain.

**Develop** effective strategies for helping enterprises make the decision to adopt IoT, and scale up deployments.

**Discover** how new IoT-enabled business models are developing, and how enterprises are using IoT to drive innovation.

**Compare and learn** from the IoT strategies of leading IoT service and technology providers.

**Identify** the capabilities and partners required to deliver transformational IoT solutions .

**Choose** the most important verticals to prioritize for IoT product and marketing initiatives.

**Derive** maximum impact from emerging technologies that will take IoT to the next level, including LPWA, 5G, blockchain and AI.

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The IoT market is still in the early stages from a customer maturity and adoption perspective. Heavy investment has not necessarily produced significant returns as yet, so innovative monetization strategies and creating sustainable, scalable IoT propositions are key challenges for market players.



# Key Deliverables



**IoT Strategy Profiles and Comparative Strategy Reports** – understand competitors and best practices with our profiles of major IoT service providers and vendors, and our competitive analysis of provider strategies in key verticals.



**IoT Technology Impact Reports** – forward-looking analysis of technologies impacting the IoT market, including LPWA, 5G, blockchain, and AI.



**IoT Vertical Outlook Reports** – understand the drivers, challenges, main IoT use cases and evolution paths for major verticals.



**IoT Project, Technology Deployment and Deal Trackers** – regularly updated global trackers of key IoT service provider contracts, platform deals, LPWA deployments, investments, and smart cities projects.



**IoT Enterprise Survey 2019** – an update of our 2017-2018 survey of enterprises deploying IoT, covering investment plans, technology and supplier choices, challenges and drivers, and use cases.



**IoT Connections and Service Revenue Forecasts** – size the market and support strategic planning with our 5-year forecast split by technology, verticals, and key applications – global, regional and 20 countries.

# Themes for 2019

## Markets and Ecosystems – Monetization strategies and the rise of new IoT business models

To elaborate here – challenge of monetizing IoT for both providers and end user enterprises, different types of IoT drivers (efficiency, customer satisfaction, innovation, new revenue) and how those link to monetization, pricing strategies, and IoT as an enabler of as-a-service business models in different sectors.

## Technology strategies: IoT impact of LPWAN, 5G, blockchain, and AI

IoT propositions to enterprise customers must focus on addressing business pain points rather than emphasizing technologies. However, the evolution of certain technologies is still going to play an important role in driving forward the IoT opportunity:

LPWAN  
5G  
Blockchain  
AI

## The evolving role of CSPs and technology vendors in the IoT value chain

How are CSPs addressing the IoT opportunity? What strategies are proving successful, and why? Mapping types of CSPs to types of strategies.

Which vendors are proving most successful in different areas of the IoT value chain and/or different verticals?

## What partnerships and investments are needed for IoT success?

Comparing the evolution of the nine major verticals where IoT is having the greatest impact.

Vertical use case studies – What's working? What's scalable? And what are the challenges?

Vertical deep dives on smart cities and industrial IoT. Vertical deep dives on smart cities, industrial IoT.

## What's new

**Updated IoT Enterprise Survey for 2019** – understand major trends among enterprises deploying IoT in key country markets and verticals.

**Enhanced focus** on industrial IoT and smart cities verticals.

## What are the biggest specific challenges to successful IoT adoption for manufacturing and industrial firms?

31%

Integrating with  
business processes

27%

Expected  
ongoing costs

27%

Managing diverse and  
evolving IoT technologies  
and standards

27%

Complexity of integrating with  
existing ICT infrastructure

25%

Up-front capital  
investment requirement



# Get in Touch

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