

Internet of Things (IoT) Services - State of the Market Report 2020 – Driving Impact Beyond the Horizons of Operational Efficiency

July 2020: Complimentary Abstract / Table of Contents



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- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background of the research

- IoT as a technology has become one of the core components of an enterprise's broader digital transformation efforts. Having received positive benefits from their Proofs-of-Concept (POCs) enterprises are looking to achieve enhanced optimization from IoT implementations. This includes increased productivity, cost optimization, and risk management in addition to the ubiquitous operational efficiency
- An important enabler in this quest for enhanced optimization is edge computing, which is being heavily used by enterprises to achieve better results. The adoption of edge computing is largely use-case driven as opposed to being industry-led. Data intensive, latency sensitive, and network-dependent use cases are the prime candidates for edge computing. That being said, edge computing requires enterprises to alter their approach of technology adoption to meaningfully and derive benefits from it.
- The future of IoT will be driven by a move towards connected ecosystems that interconnect stakeholders across the supply chain thereby ensuring end-to-end visibility. This will be aided by an increased conflux with edge computing and other emerging technologies such as 5G, Artificial Intelligence (AI), and Augmented Reality and Virtual Reality (AR/VR). A connected ecosystem will help stakeholders achieve better collaboration, transparency, experience, and efficiency across the supply chain

Scope of this report:



Geography
Global



Industry
All industries witnessing IoT implementation have been covered in this report



Services
IoT services

Summary of key messages



IoT is dominated by industrial verticals; emerging verticals see traction

- Manufacturing and energy & utilities have always been at the forefront of IoT adoption and continue to do so. These industries are now witnessing more advanced and connected use-cases
- Emerging verticals such as CPG and travel & transportation have seen a surge in the number of use-cases and solutions being developed in the recent past

Optimization is the major driver propelling IoT

- Enterprises have moved on from efficiency and are looking at achieving overall optimization from IoT implementations
- This includes increased productivity, cost optimization, and risk management in addition to operational efficiency

Edge is becoming an essential part of IoT implementations

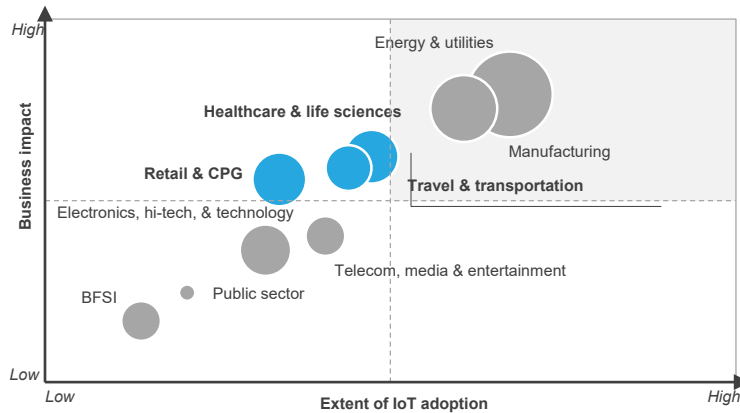
- Edge is increasingly becoming a part of IoT implementations to reduce the time for delivering content/insights, better operational efficiencies, and lower costs
- There are three key elements (volume of data, availability requirement, and latency sensitivity) determining the edge suitability of a use-case

Moving towards a connected ecosystem

- The current state of IoT reflects a connected enterprise in place
- Going forward the boundaries will expand to include upstream and downstream stakeholder in the entire supply chain, creating end to end visibility

This study offers four distinct chapters providing a deep dive into key aspects of IoT market; below are four charts to illustrate the depth of the report

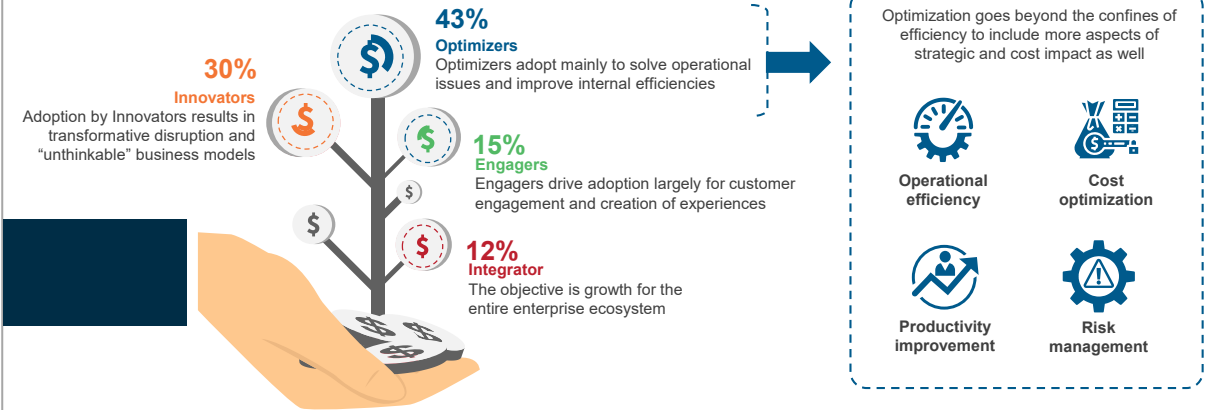
IoT adoption maturity of different industries



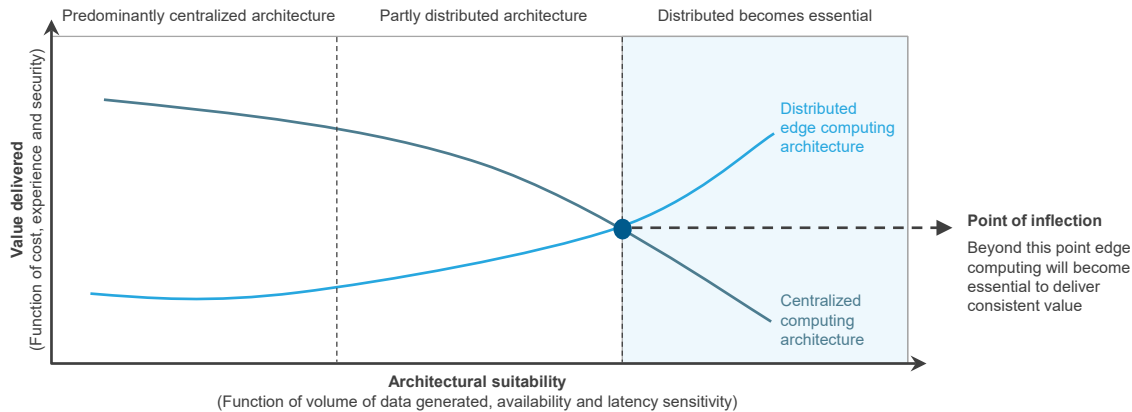
- Healthcare & life sciences**
Use cases such as remote monitoring within broader telehealth and telemedicine objective, connected hospitals and virtual trials will see a spike in adoption to fight and better prepare for the pandemic
- Travel & transportation**
The transportation segment will see increased adoption in the short-term given use cases such as fleet management, real-time monitoring of goods being transferred and vehicle resource optimization
- Retail & CPG**
This segment will witness increased adoption for use cases such as store layout and optimization, compliance with social distancing norms and smart inventory management

Re-strengthening the core operations and business optimization are the key focus

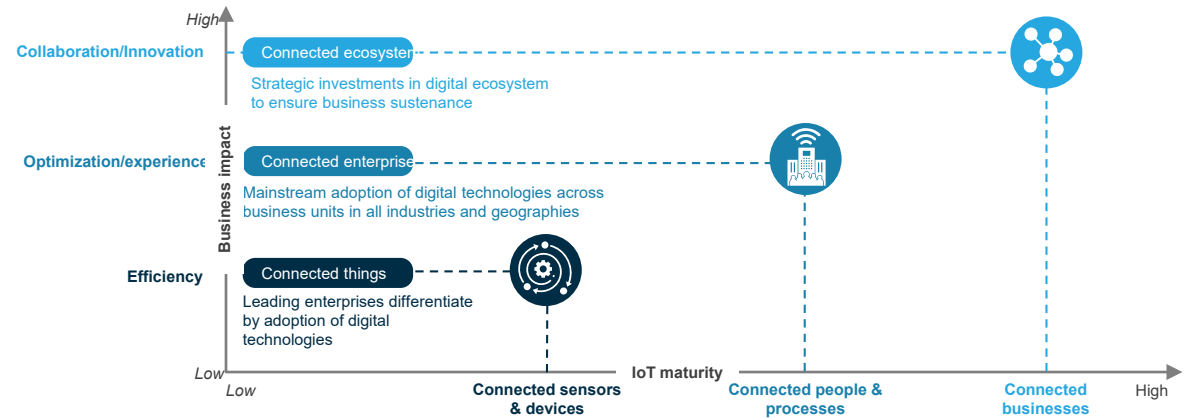
Distribution of enterprises' investment priorities



Edge computing is a key lever driving optimization



In the next stage, enterprises will move towards establishing a connected ecosystem



Research calendar

Digital Services

■ Published
 ■ Planned
 ■ Current release

Flagship Digital Services reports

	Release date
Digital Services – Market Report 2019: Moving from Digital Readiness to Effectiveness	June 2019
Digital Interactive Services PEAK Matrix® Assessment and Market Trends 2019	November 2019
Blockchain Services PEAK Matrix® Assessment and Market Trends 2020	December 2019
Internet of Things (IoT) Services PEAK Matrix® Assessment 2020	April 2020
IoT Services PEAK Matrix® Assessment 2020 – Service Provider Compendium	April 2020
Digital Services – Market Report 2020: Digital Transformation: Triumph Beyond Technology Adoption	May 2020
Internet of Things (IoT) Services - State of the Market Report 2020 – Driving Impact Beyond the Horizons of Operational Efficiency	July 2020
Digital Interactive Services PEAK Matrix® Assessment 2020	Q3 2020

Thematic Digital Services reports

	Release date
BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide	October 2018
Customer Experience Trailblazers – Experience Spearheading the Digital Economy	February 2019
BigTech Battle: Digital Experience Platforms Assessment – Rise of the Digital Experience Platform	June 2019
AI Masterclass Recalibrate Your AI Impact – Insights from 230 AI Use Cases Across Industries	October 2019
Experience Design: Re-architecting the Trust Equation Through a Human-centered Design Approach	June 2020
BigTech Battle: Enterprise Data Platforms	Q3 2020
Making IT-OT Integration Work	Q3 2020

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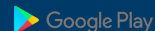
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