How businesses can take advantage of the exponential growth and opportunities in the Internet of Things (IoT)

By 2025, IoT will have an economic impact of up to $11 trillion

The Internet of Things is driving massive change in today’s global economy. From industrial environments to energy to retail to transportation, the IoT is poised to transform our lives—the way we interact with one another, with machines and with the world around us. IoT solutions can extract value, build new revenue streams and optimize operations, creating huge business opportunities.

While we are still at the early stages of understanding what the IoT can do, it’s rapidly creating new value for businesses. By enabling better data analytics and management, the IoT provides customers with more knowledge to optimize operations, increase efficiencies and improve real-time decision-making — generating new services and ultimately driving additional revenues.

IoT adoption is accelerating, with 43% of organizations planning on implementing an IoT deployment in 2016 (Gartner). But while IoT opportunities are available, many companies are holding back because they don’t know how to capitalize on and monetize them. Businesses are uncertain about how to execute an IoT deployment, as they may lack the expertise and the technology required to successfully deploy an IoT solution.

When trying to navigate the new era of the connected economy, companies grapple with questions, including: What value does the IoT offer my business? How does it deliver a better customer experience? When and how will it contribute to my bottom line? What does it really take to implement an IoT solution? And how can I secure the data and information collected?

Companies are looking for leadership and talent to help them deploy IoT solutions at scale. Before we examine solutions, let’s understand the landscape.

Confidence and confusion: The future is bright, the journey is difficult

IoT implementation can be complex. Even when organizations see vast IoT opportunity, many fail in the implementation stage due to the complexity of gathering data off of machine sensors, transmitting that via wireless networks and then managing this data in the cloud. There’s also the challenge of making the data accessible to all that can monetize it.

When organizations try to implement IoT solutions themselves, there can be great risk. Often they are only able to manage one piece of a full deployment, and their efforts can fall short. Working with a company that has the skills to implement a comprehensive solution is critical.

Yet many of the vendors that talk about delivering integrated solutions for the IoT aren’t actually able to deliver comprehensive solutions. For over 20 years, Sierra Wireless has been providing innovative products, solutions and services to connect business to data and people to information. As a trusted partner for businesses seeking to build IoT projects, we’re experienced in guiding companies through complex implementations.
Investing in IoT, reaping the revenue benefits

The Internet of Things represents the future of how businesses and consumers will interact with the physical world. Nearly $6 trillion will be spent on IoT solutions over the next five years (Business Insider, 2016), and Gartner estimates that there’s $14.4T “value at stake” for IoT by 2020.

But to take advantage of the potential revenue associated with IoT deployments, businesses have to invest in the required technology to make their IoT projects a reality. Sierra Wireless understands how to guide companies through the complicated journey of deploying solutions that benefit their businesses and their customers.

IoT obstacles: What prevents customers from benefiting from the IoT

As an organization implementing IoT, your success depends on having the right combination of vision, integration and trust.

**VISION**

There’s an art in seeing what’s possible with existing infrastructure. There’s a science in knowing how to make technology and connectivity serve your business aims.

**INTEGRATION**

Having the right technology and the right team are crucial for deploying a fully integrated offering. If all the right pieces are not in place, solutions fail.

**TRUST**

The right talent—with the right level of experience—will help companies deploy, maintain and secure IoT solutions. The right service and support teams are critical to scale deployments and get to market faster.

Our innovation enables your vision.

Our end-to-end solution solves your need for integration.

Our expertise earns your trust.

Risk and reward: Taking security seriously

With all the promise that the IoT offers, there are also security concerns. Over half of companies that want to invest in the IoT hold off, for the simple fear of security breaches (Extreme Networks, Inc., 2016). As device connectivity becomes more pervasive, the attack surface increases substantially, and companies fear that breaches will become more prevalent.

The risk profile has changed as well. No longer are hackers only intent on stealing corporate secrets or confidential customer information—hackers may simply be looking for devices they can use to launch attacks on others, making seemingly benign devices prime targets. Organizations must be vigilant against all forms of attack throughout their infrastructure and develop plans to protect themselves, their customers and the IoT ecosystem itself.
Sierra Wireless offers a fully integrated, device to cloud solution for IoT applications including embedded solutions, networking solutions and cloud and connectivity services—that enables businesses to bring innovations to market faster and at a lower cost. When companies start with Sierra, they can build, connect, deploy and manage their IoT implementations with confidence.

Security is a journey, not a destination. Hackers are continually identifying new attack vectors and developing new ways to exploit them. Security is an ongoing focus for Sierra Wireless, the growing IoT ecosystem and anyone who connects devices to the Internet. Companies must approach security as one of the critical requirements for their IoT deployments, to protect against and reduce vulnerabilities.

Customers start with Sierra to scale their innovation and drive their business forward.

**SMART CAP**
Smart Cap decided to start with Sierra to develop a fatigue monitoring solution that protects the safety of mining crews, and monitors driver fatigue in real time with alerts to drivers and dispatchers.

**VOLKSWAGEN**
Volkswagen chose to start with Sierra 4G technology to connect their next generation vehicles.

**VEOLIA**
Veolia chose to start with Sierra to collect machine data from its water treatment equipment, allowing customers and technicians to view system data and reports in real time, saving water and energy.

**PHILIPS LIGHTING**
Philips Lighting started with Sierra to launch a new generation of outdoor lighting fixtures that make city-wide installation and control easier.

**NETRADYNE**
Netradyne started with Sierra to develop an artificial intelligence platform with integrated wireless connectivity, providing safety alerts to drivers that improve road safety in real time.
Better partners lead to better outcomes

We know what it takes to build the Internet of Things—we’ve been doing it for over 20 years. Sierra Wireless empowers customers to innovate by offering a fully integrated device to cloud solution for the IoT, so businesses can turn real-time data into valuable information, and transform their businesses. We’re not just talking about the Internet of Things—we’re actually building it.

Making the most of vertical IoT opportunities

The IoT touches a wide array of sectors—from energy to industrial infrastructure, from transportation to smart cities, from healthcare to networking. Each of these areas offers new opportunities for innovation, and new ways that businesses can harness the power of data to maximize efficiencies.

AUTOMOTIVE & TRANSPORT
The automotive industry is poised for an IoT revolution. By 2020, Gartner predicts that more than 250 million vehicles will be connected globally—and as this technology evolves, the connected car will become increasingly integrated as another “device” in an ever-expanding ecosystem of connected “things” (Gartner, 2016).

ENTREPRISE
As connectivity becomes more flexible and portable, enterprises are leveraging the IoT to improve customer service and shopping experiences. The global IoT retail market is expected to grow from $14B to $36B by 2020, and supply chains could realize savings of up to $2.7T through improved efficiencies and less waste (Oracle, 2016).

RESIDENTIAL & HEALTH
A new generation of consumer-facing IoT services and solutions keeps us more connected to our homes and our health than ever before. Smart apparel and sophisticated home automation allows for anywhere, anytime monitoring—and unlocks recurring revenue streams.

ENERGY & INDUSTRIAL
For both private and public organizations, the IoT enables smarter interconnected systems that lower energy consumption and operational costs—driving business value beyond traditional utility models and transforming infrastructure.

SMART CITIES
Cities are looking to the IoT to support surging populations. From connected street lighting to water management, comprehensive urban planning will play a critical role in making our lives safer and our environments more sustainable.
Although these areas illustrate a broad range of innovation, they represent just the beginning. The IoT is becoming a core driver for innovation within the wearables, artificial intelligence, machine learning and biotech industries—just to name a few. Today, Sierra Wireless excels in bringing technology solutions to fruition, delivering value across traditional market segments, while helping businesses create the next wave in IoT solutions as they emerge for tomorrow’s world.

A trusted partner, a true IoT expert

To stay current with the latest technology trends and best practices, you need to work with a trusted partner that understands the complexity of integrated IoT solutions, and can help streamline your deployments. Our expertise, paired with our fully integrated solutions, makes it easy for you to take advantage of all the promise the IoT offers. By working with one vendor rather than piecing together solutions from several sources, you can ensure that your IoT projects will be managed efficiently and strategically.

**SIERRA WIRELESS SOLUTIONS ARE SIMPLE:**
With our breadth of expertise, our fully integrated device to cloud wireless solution, and our core IoT building blocks, we reduce complexity for our customers—so you can spend less time integrating technology and more time innovating.

**SIERRA WIRELESS SOLUTIONS ARE SCALABLE:**
We enable organizations to scale as next-gen technologies and new market opportunities emerge. As the IoT and technology grow, Sierra Wireless helps customers grow with it.

**SIERRA WIRELESS SOLUTIONS ARE SECURE:**
Our end-to-end offering, coupled with over 20 years of field-proven experience, allows us to provide the right security for IoT deployments.

‘Sierra Wireless empowers organizations to innovate with intelligent wireless solutions for the connected world. Our global reach—and leading reputation in service and support—make us more than a vendor, but a partner for global IoT deployments.’
IoT success starts with Sierra

When companies partner with Sierra Wireless, they’re able to move past the confusion and complexity of deploying IoT applications and effectively tap into new revenue streams, new services and new business models, enabling more choices for customers and additional value for businesses. And when companies scale with Sierra Wireless, they can drive additional revenue with a single, trusted partner.

Like the Industrial Revolution or Mobility, the Internet of Things will bring about the next era of the connected economy. But to take advantage of the promises of IoT (and avoid the perils), companies should Start with Sierra.

Start with Sierra, stay with Sierra and build your future in the Internet of Things

Learn more about how to start taking advantage of new IoT opportunities by visiting sierrawireless.com.

Sources

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