InfoAG 2017
The Future Trends in IoT
151 Advisors – Monetizing the Connected World

We are an Advisory and Execution firm that helps technology companies develop and execute go-to-market strategies that *Monetize the Connected World.*

By establishing new worldwide market positions and accelerating the growth of products and services, we help companies realize their full commercial potential.

151 Advisors weaves companies into the fabric of the tech ecosystem, drives revenue and adds value to their strategic sales and business initiatives.
Clients & Partners

Clients

Partners
The 4 driving industries for IoT today are Manufacturing ($178 billion global), Transportation ($78 billion global), Utilities ($69 billion global) & Agriculture ($15 billion global)

These industries have the most IoT traction because of the positive ROI use cases:

• **Manufacturing:** Condition-based and Predictive Maintenance
• **Transportation:** Fleet Management & Asset Tracking
• **Utilities:** Remote Monitoring & Control
• **Smart Agriculture:** Sensing, Monitoring & Control
IoT Market Trends

- Decrease in CapEx and OpEx cost
  - Cellular Connectivity and 4G LTE Modules pricing has decreased significantly
  - MultiTech & other groups are building better products at great pricing
- The battle for LPWAN (Public & Private)
  - LoRa-based companies (Senet, Actility), Sigfox and Wireless Carriers (LTE Cat 1, LTE Cat M1, NB-IoT) are spending A LOT of money to gain market share
- Security
  - When is the next Dyn cyberattack going to happen?
  - Does security matter?
- An endless amount of platforms
  - There is STILL a new platform everyday. Is it too easy to build a platform?
- 60% of IoT Initiatives Stall at Proof of Concept Stage
  - Recent Cisco study – How can the channel help lower this number?
IoT Market Trends

• Use of AI & Machine Learning will help expand the industry

• Under 30% of all IoT data is analyzed, that will need to change fast

• Need IoT Standards to emerge that will help drive innovation

• Blockchain for IoT communications

• Edge Computing can drive the industry

• Smart Cities will start to roll out across the country

• Connected Vehicle usage will increase smart roads
3 Most Important Issues in IoT Today

- Education
- Security
- Integration
Why are we here?

Let’s look at the need and opportunity for Vendors to build channel strategies to accelerate their go-to-market vision

How do we manage the channel partners?

And how do we capitalize on the growing demand for IoT solutions through the existing channel partner ecosystem
Several facts

The average channel partner is an 8 person shop that most likely does not have the experience to go after the new IoT world of platforms, products & applications

162,000 channel partners in North America

Today, these channel partners have a severe lack of in-house IoT skills needed to sell projects or implement complete solutions

This IoT stuff is still hard & recommend that the channel needs to partner with experts including vendors, distributors & other integrators
What should vendors do

Education & Training

Identify & Qualify

Help offset the costs for the channel partners

Build the value-added solutions – Make is easier

Create the integration eco-system

Know their customers & what problem can be solved
How do we reach them

Distributors – many have Mobility & IoT focused teams
Identify & Qualify the IT VAR’s
90 / 10 Rule
Industry & Vendor Training & Education programs
Marketing Programs

Channel focused trade shows, web sites & publications
So where does IoT go from here...

- Data will drive increases in productivity & efficiency = the goal
- The use of Analytics & IoT is a way to increase yields
- Sensors are easy to install & monitor with major benefits
- This will get easier...
- The largest IoT opportunities are in the SMB/Mid-tier sectors
  - Imagine what this technology can do in a developing country
- We have drones & satellites & Hi-Res monitoring systems, now what?
- What can & will IoT contribute to increasing crop production?
- We still need to overcome hurdles & challenges
- Potential Threats of IoT – Can IoT replace jobs across the supply chain
Thank You!

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