

JAMES BREHM  ASSOCIATES

Redefining the Connected Conversation

IoT Data Management & Analytics Survey

September 2016

NEW YORK | SAN ANTONIO

Research Overview & Objectives

This presentation provides an overview of results and summary findings from The Internet of Things Data & Analytic Survey conducted by James Brehm & Associates in partnership with IoT Evolution

James Brehm & Associates conducted the study to understand how companies are leveraging IoT analytics to increase operational intelligence & improve business outcomes.

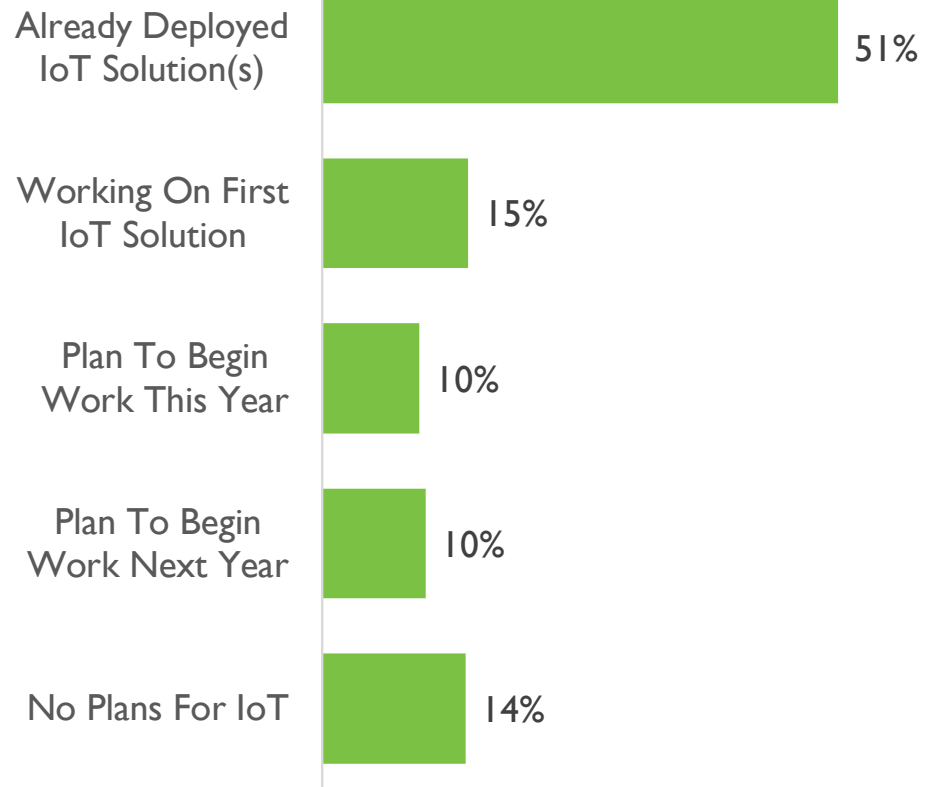
The summary findings within the following presentation examine the impact the role of analytics in IoT, challenges associated with IoT data management and analytics, and how businesses manage their IoT analytics functions.

Company IoT Experience

76%

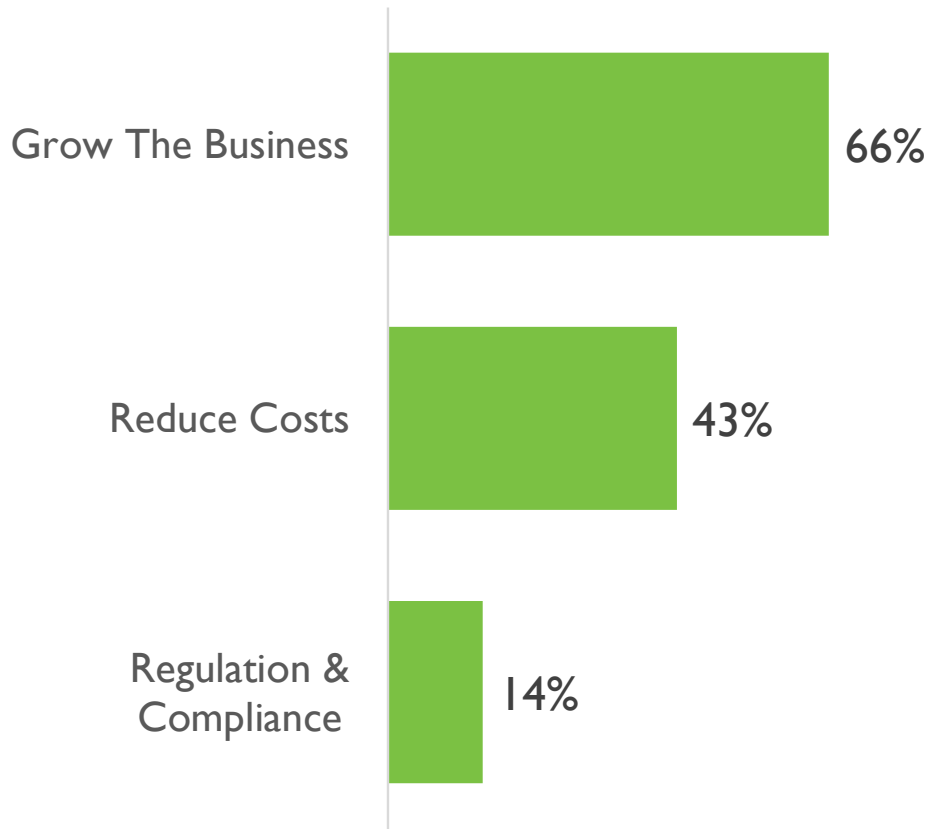
Working On
IoT This Year

Company IoT Experience



Why Are Companies Working On IoT?

Goals Of IoT Initiatives



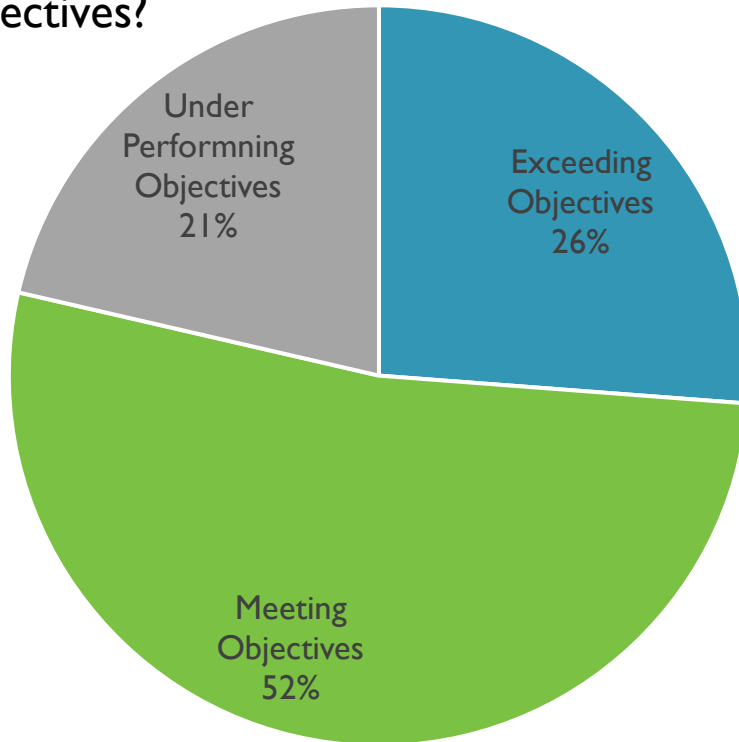
2/3

of Companies working on IoT to
Grow Revenue & Profits



Performance vs. Objectives

Are IoT Initiatives Delivering on Business Objectives?



> 20%

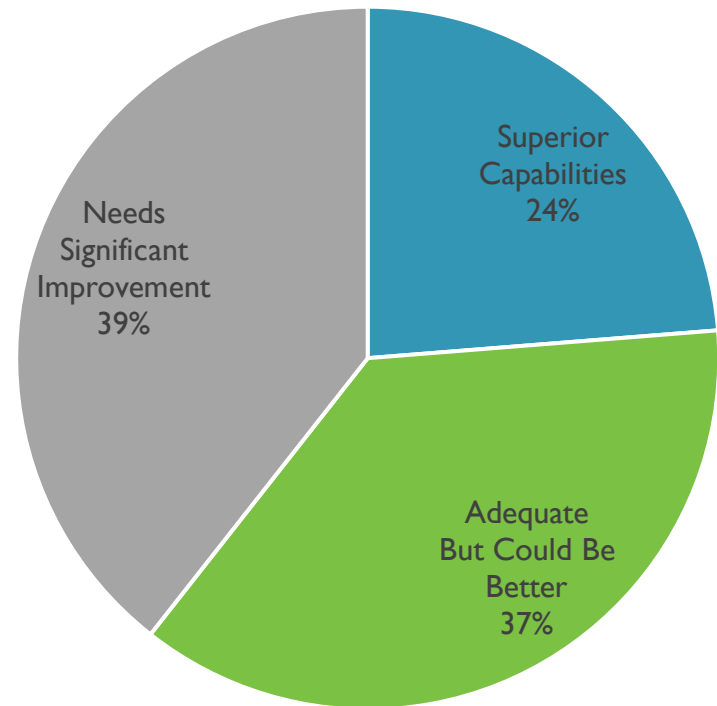
Of IoT Projects
Are Not Meeting
Business Goals

Data & Analytic Expertise

>75%

Need Better
IoT Data
Analytics

Evaluation of Your Company's IoT Analytics Capabilities



Better Analytics, Better Performance

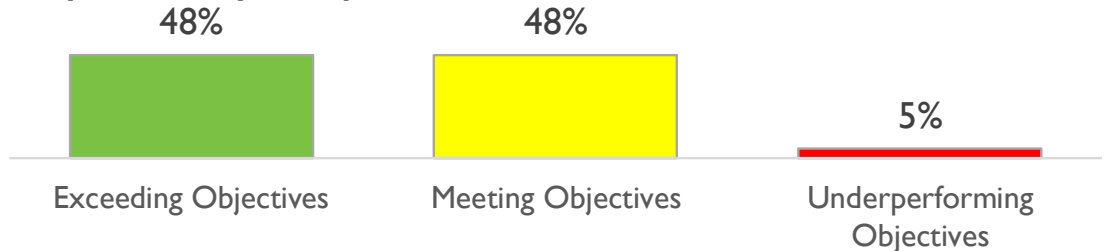
2X – 4X

Lift In Exceeding Business Objectives For Companies With Superior Analytics

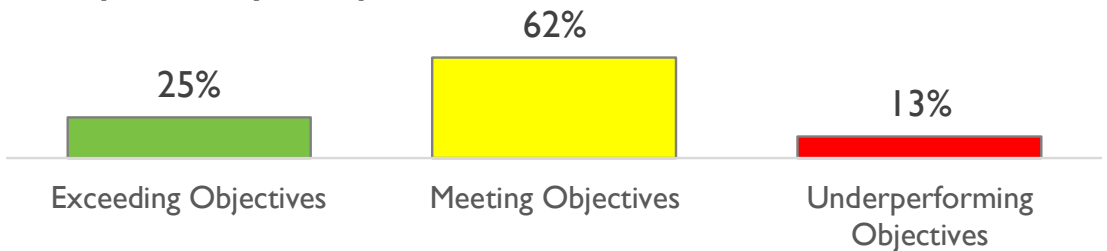
45%

Of Companies Who Believe They Need To Significantly Improve Analytics Are Not Meeting Business Objectives

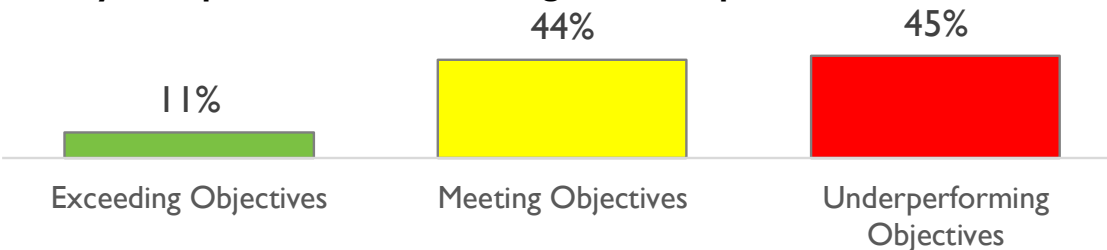
Business Performance Vs. Objectives For Companies With **Superior Analytic Capabilities**



Business Performance Vs. Objectives For Companies With **Adequate Analytic Capabilities That Could Be Better**



Business Performance Vs. Objectives For Companies With **Analytic Capabilities That Need Significant Improvement**



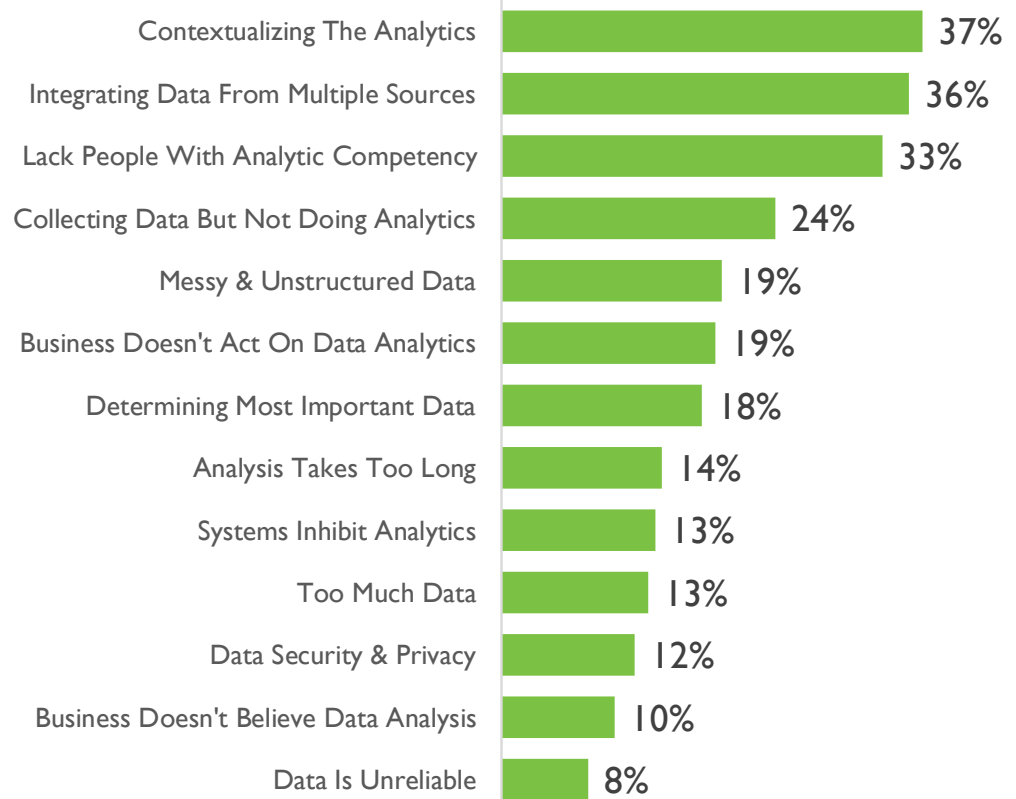
Challenges With Data & Analytics

37%
Struggle To
Contextualize Analytics

33%
Need People With
Better Analytical Skills

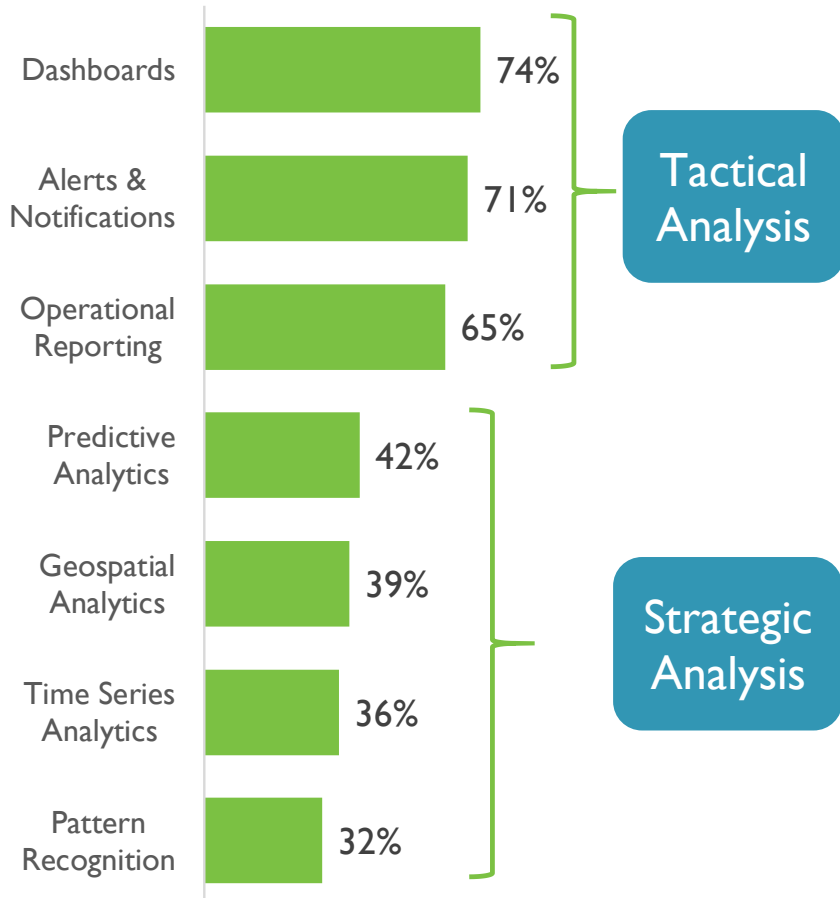
24%
Are Not Doing
Any Analytics

Challenges With IoT Data & Analytics



Analytic Outputs

Outputs From IoT Analytics



>65%

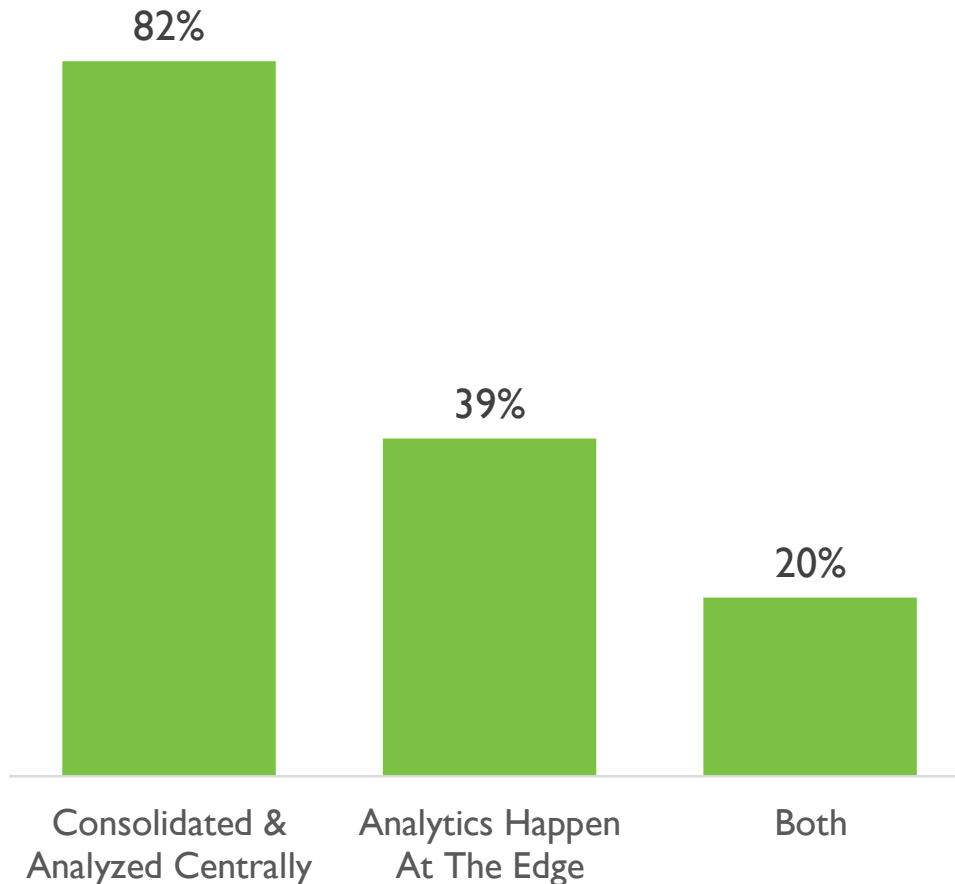
Using Analytics Tactically
(Operational Dashboards,
Alerts, Notifications)

<42%

Using Modeling & Analyzing Data
Over Time To Detect Patterns &
Predict Future Events

Where Analytics Happen

Where Is Your Company's IoT Data Analyzed?



>80%

Collect & Transmit IoT
Sensor Data To A
Centralized Data
Center For Analysis

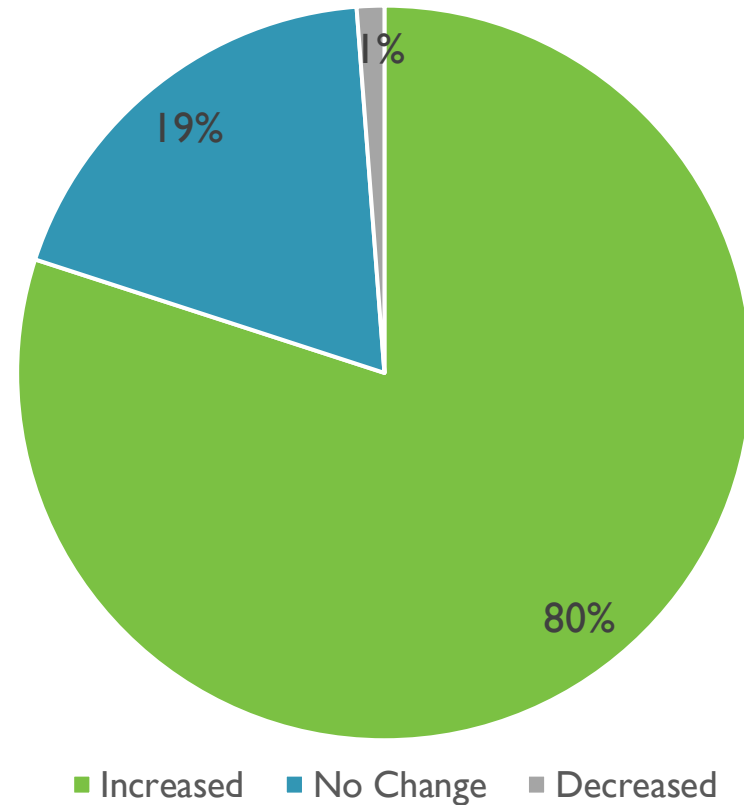
Investment In Analytics Is Increasing

80%

Of Companies Are
Increasing Their
Investment In
Analytics

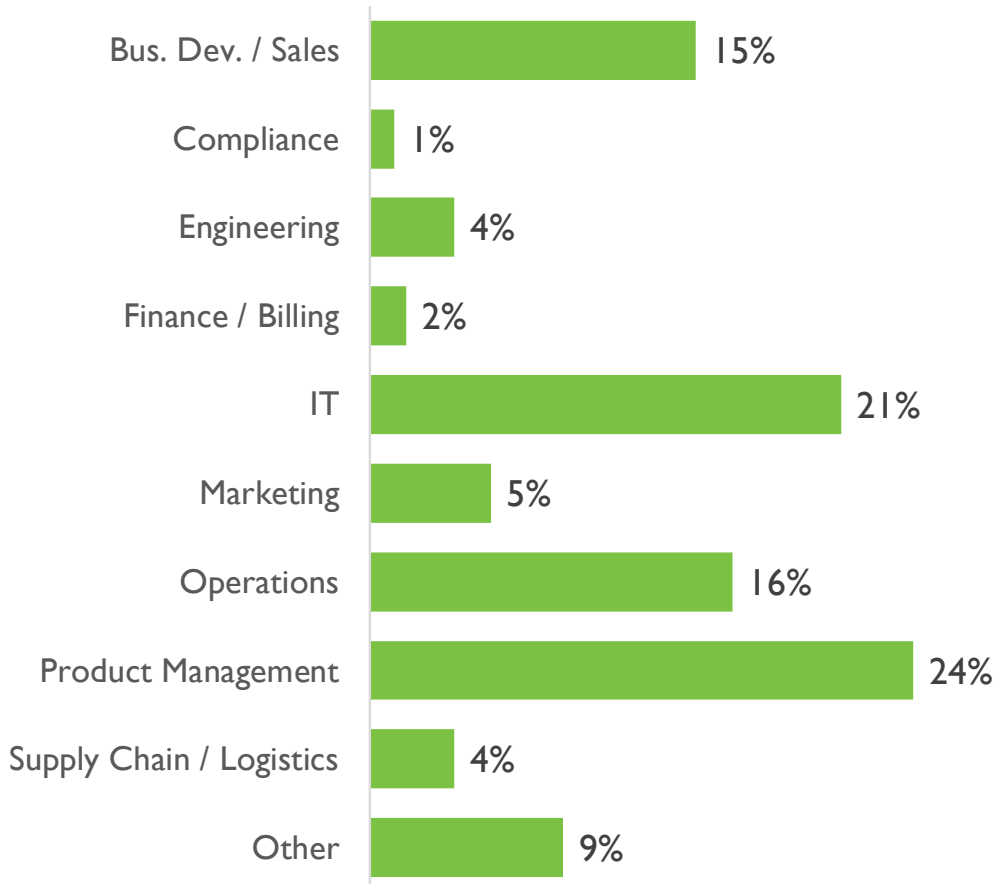


Change In Company Investment In IoT Analytics



IoT Analytics Organizational Lead

Organizational Lead on IoT Analytics



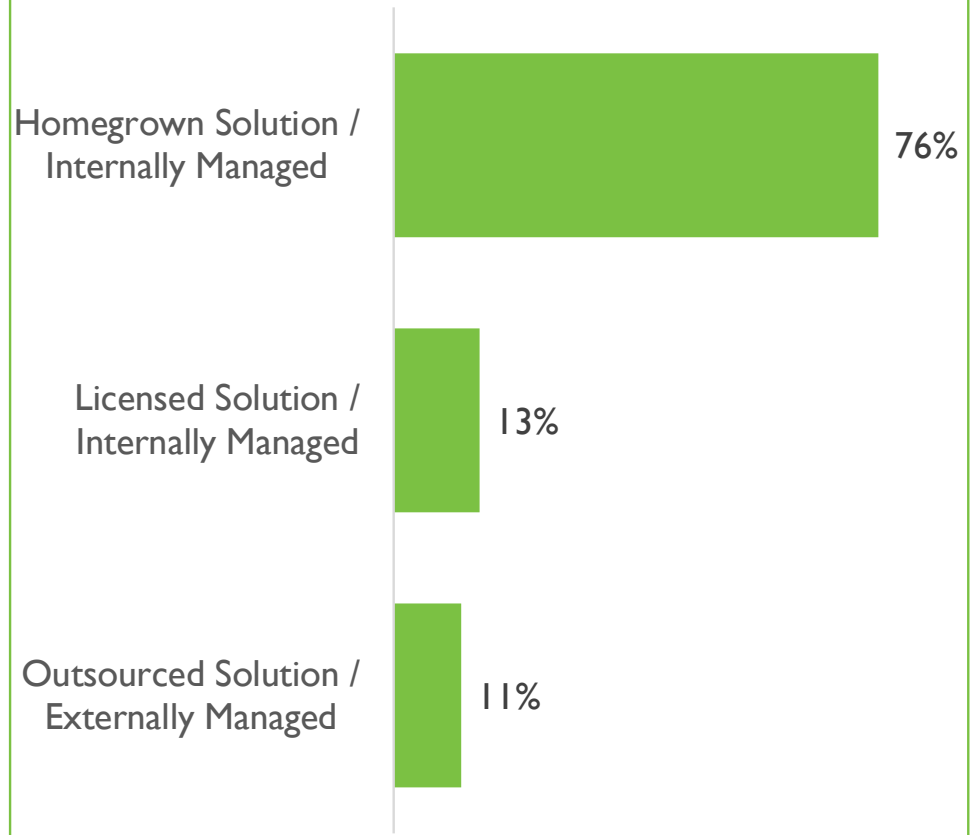
IoT Analytics
Most Frequently
Led By Product
Management Or
IT

Do It Yourself? Outsource? License?

3/4

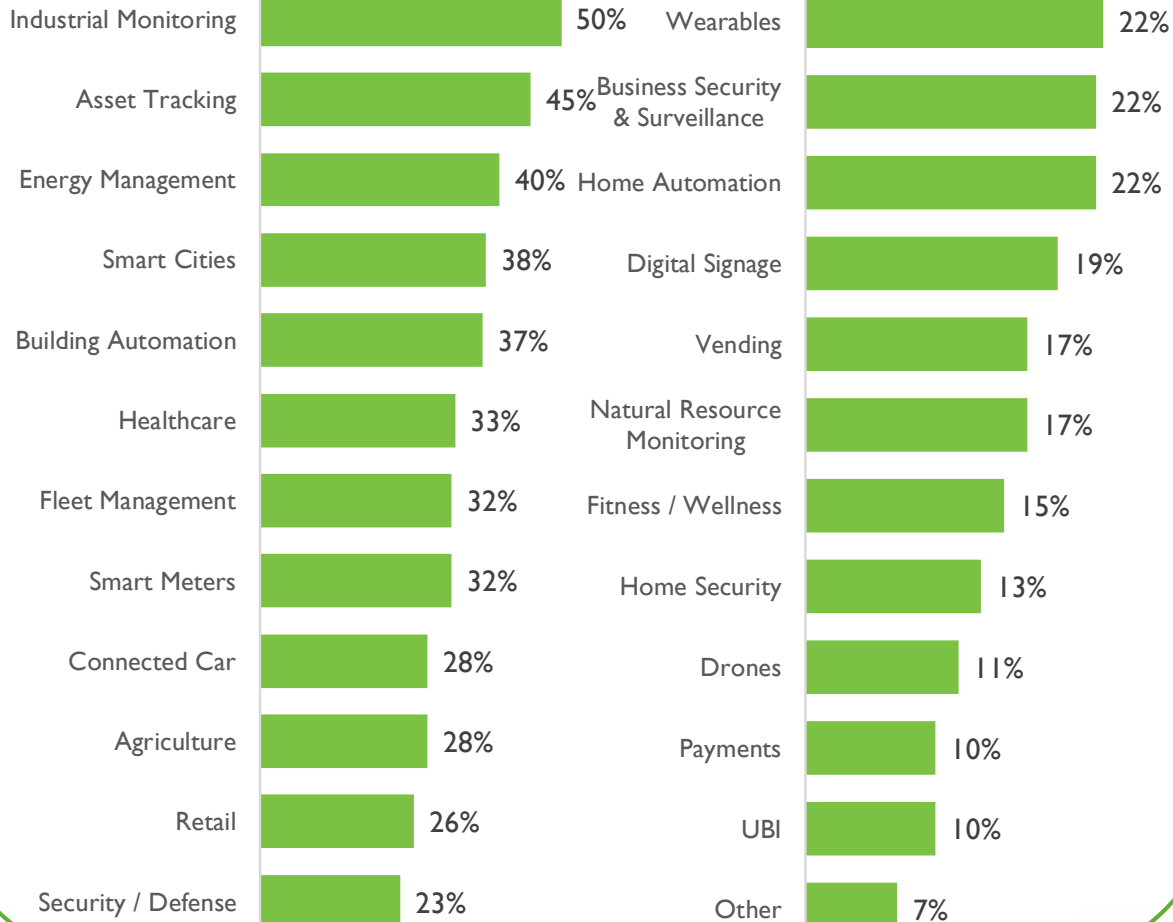
Of Companies Are
Using Their Own,
Internally Developed
Analytics Solutions

My Company's IoT Analytic Solution Is ...



What Are Companies Working On?

IoT Solution Use Cases & Applications



Top IoT Use Cases

Industrial Monitoring



Asset Tracking



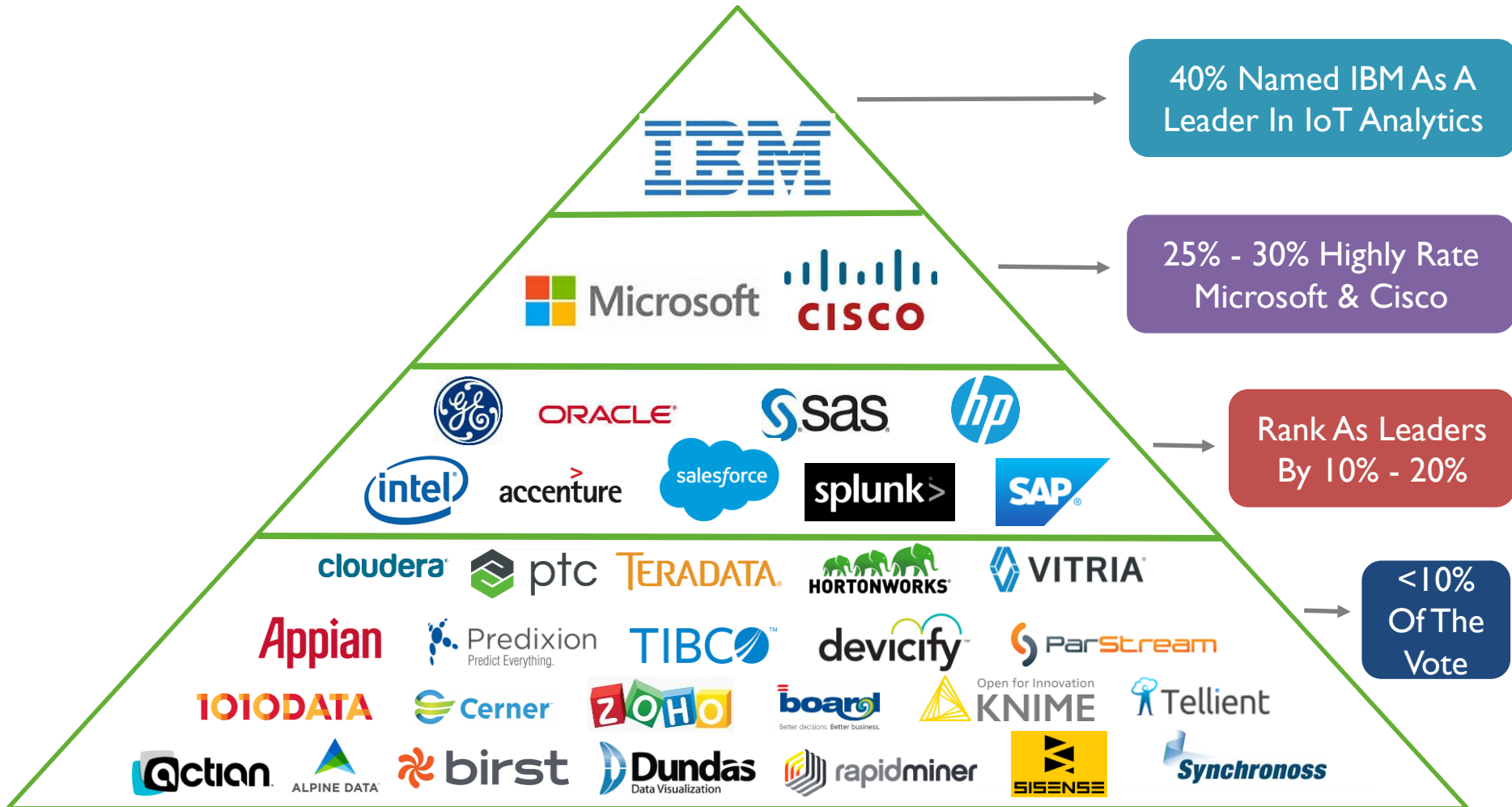
Energy Management



Smart Cities

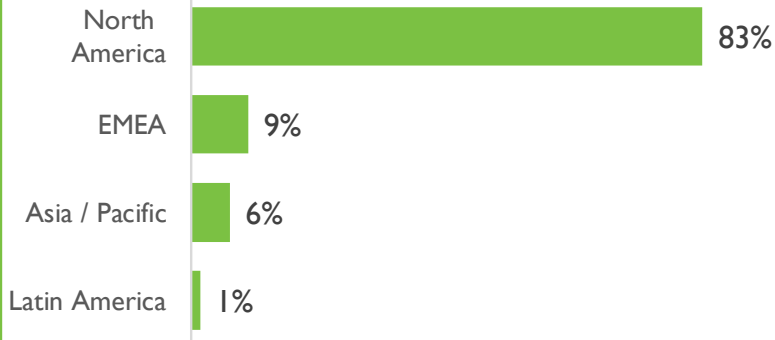


Who's Perceived As Having The Best IoT Analytics Platform?

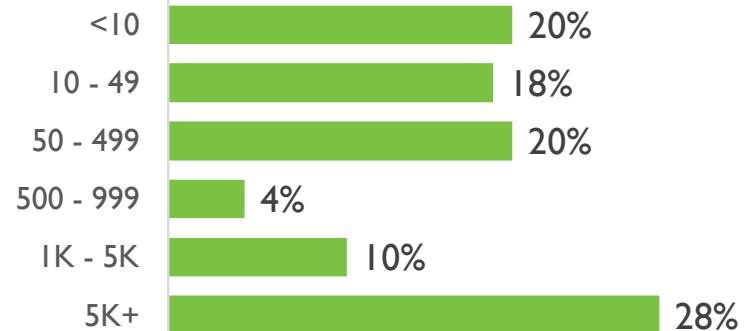


Who's In The Survey?

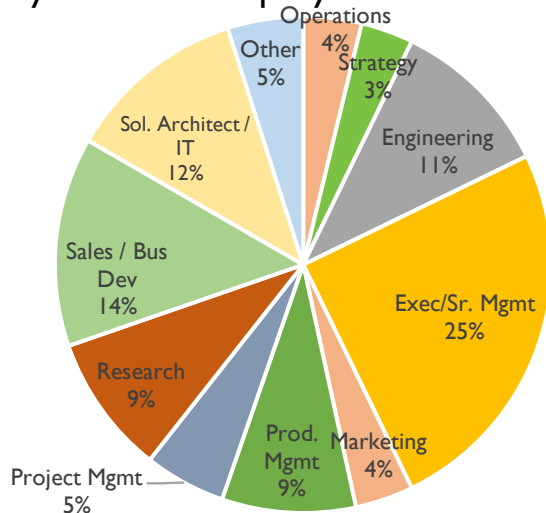
Geographic Location



Number Of Employees At Company



Primary Role At Company



Total Respondents: **351**

Field Time: July – September 2016

Method: Web Survey

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