

Don't miss out on the full potential of Internet of Things

IoT Ecosystem Advisory | Service Offering
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IoT is a key driver of digital transformation. Therefore, investments in IoT keep growing.

Critical for future success

81%

of executives say the **IoT is critical** to at least some part of their business.

Source: PwC Digital IQ Survey (2019)

Growing investments in IoT

73%

of companies value IoT as the **top priority technology** in the next years.

Source: PwC 21st CEO Survey (2018)

Often companies don't exploit the full IoT potential and focus on single IoT benefits application areas only

Potential application areas



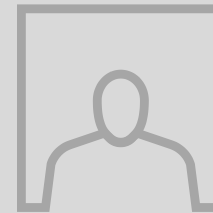
New product and service concepts

IoT to create *data-driven products* and build *platform based business models* (e.g. IoT platform services, pay per use services, ...)



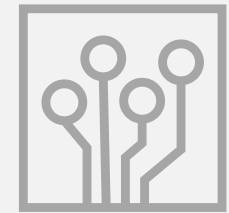
Unprecedented efficiency levers

IoT to *analyze operations*, identify *usage patterns* and help to resolve inefficiencies (e.g. predictive maintenance, smart inventory management, ...)



New levels of user experience

IoT is a key component to serve growing *customer experience* (UX) (e.g. personalization, user friendly interfaces, ...)



Enabler for future technologies

IoT *infrastructure* and *data* is the foundation for other *future key technologies* (e.g. robotics, augmented reality, ...).

A comprehensive IoT strategy is based on

4 fundamental pillars

and ensures to unfold the full range of IoT potentials

Your IoT rational

Digital Revenue

Customer experience

Productivity

...



Your IoT role

Provider of IoT products/services

Orchestrator of an ecosystem

Contributor to IoT networks

...



Your IoT capabilities

Customer facing capabilities

Technical capabilities

Make/buy scenarios

...



Your IoT roadmap

Key areas and first steps

IoT sponsorship

Long term strategy

...



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