The Internet of Things has indisputably captured the public imagination and is the catalyst for unprecedented market change. Autonomous vehicles, smart clothing, bio-embedded sensors, robotic home assistants – these futuristic innovations have moved from concept to reality, and are now regularly discussed on social media, news and entertainment.

**How will the availability of real-time data change the relationship with your customers, partners, and competitors?**

**IoT market potential, by 2020**

- 10 connected devices for every household
- 5 connected devices for every Internet user
- 5 billion Internet users
- 500 devices with unique digital IDs per Km2

**IoT creates a data-centric, self-optimising world**

**Market figures**

- Total global market reaches over $200bn by 2020
- Largest segment by revenue today: Transportation and Logistics (Freight Forwarding and Automotive)
- Fastest growing: Consumer (Home, Car, Wearables)
- Biggest disruptive changes: Manufacturing (Smart Supply Chains and Factories)

**TRENDS – competitive battlegrounds & challenges**

- Ecosystems
- Security
- Predictive Intelligence
- 5G Connectivity
- Market Caution
Why Frost & Sullivan?
Providing over 100 insights per year across all industry verticals, through our Growth Partnership Service and our interactive workshops and webinars.

Our Strategic Approach to IoT

A powerful combination of vertical market depth and ICT expertise

**IoT Vertical Market Depth**

- Connected Health
- Industrial IoT / Industry 4.0
- Connected Home
- Automotive IT
- Smart Cities & Public Safety
- Energy & Utilities

**IoT Horizontal Market Breadth**

- Strategies & business models
- Vendor landscape
- Applications
- Platforms
- Connectivity

**Key Programme Components**

- **Strategic Insight**
  - Analysis of key topics driving market development
- **Executive Briefings**
  - Quarterly analysis of trends, opportunities and competitive landscape
- **Market Sizing**
  - Quantitative assessment of market potential
- **IoT Activity Tracker**
  - A foundation of insight into IoT market developments

**Analyst Interaction**

Click here to access our expert insights today
Programme Roadmap
Future Areas of Interest

Europe
- IoT Quarterly Executive Briefings x4: Top Trends & Strategic Recommendations
- IoT Ecosystem Strategies: Business Models and Vertical Disruptors
- IoT Growth Opportunities for Connectivity Providers
- European Cellular M2M: Making the Connection
- Decision Maker Sentiment: IoT
- IoT Vendor Landscape: Device Hardware
- IoT Vendor Landscape: B2C & Wearables
- IoT Vendor Landscape: Securing the IoT
- IoT Market Forecast 2016

APAC / MEA
- Industrial Cloud Platform
- Artificial Intelligence Market
- IoT Business Models - Turning Technology into Revenue
- Service Robotics Leaving the Factory Floor
- State of IoT - Ecosystems and Key IoT Players in APAC
- State of Industrial IoT
- Top 10 Internet of Things Startups
- IoT: Disruptive opportunities in the GCC
- IoT Opportunities for Telcos in India

Americas
- Tier1 US Carriers - IoT Carrier Profiles
- Americas Quarterly Cellular Connections Trackers x4
- Cloud Computing & IoT
- Smart Homes & IoT
- Low Power Networks & IoT
- Systems Integration & Managed Services for IoT
- IoT Security & Privacy
- Connected Home and the Internet of Things
- LATAM M2M
- Space Communications in the IoT Age
- Untapped opportunities on IoT in Latin America

This programme also includes a series of vertical market specific insights that explain how digitalisation is transforming and disrupting industries.
### Current Insights

#### Horizontal IoT: Strategic Market Leadership

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#### Applied IoT: Vertical Market Opportunities

**Automotive & Transportation**
- Internet of Cars
- The Future of Intelligent Mobility and its Impact on Transportation

**Manufacturing / Industrial**
- Internet of Industrial Things: The Vision and the Reality
- Industrial Internet of Things Market in Asia-Pacific

**Healthcare**
- Healthcare and Medical Device Connectivity & Interoperability
- Challenges and Opportunities in Delivering Home Healthcare (Technical Insights)

**Energy & Utilities**
- Connectivity and Convergence in Oilfields
- Analysis of the Global Smart Water Metering Market

**Financial Services**
- Future of Smart Banking (Technical Insights)
- Usage-based Insurance Market in Europe and North America

**Smart Buildings**
- Opportunities for Internet of Things IoT in Smart Buildings
- Next Steps for Smart and Connected Homes

Representative titles only - Programme includes more than 100 insights at time of writing.
Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today’s market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies? Contact Us.