



Vodafone IoT Barometer 2017/18 Executive summary

Key findings from the IoT Barometer 2017/18, based on 10 common questions organisations have about the Internet of Things.

The future is exciting.

Ready?



Your IoT questions answered

The Vodafone IoT Barometer 2017/18 is based on interviews with 1,278 business leaders about their experience with the Internet of Things (IoT). We've taken their responses to provide answers to 10 common questions about IoT.



What's in it for my business?

The benefits go way beyond cost-cutting.

IoT is a driver of improvements across the business. Organisations are using it to cut costs, reduce risk, increase revenue and — most typically — increase efficiency. 49% of adopters are using IoT in conjunction with analytics to improve business decision-making.

74% of adopters agree that digital transformation is impossible without IoT.



What size of return can we expect?

Return on investment can be significant.

More than half (53%) of adopters report a significant return. Where they reported an increase in revenue, it averaged 19%. Where they reported a reduction in costs, the average was 16%. This success is driving increased investment.

95% of adopters say they are achieving tangible business benefits from adopting IoT.

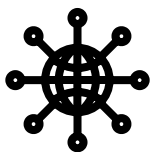


How can we drive greater returns?

Adopters scaling up are more likely to report significant returns.

There are benefits whatever the size of your IoT programme. But it's the organisations embracing IoT on a larger scale that are most likely to see bigger returns. 28% of adopters with under 100 devices report a significant return, compared with 67% of those with over 50,000.

88% of adopters that report seeing significant benefits from IoT say they're spending more on IoT now than 12 months ago.



Is IoT relevant to our industry?

IoT will be critical for future success in every industry.

That's why adoption has increased across every sector in the past five years. Take the automotive sector, where adoption has risen from 19% in 2013 to 34% in 2017. And energy and utilities, where it has gone from 13% in 2013 to 35% this year.

85% of adopters agree that IoT will be critical to the success of any organisation in their sector.



How big a security risk is IoT?

Security is still a priority.

But of those with larger IoT programmes — at least 10,000 connected devices — only 7% say security is their top concern. Compare that with 19% for those with smaller programmes. This suggests that the issues are solvable, just not everybody has the expertise and resources to do it, yet.

Increasingly, firms implementing IoT solutions are asking about security early on in the project and insisting that it is built in by design.

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The Barometer is based on data from an independent study by Circle Research, covering eight industries in 13 countries. It includes insight from analyst, Analysys Mason.

Read the report to discover what's happening in IoT today, and what the future holds.



How can we push forward with our IoT strategy?

Adopters are building IoT ecosystems to get the skills they need.

One-in-ten (10%) adopters say insufficient resources/skills internally is the biggest barrier to wider adoption of IoT. They're looking to partners and collaborations to fill their skill gaps. 48% of adopters collaborate with other companies and partners.

75% of adopters have increased their use of partners to deliver/manage IoT-based solutions.



What should we look for in a partner?

Adopters are looking for technology leadership.

We asked adopters what their top three factors were when selecting a partner. The most important factor was technology leadership — 65% say this is important to them. Organisations need a provider that can keep them up to date with the latest trends — one that understands how IoT integrates with cloud, mobility, artificial intelligence (AI), and other new technologies.

82% of adopters agree that IoT is intrinsically linked to analytics, AI and other critical digital initiatives.



How do we connect our devices effectively?

New low-power connectivity options could open the door to IoT.

28% of organisations considering IoT are investigating Low-Power Wide Area Network (LP-WAN) technologies, such as Narrowband-IoT (NB-IoT), which promise increased network coverage and cost efficiency. These technologies will make it possible to connect billions of devices where it wasn't previously possible.

... once there is greater awareness of LP-WAN, there will be a new wave of growth.



What's the outlook for IoT?

IoT will be business as usual.

Adopters have great expectations for IoT in the next five years. 79% think it will have a sizeable impact on the economy as a whole. 78% say that about its impact on the competitiveness of individual businesses. They also think concerns about security will have lessened, opening the way to increased use of IoT.

79% of adopters think IoT will have an enormous or sizeable impact on the whole economy in the next five years.



Is it too late to start?

IoT still has lots to offer, wherever you are on your journey.

IoT isn't new anymore, and the leaders are pushing ahead. But it's still early days in terms of its potential. If you haven't started your journey yet, it's not too late. New tools, technologies and networks are opening the door for organisations to realise the full potential of IoT.

Take the next step by reading the IoT Barometer 2017/18.

To learn more about IoT, visit us online or on social media:



vodafone.com/iot

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