The Internet of Things is a huge opportunity for business value creation

Internet of Things (IoT) adoption is rising year-on-year – a direct result of a push to extract real business value both internally and externally.

By Dale Taylor, Head of IoT Solution Specialists

The Vodafone IoT Barometer 2017/18 reported that 67% of respondents said that IoT will be 'critical' to their success. Yet despite this enthusiasm, some businesses still haven't implemented the technology. So it's clear there are still barriers to adoption, but how can businesses overcome them?

We've seen early adopters working to prove the value of IoT and how it can be leveraged to deliver business value creation, and companies that are acting now are seeing benefits in crucial areas of their businesses.

Their approach is critical - initiating small projects and, as they prove their value, deploying more IoT technology. And it's an approach that Vodafone Professional Services takes with our customers... providing a measured way of dealing with, and removing, the traditional barriers to adoption that have been common with technology investments. It helps to reveal where the true value of IoT can be found for that individual business, and what success looks like.

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We want companies to be bold, so we take a consultative approach with business units to work out how IoT can help them innovate as well as enable them to carry out their day-to-day activities faster and with more insight. We've seen early adopters achieve a clear return on their investment; some within the first 12 months of implementation. That's almost unheard of with IT projects!

Having said that, IoT is not a traditional IT project and no longer sits solely with the IT department. We're seeing customers use IoT technology across their businesses – operations, product innovation and strategy teams - to achieve efficiencies, quicker time to market, improved customer experience, and even the creation of entirely new business models.

We recommend you start by identifying your most critical business assets; it could be your machines, vehicles, buildings or processes. Think about what value it can add to your business if you can start tracking, monitoring and optimising these assets for better performance and utilisation. Define a simple use-case and start with a proof of concept (PoC). A PoC is a great way to overcome your apprehensions about IoT and start building the capability with minimal risk and investment. Based on the outcome of the PoC, you can then iterate the use-case or implement it at scale across the business.

While there is a lot of hype around the potential of IoT we are seeing that organisations are not structured to understand the complexity of the task, have not got the right skills in place or know how to achieve tangible results from an IoT initiative. Our consultants offer a clear view of what makes an IoT project successful, and what its business benefits are. We can help identify shortages of in-house technical skills and supplement them. If there's a lack of understanding of IoT, we provide insight into the IoT ecosystem, including the suppliers best placed to provide hardware, software, and telecommunications.

Success comes from good advice and careful planning. That's why we help to bring together the right people to create a solution, deliver a proof of concept, trial it in a limited way, and then modify it so it can be implemented successfully. And we can do it in a short space of time – the point is to deliver clarity and speed up the cycle so that you don't fall behind the competition. It's what Vodafone has been doing for many years. We have pioneered IoT across many sectors, and have the experience and ecosystem to overcome all the barriers to adoption.

**Find out more –
come and talk to us**

Email: iot@vodafone.com

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