

Where is the **value potential** of the **Internet of Things**?



2X more value from B2B applications than consumer



Less than 1% of data currently used, mostly for alarms or real-time control, more can be used for **optimization and prediction**



Interoperability required to capture **40% of total value**



Developing economies: **40%**
Developed economies: **60%**

Types of **Opportunities**



Transform **Business Processes**

Predictive maintenance, better asset utilization, higher productivity.



Enable **New Business Models**

For example, remote monitoring enables anything-as-a-service.

Identified **Verticales**

With a total cross-sector view of a total potential impact of **\$3.9 trillion-11.1 trillion** per year by **2025**

