

IoT Market Perspectives



THE INTERNET OF THINGS WEEK 2017
GENEVA | 9 JUNE

From Hype to Mature Ecosystems

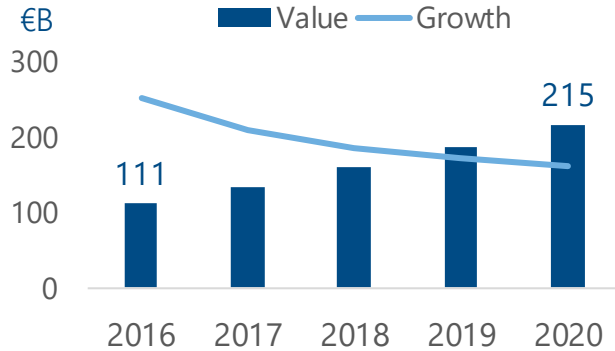
Andrea Siviero
*Research Manager
IDC European IoT Practice Lead*

 @sivieroand

A Myriad of Use Cases fuelling the Market



European IoT Market Forecast



THE LARGE

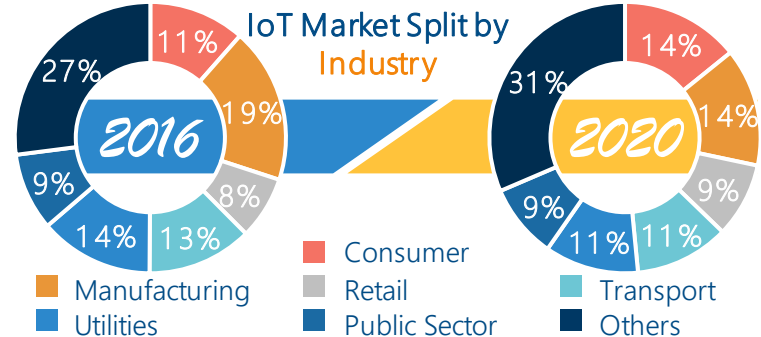
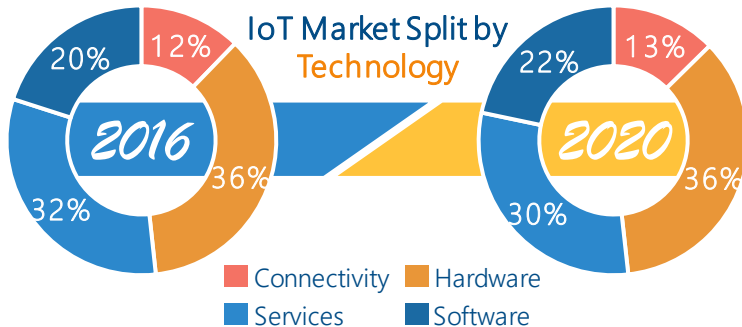
- Freight Monitoring**
Transport
- Manuf. Operations**
Manufacturing
- Smart Grid (Electricity)**
Utilities

THE FAST

- Smart Buildings**
Cross-Industries
- Airport Facility Automation**
Transport
- Connected Vehicles**
Cross-Industries

AND THE UNEXPECTED

- Vehicles as road surface quality auditors**
- Phones as citizens' movement predictors**
- Snails as weather stations**
Internet of Snail



A New IoT Era is Beginning Now



Evolving Ecosystem

Need for something more than just connectivity and capability - the era of **IoT as a Service** and **Deep Cognitive Learning** is dawning. **Openness** is on the rise, both in terms of Open Data approach and in terms of Open Source Devops Model

Security

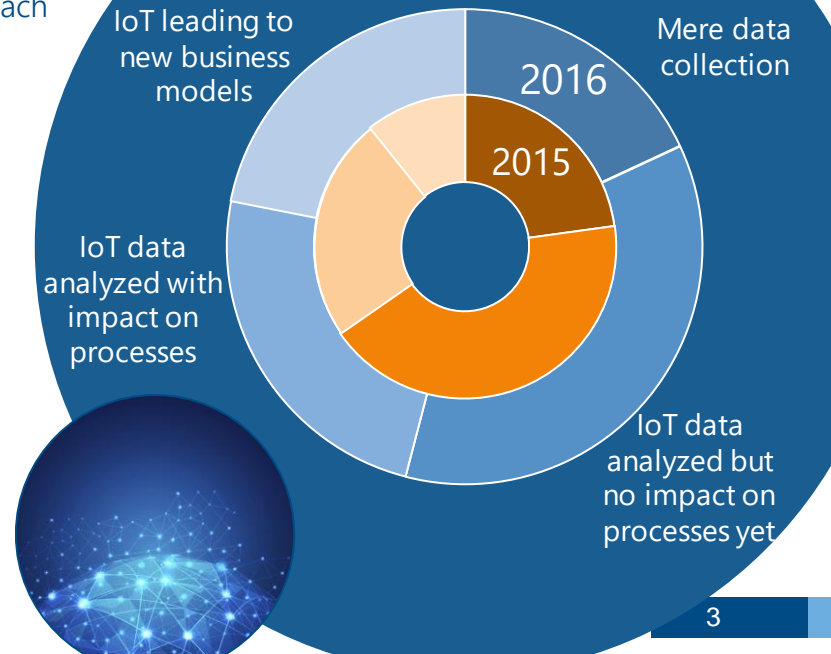
Still **top inhibitor** to IoT solution deployment!

- Data Protection by Design and Default
- Backup Plan
- Ethical Hackers

Internet of Use Cases

Use cases within the same sector and/or from different industries will **interact**, **share data**, and **mutually benefit** each other

How is IoT currently used in your organization?



Thank you!



THE INTERNET OF THINGS WEEK 2017
GENEVA | 9 JUNE

IoT Market Perspectives

Would you like to hear more on IoT or have more info on the IDC European IoT Practice?

Keep in touch!



Andrea Siviero
Research Manager
European Industry Solutions
European IoT Practice Lead

asiviero@idc.com

 [sivieroand](https://twitter.com/sivieroand)



To be continued...



THE INTERNET OF THINGS WEEK 2017

GENEVA | 9 JUNE

IDC & Horizon 2020

Coordination and Support Action, H2020-IoT-2016 (2017-2019)

- Stimulate collaboration between IoT initiatives in the EU and beyond, foster take up of IoT in Europe and support development and growth of IoT ecosystems based on open technology and platforms.
 - IDC to design common methodologies and KPIs to measure impact of European large-scale Pilots (LSPs) on IoT ecosystem now and in the next few years;
 - IDC to coordinate and actively participate in communication and collaboration strategy between project's partners and LSPs through IoT market experts and IDC Events and Conference's team to ensure effective reach and dissemination.

Coordination and Support Action, H2020-IoT-2016-2017 (2017-2018)

- Strengthen and coordinate work of ongoing and upcoming projects on Next Generation Internet Experimentation (NGI-E) – across different technologies including IoT - while ensuring their sustainable impact in H2020 and beyond.
- IDC to define and design methodological approach to classify and assess NGI initiatives, establish benchmarks and measure KPIs to evaluate impact of existing and upcoming NGI initiatives, organize and participate in NGI-related events to build community and disseminate initiatives' results.



HUB4NGI