

ENTERPRISES' IOT SUPPLIER & TECHNOLOGY PREFERENCES

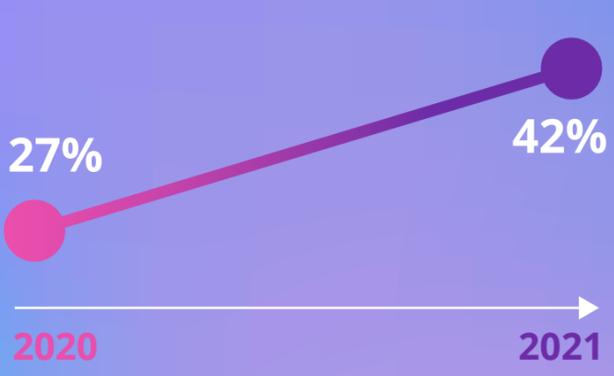
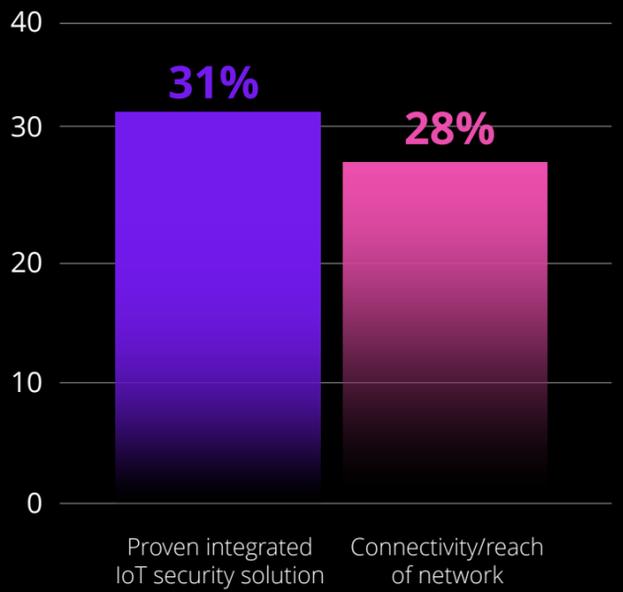
In 4Q20, Omdia conducted the third annual edition of their IoT Enterprise Survey which surveyed 365 enterprises across seven countries who are deploying or in the process of rolling out IoT solutions. The research examines IoT deployment trends, drivers and challenges, use cases, investment, and technology and supplier choices.

Discover a selection of insights in the infographic, and **fill out the form here** to find out more about the full report!



Proven integrated IoT security remains the most valuable attribute in a supplier

31% highlighted this as essential. **Connectivity and reach** of network are another essential feature, chosen by **28%**, indicating that IoT coverage and reliability are still high-priority issues for enterprises

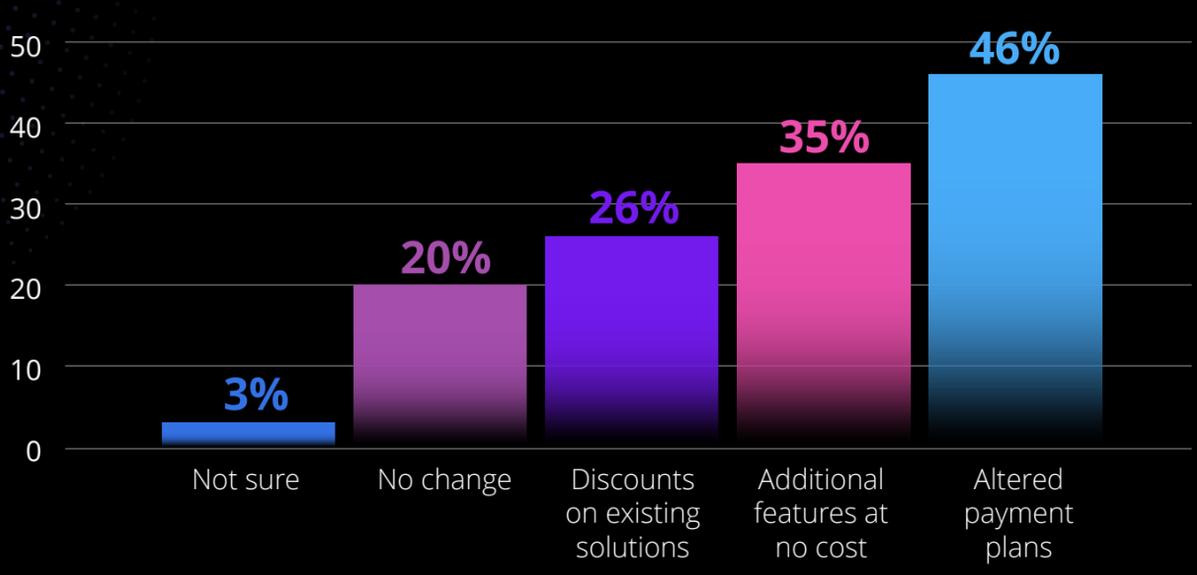


Enterprises perceive internet and cloud service providers as best-positioned to deliver on IoT services and solutions.

These providers are taking even more market share this year with **42% now compared to 27% last time**

Suppliers are adapting IoT business models to mitigate any negative COVID impact

Suppliers are responding to COVID-19 by altering payments plans, offering new features and discounts, with only a fifth of respondents reporting suppliers doing nothing.



Interested in finding out more about the full report?

As well as many more questions, we have breakdowns of all the questions by industry, company size, and country. Complete the **form on this page** and a member of our team will be in touch!