

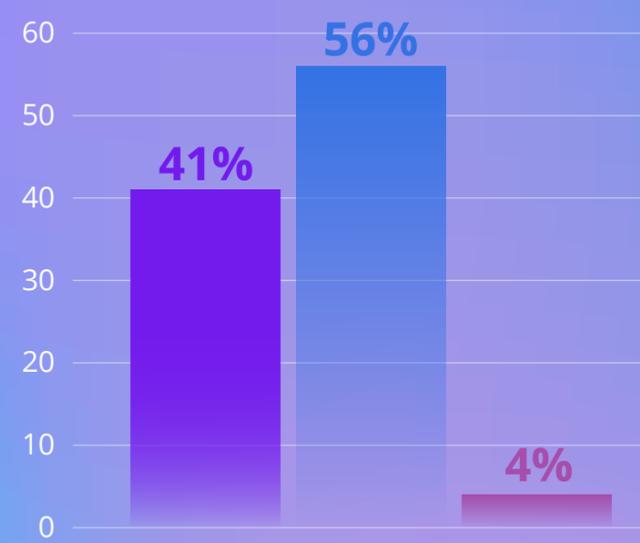
# TRACKING ENTERPRISES' IOT JOURNEY

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, or **fill out the form here** to find out more about the full report!

IoT is being more broadly applied across businesses than ever before

- 53%** **Broad** - we are planning to use IoT across multiple departments or products, but it won't change all aspects of how our business works
- 39%** **Core** - our company is undergoing a digital transformation and IoT is a key element
- 8%** **Targeted** - IoT is mainly important for one department, type of process, or geographic location



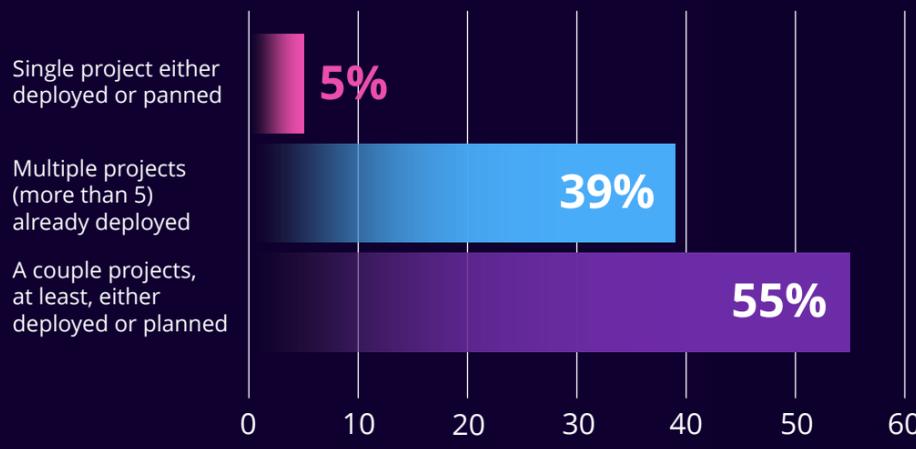
Enterprises have shorter expectations on ROI than previously

**41% of respondents** expect to see measurable benefits within the first 12 month compared to **29% last time**

- Within 6-12 months of deployment
- Within 12-24 months of deployment
- Beyond 24 months from deployment

IoT deployments are maturing with an increase in the number of projects being deployed within an enterprise

In this survey **39% of respondents** stated they are deploying more than **5 projects**, versus **15% last time** – demonstrating that IoT is being adopted across multiple parts of those organizations, and not simply being limited to single use-cases



**Only 5% of respondents** are deploying single projects, compared to **32% last time**.

Across the board enterprises are investing more in IoT

**82%** reported they invested more than **\$0.25m** in IoT in 2020, and **89%** expected to reach this level of investing in 2021



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!