The Internet of Things is now enterprise-grade.
So what's holding you back?
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2016 was the year IoT picked up speed. In 2017, there's no turning back.

73% of executives are either researching or currently deploying IoT*.

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*Based on 2017 survey commissioned by Verizon.

But adoption has been cautious so far.
Enterprises have focused on simple use cases to track data and send status alerts.
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Some familiar hurdles have slowed the pace.
Security, interoperability, costs and a lack of standards account for over 50% of executive concerns around IoT*.
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*Based on 2017 survey commissioned by Verizon.

But these barriers are eroding.

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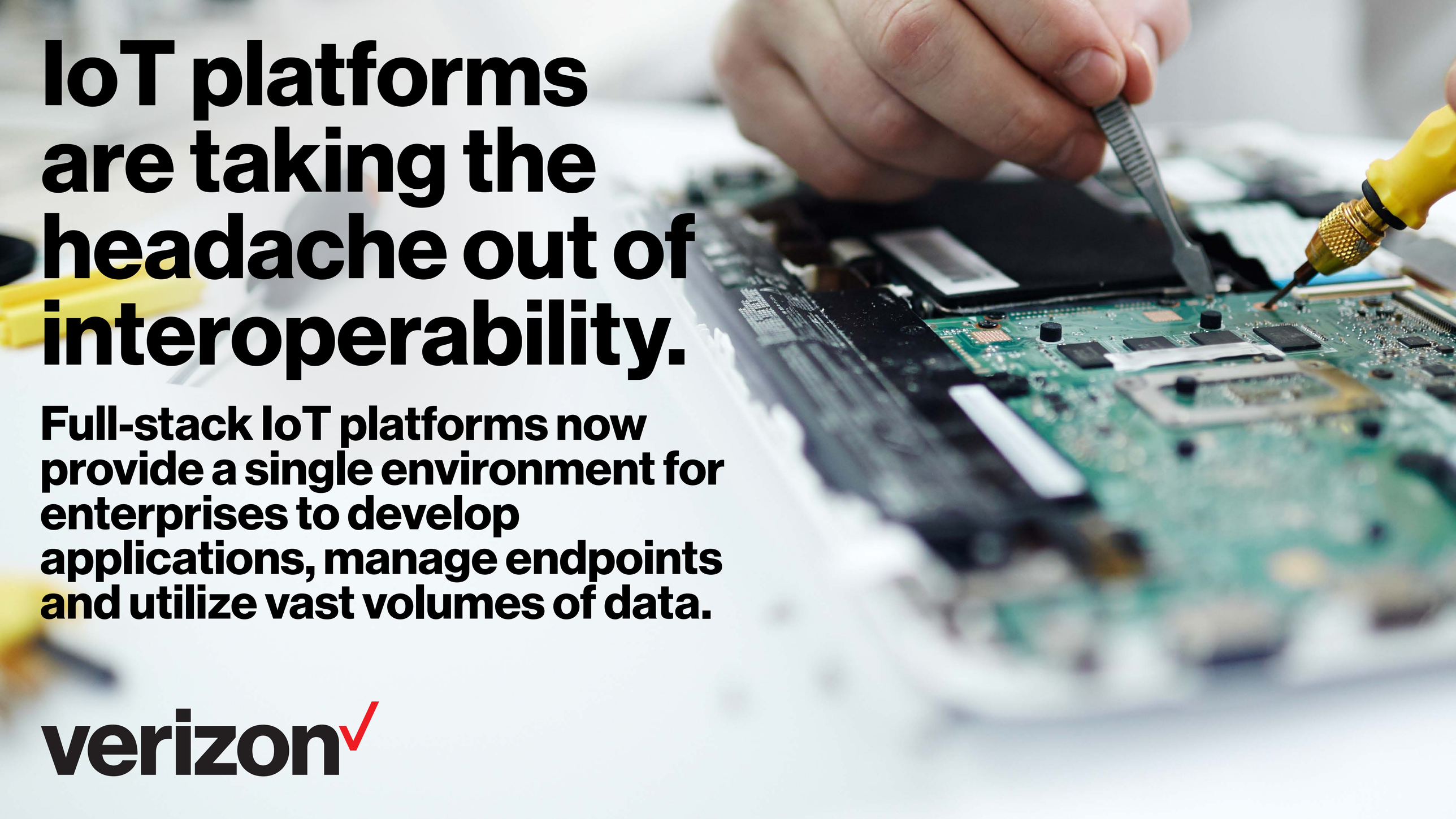
IoT platforms are taking the headache out of interoperability.

Full-stack IoT platforms now provide a single environment for enterprises to develop applications, manage endpoints and utilize vast volumes of data.



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Category-M1 technologies are enabling rapid deployment of IoT — and helping lower costs.

Organizations can develop, deploy and then scale applications fast on low-cost, highly secure Cat-M1 networks.

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And security is being baked in from the start.

Whether it's on the platform, network or device, security is being integrated at every level. And innovations like Security Credentialing services help protect the links between each element.

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These changes have helped IoT become enterprise-grade.

And that's fueling exciting new applications.

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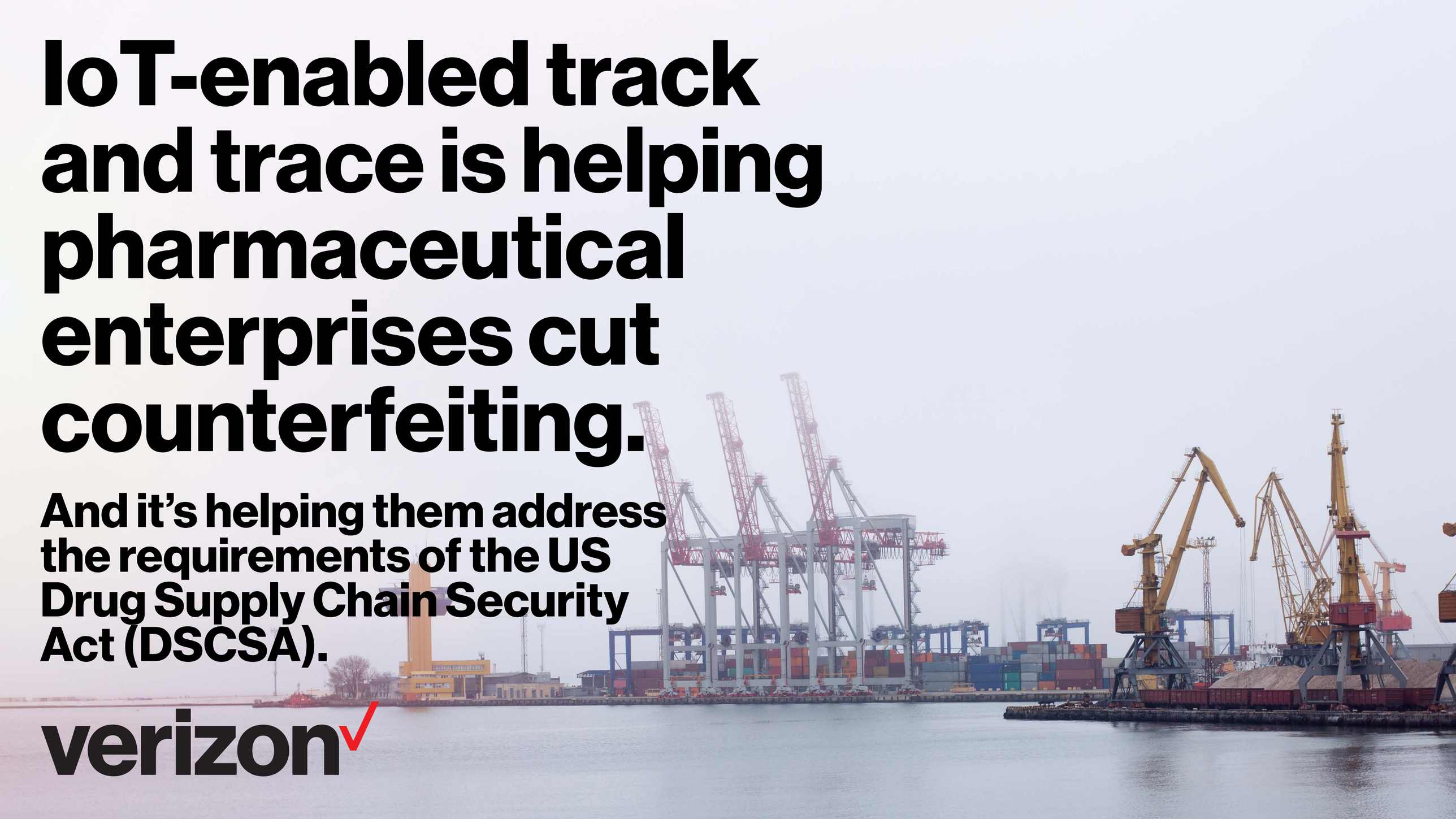
IoT-enabled track and trace is helping pharmaceutical enterprises cut counterfeiting.

And it's helping them address the requirements of the US Drug Supply Chain Security Act (DSCSA).



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Smart platforms are helping utilities companies monitor consumption more accurately and detect outages more quickly.
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Unmanned aerial vehicles are revolutionizing the insurance industry.

70% of Fortune 500 property and casualty companies are utilizing drones to perform inspections and other claims-related work*.

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*CB Insights, The Insurance Industry Is Poised to Lead the Way in Drone Adoption, June 28, 2016

And IoT is helping reduce traffic congestion, smooth wayfinding and bring communities together.
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But where is IoT going next?

Here are our predictions...

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1 The biggest growth will be in B2B applications.

B2B can generate nearly 70% of potential value enabled by IoT*.

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*The Internet of Things: Mapping the Value Beyond the Hype, McKinsey & Co. Global Institute, June 2015

2 IoT platforms will become more seamless and simplify the development of apps.

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3 5G will massively expand IoT applications and drive innovation across all industries.

5G will be 100x faster than existing networks, and promises to be more efficient and have lower latency rates.

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4 IoT will continue to gain traction in the enterprise—and fast.

Regulatory compliance, cost reduction and technological innovations will drive IoT adoption.

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5 Organizations will move on from pilots to full deployment—and begin to realize the full value of IoT in the process.

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Read our report for the full story of what's happening in IoT.

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