

# What is the Internet of Things?

The Internet of Things (IoT) is an ever-expanding ecosystem of Internet-enabled "smart" devices that use wireless machine-to-machine (M2M) technology to communicate with each other and business systems.



## When the IoT was born:

**Sometime between 2008 and 2009**

The number of devices online surpassed the number of people online.



## How big is it now? And how big will it get?

The IoT is currently estimated to be 12 billion-plus connected devices.



It's predicted to reach 50 billion devices by 2020!

## How the IoT works

A basic IoT stack:



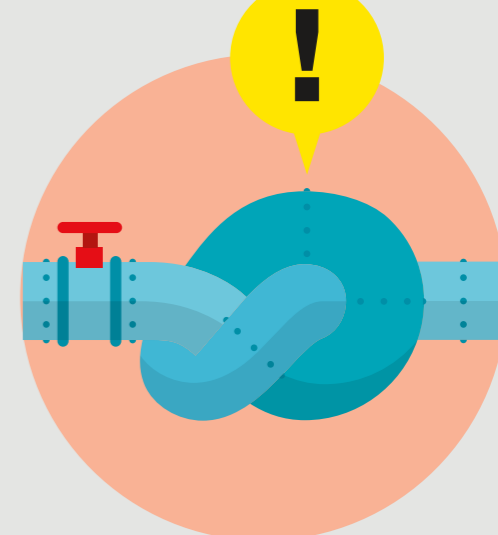
**Device**  
Sensors, modules, modems, endpoints, machines, etc.



**Network**  
Cellular, Wi-Fi, WAN, LAN, Zigbee®, Bluetooth®, satellite, etc.



**Platform**  
Gathers/stores data and transmits to application



**Application**  
Remote monitoring and control

## How the IoT benefits businesses

Connected devices deliver data that—with the right overlay of data management and analytics—can be converted into actionable information to help businesses:



Quickly respond to changing conditions.



Prevent loss, failure and downtime.



Speed time to market.



Increase operational efficiencies and lower costs.



Improve service levels.



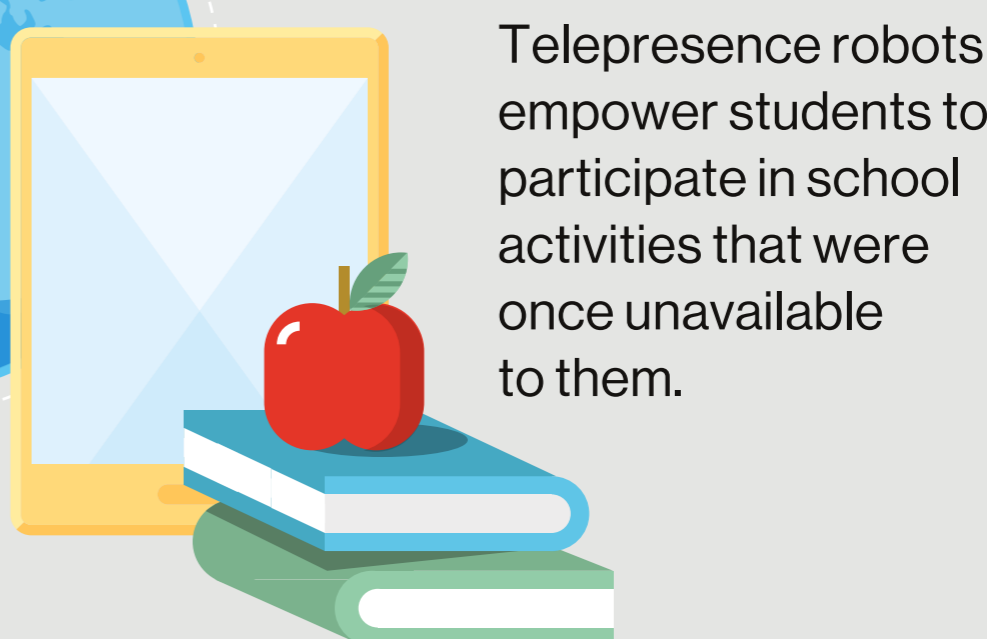
Increase customer engagement and loyalty.

## Real-world IoT examples

Cars adjust speed to remain proper distance from other vehicles.



Businesses can connect remote workers with internal experts to solve problems.



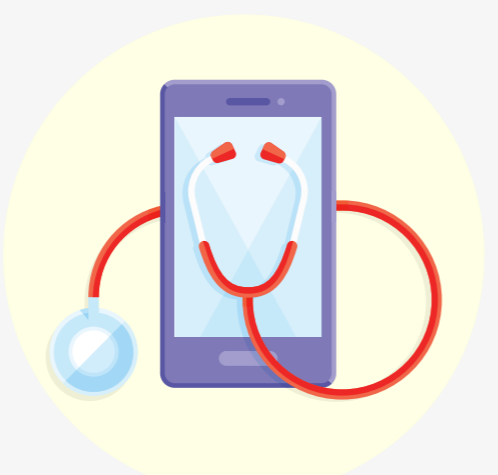
Farmers can track the type and quantity of feed that livestock and poultry consume in near real time.

## Industries ripe for exponential growth in IoT devices



**Manufacturing & automotive**

- Asset tracking
- Field force management
- Smart metering



**Healthcare**

- Fleet tracking
- Mobile care
- Remote patient monitoring



**Retail**

- Mobile commerce
- Smart vending
- Digital signage



**Public sector**

- Connected squad cars
- Smart utilities
- Continuity of operations



Explore how the Internet of Things and M2M technology can benefit your business.

Contact your Verizon Wireless business specialist or visit us at [VerizonEnterprise.com/contact-us](http://VerizonEnterprise.com/contact-us)