IoT Platforms
Market Analysis Report
H2 2017.

Report Overview

Pilot Platforms

beecham research
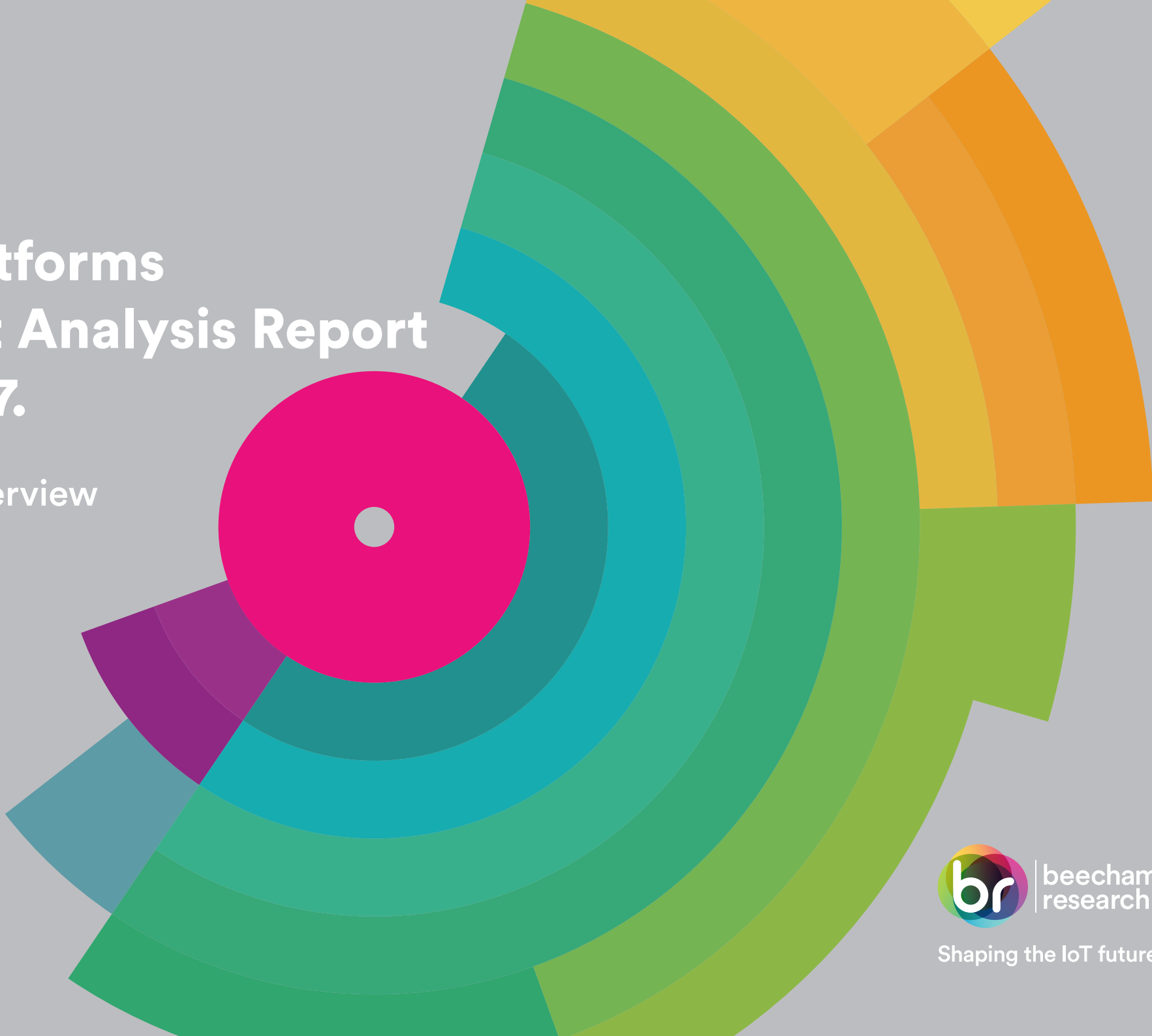
Shaping the IoT future

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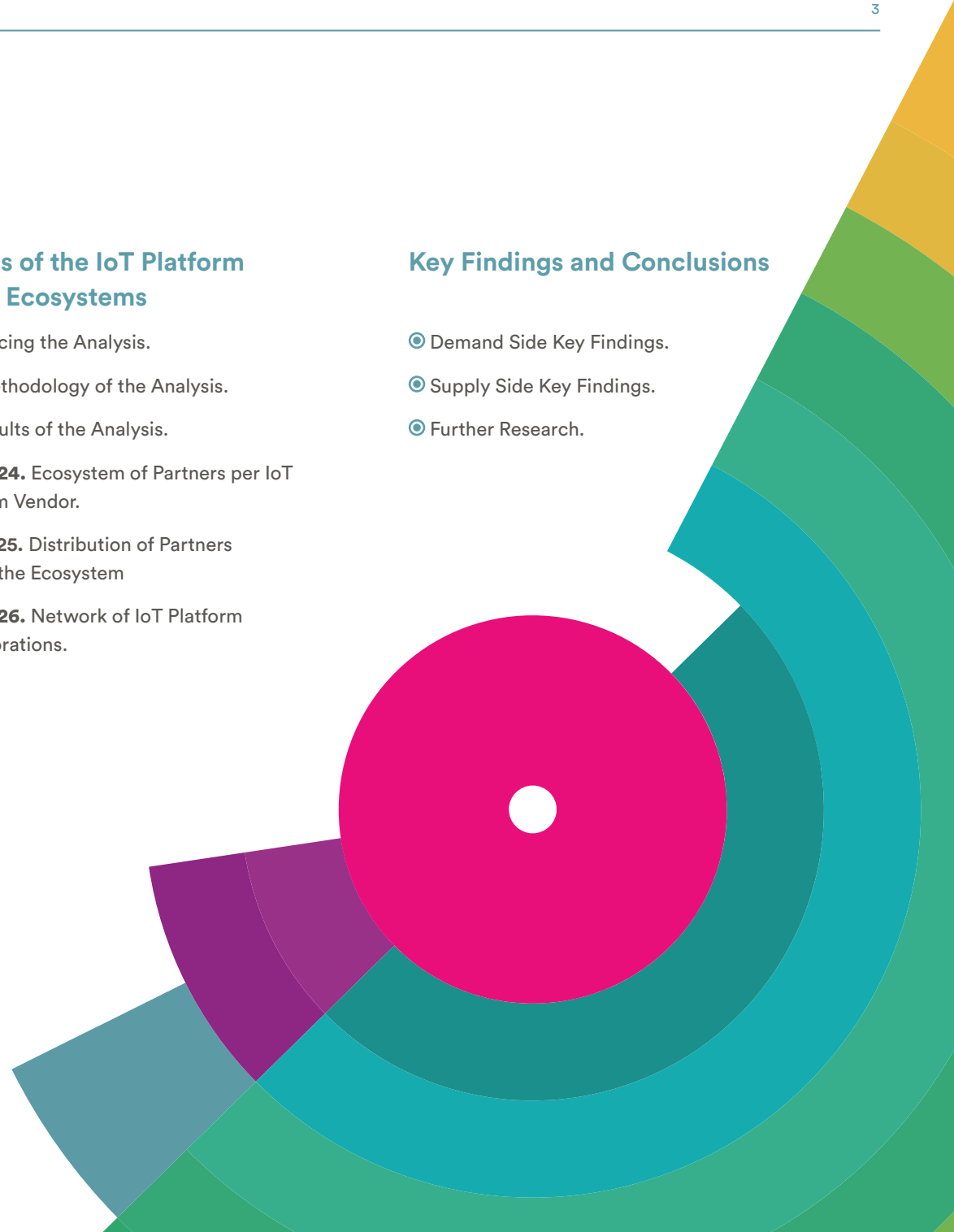
This report is the first in its series, providing unprecedented insights into the IoT platforms market. Analysing data from 450 user searches of our online tool, IoT Pilot, during the mid 2017 period. Further issues of this report will be published every 6 months, providing continuous updates on this fast-moving market.

The unique platform matching tool, IoT Pilot **(www.iotglobalnetwork.com/iotpilot)**, developed in collaboration with IoT Global Network, allows IoT adopters to do free searches for IoT platforms that most closely match their requirements. It also summarizes what they have been searching for. **IoT Pilot went live in May 2017** and an analysis of searches during the period to end September 2017 is provided in this report. This is a total of **450 unique searches by 325 different companies**, representing **the largest sample of real IoT adopter requirement records ever analysed.** The tool is online now and continuing to collect more search data on a daily basis from adopters located all around the world. Future issues of this report will show how adopter needs for IoT platforms are evolving over time.

Just a few of the key questions addressed in this report:

- Who is making the most enquiries about IoT platform requirements during mid 2017, and where are they from?

- Which IoT market segments are of most interest?

- What are the IoT solutions needed for?

- How many want to build their own applications? – Analyzed by sector.

- How many want after-sales support?

- How many need integration between the platform and existing systems?

- How many need assistance for that integration effort?

- How many platforms are there in the market? Is this continuing to increase?

- Which platform layers are less developed at present?

- How many platforms are offering full services in all layers, versus specialisation?

- How many platforms are specialised in each vertical sector?

- What is the revenue in 2017 for each platform layer?

- How is revenue expected to develop in each platform layer to 2022?

- What is the platform revenue in 2017 for each vertical sector?

- How can you quantify whether an platform ecosystem is strong or weak?

- Which parts of the platform ecosystem are most/least developed?

- What is the level of interoperability between IoT platforms?

Answers to these and much more come from real user-generated data on the fast-developing IoT platforms market and would be of specific interest if you are involved with IoT and represent a:

- Platform provider
- System integrator
- Solution provider
- Application developer
- Connectivity provider
- Connected device supplier
- Component supplier
- IoT distributor
- IoT association
- Government agency
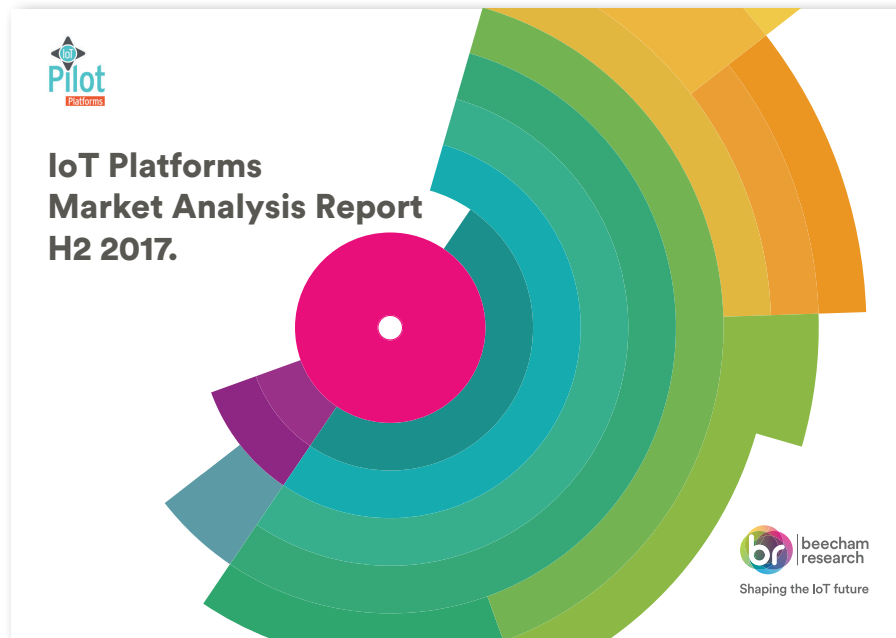
This report is essential reading and a key resource for anyone involved with supplying or aiding market development of IoT platform services in this rapidly-developing market.

Download the report here.
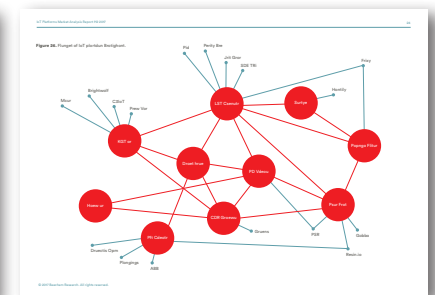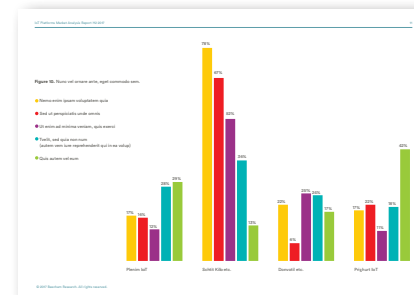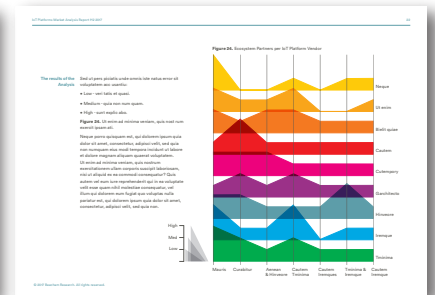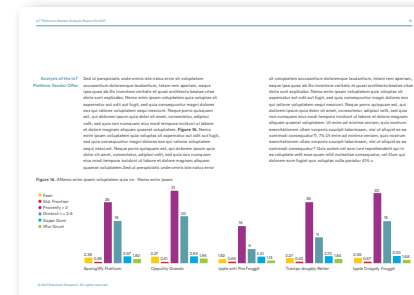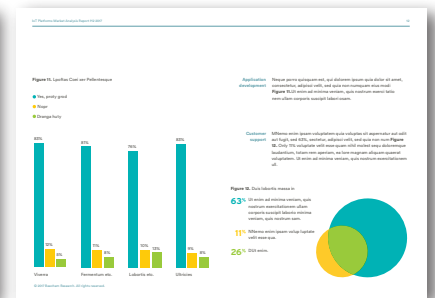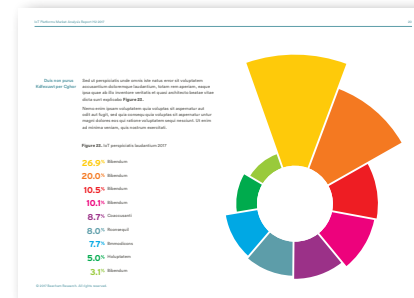
Pilot Platforms

What is IoT Pilot & Why is it needed?

For prospective adopters of IoT solutions, we believe the IoT platform is an important starting point. However, with so many platforms now on the market – we estimate over 450 and still growing quickly – it is a highly confusing starting point.

In addition to this, IoT platforms are going through a fast rate of development with updates, acquisitions and rebranding's occurring frequently.

They are becoming increasingly sophisticated as well as more specialised. For those who do not understand the subtleties, this adds greatly to the confusion and this confusion acts as a brake on market development. It also increases the prospect of adopters making incorrect choices for their needs and only finding out the consequences of these after much time and financial resources have been spent.

For platform vendors, it is also increasingly difficult to get their message across in a timely way that reflects the latest offering. Important updates can be lost in the general market noise and their impact not fully appreciated by the target audience.

IoT Pilot is designed to address this confusion by enabling adopters to better understand the options available to them to address their needs. At the same time, it provides a way for vendor updates to be introduced to the market in a meaningful way and implemented quickly.

The aim of the system is to help accelerate IoT market development by assisting adopters to make informed decisions about which platforms are most likely to meet their requirements at any particular time.

It does not seek to recommend one platform over others, but does seek to narrow the field to a level that adopters can manage effectively. It means they can commence a more valuable dialogue with the most appropriate vendors at an earlier stage, so it is part of the learning process for adopters.

Launched in May 2017, with our partners IoT Global Network, IoT Pilot (www.iotglobalnetwork.com/iotpilot) allows IoT adopters to do free searches for IoT platforms that most closely match their requirements, it also summarizes what they have been searching for.

Offering unique insights and opportunity in the IoT platforms market place, find out more about subscribing to IoT Pilot by getting in touch with one of our contacts overleaf.

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Shaping the IoT future

Beecham Research is a leading technology market research, analysis and consulting firm established in 1991. We have specialized in the development of the rapidly-growing Connected Devices market, often referred to as M2M (machine-to-machine) and IoT (Internet of Things), worldwide since 2001. We are internationally recognised as thought leaders in this market and have deep knowledge of the market dynamics at every level in the value chain.

We draw on many different processes and techniques to get the best results for our clients, who come from all parts of the value chain including: component and hardware vendors, major network/connectivity suppliers (cellular, fixed, satellite, short/long range), system integrators, application developers, distributors and enterprise users in both B2B and B2C markets.

We are experts in M2M/IoT services and platforms and also in IoT solution security, where we have extensive technical knowledge. We are the leading analysts in satellite M2M and our connected devices programme includes modules, stand-alone modems, routers and the emerging category of IoT Gateways which combine wireless, fixed, satellite and wireless MESH technologies. In addition to this, we provide wide-ranging support for business and sales development activities, including sales execution programmes.

IoT Global Network is the leading platform to explore, learn, connect and engage with the global IoT community. A unique resource enabling you to:

● Evaluate and navigate the complicated IoT platform landscape with our unique tool IoT Pilot.

● Search, and make direct contact with suppliers and partners in the global IoTeco-system.

● Search for specific IoT products and solutions.

● Keep up to date with breaking industry news.

● Read all the latest Analyst Reports and Comment.

● Get a full list of all the must-attend industry events.

● Access exclusive member benefits – offers, discounts, learning and market intelligence.

● Create a microsite content hub of your company's products and solutions.

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