

IoT Services & Platforms Intelligence Service

Part of the IoT Technologies & Verticals Service Area Package

Provides analysis, forecasts, and survey data on the services enabling the growth of the Internet of Things.

“Nearly 60% of enterprises globally have increased confidence in IoT’s ability to deliver value to their operations. This will help drive increased investment and, in turn, drive IoT connections and solutions in 2022.”

Andrew Brown
Director, IoT

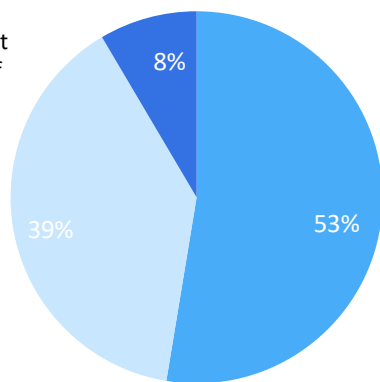
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■ Broad – we are planning to use IoT across multiple departments or products, but it won't change all aspects of how our business works

■ Core – our company is undergoing a digital transformation and IoT is a key element

■ Targeted – IoT is mainly important for one department, type of process, or geographic location



Notes: n=365, charts show % of respondents selecting the response shown

Source: Omdia

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HOW OMDIA HELPS YOU

- Granular insight in the market for IoT services to include connectivity, platforms, and consulting
- Detailed data on IoT connections split by technology, vertical, and country with operator market shares
- Forecasts on IoT connectivity management and application enablement platforms and analysis of key vendors
- Surveys and analysis of enterprise adaptors of IoT
- Detailed IoT service provider profiles with insight into their IoT strategies and trackers that capture IoT contract won by CSPs
- Topical reports provide further insight areas such as new wireless technologies, regional dynamics, and vertical market growth opportunities.

KEY QUESTIONS ADDRESSED

- What key use cases will the introduction of 5G enable for IoT?
- What approaches are service providers using to target industries like manufacturing and automotive?
- What challenges are enterprises facing as they try to implement IoT in their organizations?
- How is the role of hyperscalers in the IoT market impacting traditional players?
- Which IoT platform vendors are best positioned to succeed in the market?
- Where are the most IoT contracts being awarded and what companies are winning those?
- Who are the world's leading IoT service providers?

IoT Services & Platforms: Our Expert Analysts



Josh Buita
Research Director
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 IoT Service Providers & Smart Cities

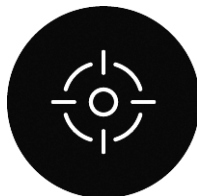


John Canali
Principal Analyst
 SP IoT Strategies



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Senior Analyst
 IoT Devices & Asia & Oceania Activity

IoT Services & Platforms: Deliverables



MARKET DATA

—Biannual—

- IoT Service Provider Contracts Tracker
- LPWAN & Alternative IoT Networks Deployment Tracker
- Smart Cities Project Database
 - IoT Investment Tracker
- Cellular IoT Forecast Tracker
 - Service Provider KPIs
- IoT Platform Vendor Market Tracker
- IoT Platform Market Tracker & Forecasts



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.



REPORTS & SURVEYS

—2021 Editions—

- IoT 2021 IoT Enterprise Survey
 - AI/ML and Analytics for IoT
- Market Landscape: Alternative IoT Operators
- An Update on 5G in IoT and Emerging Use Cases
 - IoT Consultancy Services
 - IoTs Role-in Sustainability
- Autonomous Vehicle Timeline and the Arrival of In-Vehicle 5G
 - Low Power Wide Area Network (LPWAN) Market Report
 - IoT Data Exchange Platforms
- Omdia Universe: Selecting an IoT Device Management Solution
 - Assessing the Value Chain in Connected Healthcare
 - 2022 IoT Trends to Watch
 - Application Analysis (multiple)
 - IoT Service Provider Strategy Profiles (multiple)
 - Smart City Profiles (multiple)
 - And many, many more...

IoT Services & Platforms: Market Data

IoT Platforms Market Tracker

This tracker assesses the market landscape for three types of IoT platforms: Application Enablement Platforms (AEPs), Connectivity Management Platforms (CMPs), and Data Exchange Platforms (DEPs).

DETAILS

Frequency: Bi-annually

Measures

- Installed base
- Service revenue

Regions

- Worldwide
- Americas
- EMEA
- APAC

COVERAGE

Applications (AEPs)

- Industrial IoT
- Connected & Smart Home
- Personal IoT
- Medical IoT
- Smart Buildings

Verticals (CMPs)

- Asset Management
- Automotive
- Digital Signage
- Energy & Utilities
- Healthcare
- Retail & Payments
- Transportation
- Consumer
- Smart Cities
- Others

Smart Cities Project Database

An Excel database that logs, classifies, and details over 2,400 publicly announced IoT smart city projects dating back to 2000.

DETAILS

Frequency: Bi-annually

Measures

- Project customer and scale
- Project partners
- Project vertical/applications

Regions

- Country, city-level analysis

Smart city application

Mobility & Transport

- Smart ticketing
- Smart parking
- Vehicle-to-X communications
- Intelligent transport systems
- Autonomous vehicles

Governance

- Mobile reporting apps
- Consolidated services and platforms

Energy & Resource Efficiency

- Smart grid
- Smart metering
- Irrigation management
- V2G

Healthcare

- Telehealth
- Remote patient monitoring

Physical Infrastructure

- Smart street lighting
- Smart buildings
- Environmental sensors
- Waste management

Safety & Security

- Integrated video surveillance
- Predictive analytics
- Safe city platforms

IoT Services & Platforms: Market Data

LPWAN & Alternative IoT Network Deployment Tracker

The IoT & LPWA Network Deployment Tracker follows all publicly announced IoT and LPWA network deployments

DETAILS

Frequency: Bi-annually

Measures: LPWA, satellite and IoT Network announcements/deployment, split by:

- Network Operator
- Network equipment vendor
- Technology
- IoT product type

Regions: Country level, but divided into

- Americas
- Asia Oceana
- Europe
- Middle East & Africa
- Global Deployments

COVERAGE

Technology Type

- NB-IoT
- LTE-M
- Cat. 1
- LoRaWAN
- Sigfox
- RPMA
- EC-GSM
- Satellite

IoT Service Provider Contracts Tracker

The IoT Service Provider Contract Tracker logs, classifies, and details more than 1,150 publicly announced IoT service deployments, delivered by communications service providers to enterprises.

DETAILS

Frequency: Bi-annually

Measures Contract awarded split by

- Service provider
- Application vertical
- Customer vertical
- Date

Regions

- Regional & country-level data

COVERAGE

Applications

- Agriculture and environment
- Automotive
- Consumer electronics
- Energy, utilities, and resources
- Health
- Manufacturing/ Industry 4.0
- Retail and financial services
- Smart cities and buildings
- Transport, fleet, and logistics

IoT Services & Platforms: Market Data

IoT Investment Tracker

This tracker provides an updated list of investments and acquisitions in the IoT space by companies in the technology, telco (CSP), and consumer electronics industries.

Frequency: Bi-annually

Measures: Investment and acquisitions by IoT players, excluding VC and PE firms, split by:

- Investor company type
- Investor region
- IoT Vertical
- IoT product type

Regions: Country level, but divided into

- Asia-Pacific
- Europe
- Middle East & Africa
- North America
- South America

Cellular IoT Forecast Tracker

This analysis provides the latest updates on the global cellular IoT connection in five regions, nine applications, and 10 air interfaces.

Frequency: Bi-annually

Measures

- Cellular IoT connections
- Cellular IoT connection revenue
- Cellular IoT module shipments
- Cellular IoT module revenue

Regions

- North America
- Latin America
- Europe
- Middle East & Africa
- Asia Pacific

Technologies

- 3GPP-standard cellular technologies used in IoT applications

Applications

- Automotive
- Consumer
- Energy & Utilities
- Healthcare
- Industrial IoT
- Others
- Remote Monitoring
- Retail & Payments
- Smart Cities
- Transportation & Logistics

Air Interface

- 2G: GSM/GRPS/EDGE, CDMA 1xRTT
- 3G: CDMA/HSPA/CDMA EV-DO
- 4G: Cat-1, Cat 3/4, Highspeed LTE
- 5G: eMBB, URLLC, C-V2X, Massive IOT
- LPWA: LTE-M, NB-IoT

IoT Services & Platforms: Highlighted Reports in 2021

IoT Enterprise Survey: Report – 2021

Omdia's IoT Enterprise Survey 2021 provides insights from 365 enterprises in 7 countries – Australia, China, France, Germany, South Korea, UK, and the US. Participants were enterprises that are currently deploying or contracted to deploy IoT.

AI/ML and Analytics for IoT

Examines the development of AI/ML technology for deployment at the IoT edge (including endpoints). Key AI/ML technology trends are analyzed from the perspective of IoT product and service developers and 21 key ML vendors are profiled.

An Update on 5G in IoT and Emerging Use Cases

Examines significant 5G IoT use cases and provides recommendations to service providers and their technology partners. Also explores the current stage of 5G deployments and advancements in 5G private networks and 5G Reduced Capability.

Market Landscape: Alternative IoT Operators

Alternative IoT operators are disrupting the IoT market and providing new competition for traditional CSPs. This report analyzes trends in the market as a result of new players and profiles some key alternative IoT players.

COVID-19 Market Impact on IoT

This report discusses the impact of COVID-19 on the IoT market, including impact on different industry sectors; recommended strategies for IoT services and solutions providers; and examples of responses from IoT ecosystem players.

IoT's Role in Sustainability

This report examines corporate environmental sustainability, IoT's role in achieving these goals, how it can contribute to higher emissions and increased waste, CSPs' and other enterprises' goals, and responses at a vertical level.

Market Landscape: IoT in Smart Farming, Asia & Oceania

The agriculture sector has become more technology-driven; IoT, AI, and drones are being applied to smart farming practices. This report explores the strategies taken in Asia & Oceania to digitalize the agriculture landscape.

IoT Consultancy

This report analyzes the market for consulting services in the IoT market. It assesses key market trends, competitive dynamics, and market players and provides five-year forecasts segmented by region and application.

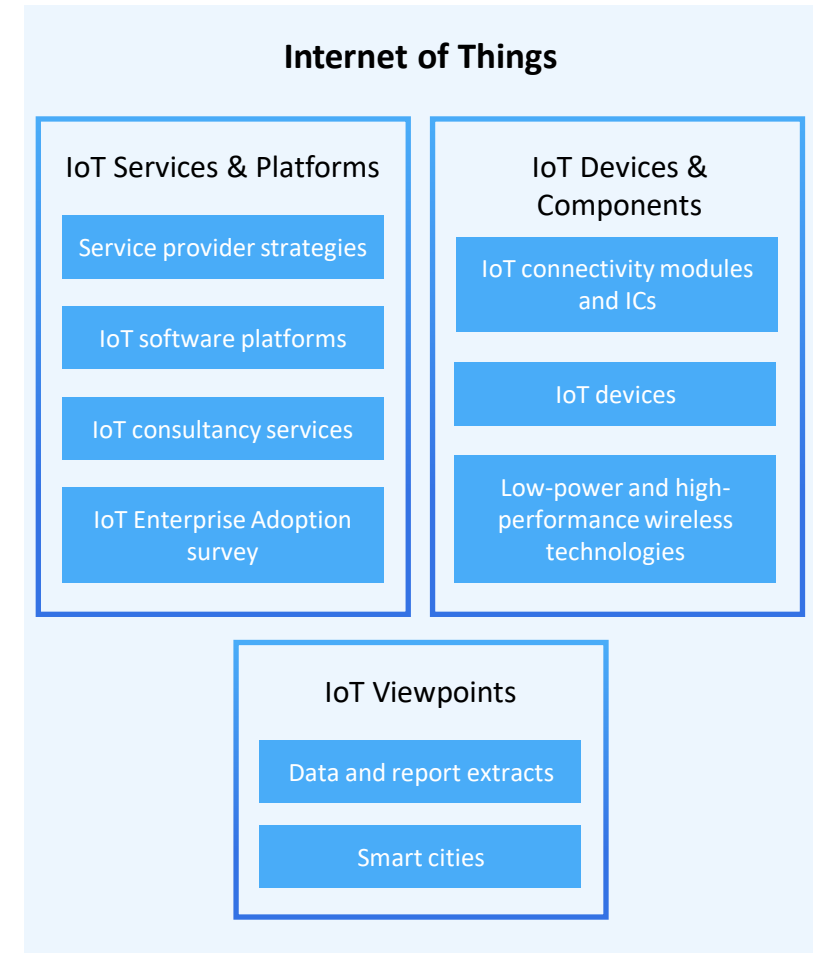
Internet Of Things (IoT) Overview

About Omdia's IoT Research

Omdia provides valuable, detailed, and comprehensive research on the core elements of the IoT ecosystem. This analysis is provided via a team of expert analysts with decades of collective research experience and time spent working for many of the key players within the IoT industry.

Our research portfolio spans the entire IoT value chain, from hardware components to network connectivity through IoT software platforms. Omdia's IoT research also provides insight into the drivers and barriers in key vertical markets and examines the challenges, investment strategies, and supplier choices of enterprises that are in the process of deploying IoT projects.

Omdia's syndicated IoT research is delivered via three distinct intelligence services: IoT Devices & Components, IoT Services & Platforms, and IoT Viewpoints. Through a rich collection of reports, forecasts, and surveys, each of these services provides our clients with insight into the latest IoT business and technology trends and how these issues will affect the market (and their organization) in the future. Our clients also enjoy access to our analyst team, thus ensuring their questions are answered completely and promptly.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.