

# IoT Viewpoint Service

## Part of the IoT Technologies & Verticals Service Area Package

A broad yet insightful view of the IoT market, providing high-level data on revenues from IoT hardware, software and services. This is complemented by strategic analysis on key IoT verticals and the enabling technologies –such as AI, Edge, Blockchain & 5G –that will drive innovation in the IoT market in upcoming years.

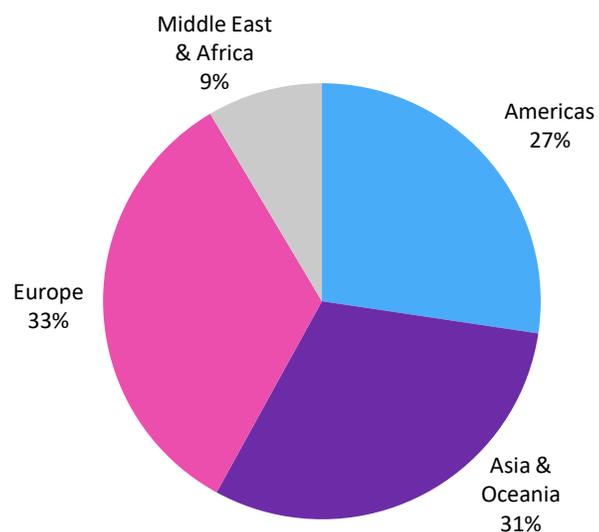
“As transformative technologies such as 5G and AI converge with IoT it will lead to the development of a new, impactful solutions that will alter business operations in a wide range of industries.”

Josh Builtta  
Director, AI & IoT

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## Regional split of announced smart city



Source: Omdia

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## HOW OMDIA HELPS YOU

- Timely analysts perspective on the key trends and developments in the IoT market
- Analysis and forecasts for IoT cellular connections segmented by technology, major region & vertical
- Focused reports on key IoT vertical markets with analysis of the ecosystem, drivers, barriers and opportunities for differentiation
- Insight into IoT investment activity from the worlds leading technology companies.
- Up-to-date databases on smart city projects across the globe, with application, partners and funding detail
- Expert insight from key industry events and shows

## KEY QUESTIONS ADDRESSED

- How are key transformative technologies including AI and 5G enabling monetization of IoT deployments?
- What are the key opportunities for hardware vendors and service providers in industrial IoT, smart home, and smart cities markets?
- Which (and to what degree) our key technology vendors investing to build out their IoT capabilities?
- What are some key use cases for smart cities and where specifically are the greatest success stories for the market?
- How do analyst experts view the latest industry news and developments?

# IoT Viewpoint: Our Expert Analysts



**Josh Buita**  
*Research Director*  
 IoT & AI



**Andrew Brown**  
*Practice Lead*  
 IoT Services & Technologies



**Eleftheria Kouri**  
*Senior Analyst*  
 IoT Service Providers & Smart Cities



**John Canali**  
*Principal Analyst*  
 SP IoT Strategies



**Gavin Eng**  
*Senior Analyst*  
 IoT Devices & Asia & Oceania Activity

# IoT Viewpoint: Deliverables



## MARKET TRACKERS

- Cellular IoT Tracker
- Smart Cities Project Database



## 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's Role in Sustainability
- CES 2022: Highlights and Key Takeaways for IoT
  - IoT's Role in Sustainability
  - IoT Consultancy – 2021
- Market Landscape: IoT in Smart Farming, Asia & Oceania
  - Market Landscape: Alternative IoT Operators
  - IoT Enterprise Survey: Executive Summary – 2021
- Connected & Autonomous Cars: IoT Market Landscape
  - COVID-19 IoT Strategies in 2021 and Beyond
    - IoT Trends to Watch
  - Service Provider Strategy Profiles (multiple)
    - Smart City Profiles (multiple)
      - And more...

# IoT Viewpoint: Market Data

## 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.

**Frequency:** Bi-annually

### Measures

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

### Regions

- Country, city-level analysis

### *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

### *Mobility & Transport*

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

### *Governance*

- Mobile reporting apps
- Consolidated services and platforms

## 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: 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.

### DETAILS

**Frequency:** Bi-annually

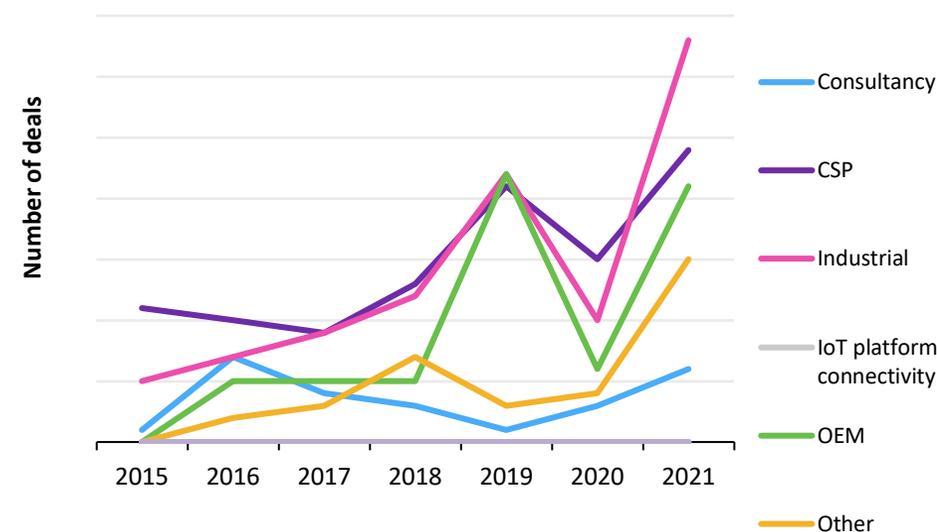
**Measures:** Investment and acquisitions by IoT players, excluding VC and PE firms, split by:

- 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

Annual IoT investment deals by investor company type



Source: Omdia

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# IoT Viewpoint: Highlighted Reports in 2021

## 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 IoT Strategies in 2021 and Beyond

CSPs, platform providers, and other IoT players have responded with solutions to help combat the spread of COVID-19. This report examines how IoT solutions are using hardware and connectivity technology in different verticals.

## Smart City Profiles (ongoing)

A series of reports on major cities involved in smart city deployments, providing an overview of the socio-economic situation, strategic risks and investigation into specific smart city initiatives underway or previously implemented.

## Domain Market Brief: Assessing the Value Chain in Connected Healthcare

Examines the value chain for connected healthcare solutions, focusing on RPM use cases that leverage embedded cellular connectivity between the patient's equipment and the backend systems of the RPM application provider.

## 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.

## IoT Enterprise Survey - Executive Summary

High-level insight from Omdia's IoT Enterprise Survey IoT Enterprise Survey 2021 with insights from 365 enterprises in 7 countries – Australia, China, France, Germany, South Korea, UK, and the US..

## CES 2022: Highlights and Key Takeaways for IoT

This report focuses on the IoT-related products and announcements at CES 2022, including automotive, agriculture, smart cities, and IoT hardware components.

## IoT in Private Cellular Networks

An overview of the IoT use cases developed in private cellular networks, with a focus on the current market landscape and IoT ecosystem in private networks.

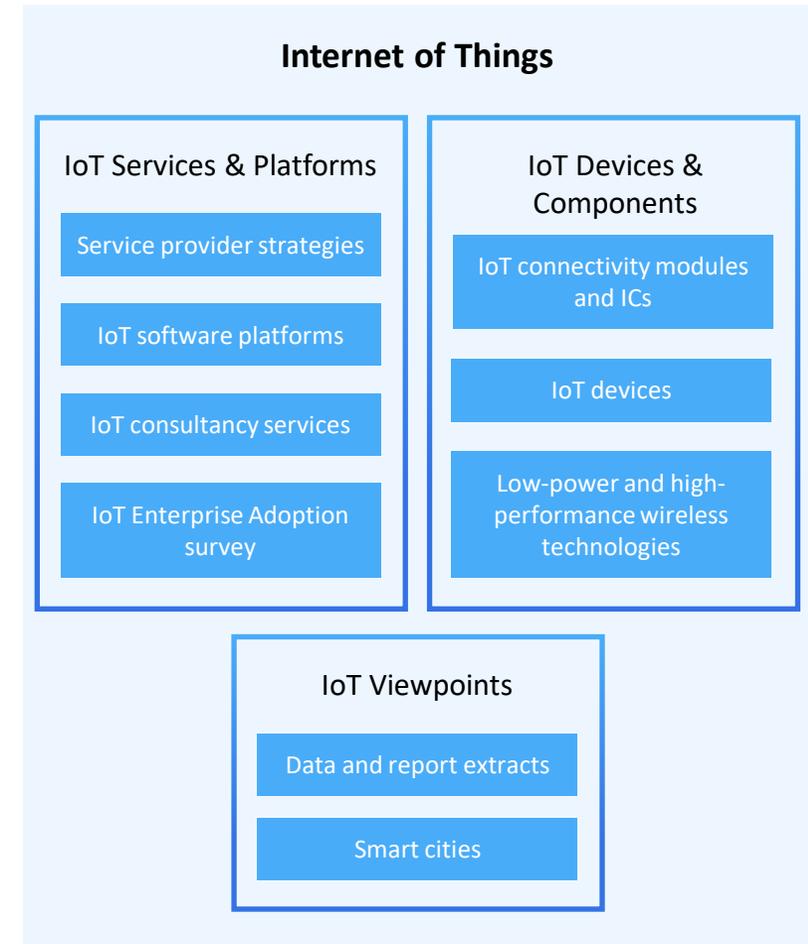
# Internet Of Things (IoT) Overview

## 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:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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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.