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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.

PRODUCT OVERVIEW | IoT Services & Platforms Intelligence Service

> **The integration of IoT applications and workloads into various cloud platforms has accelerated in tandem with the growth in deployment scale and complexity. As such, the IoT ecosystem is seeing real shift in the balance of power, with platforms becoming more important than ever**

Andrew Brown
Director, IoT

IoT Services & Platforms Intelligence Service

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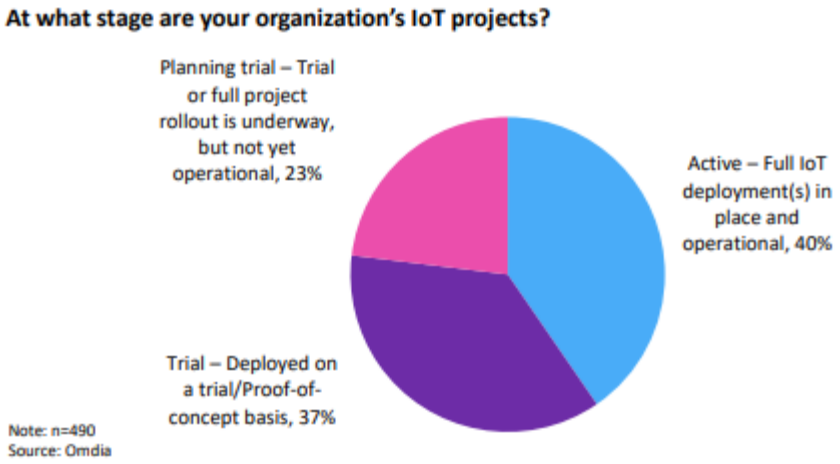

HOW OMDIA HELPS YOU

- Granular insight in the market for IoT services to include connectivity, platforms, and consulting
- Detailed date 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

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IoT Services & Technologies

Shobhit Srivastava
Senior Principal Analyst
IoT Services & Platforms, IoT Hardware

John Canali
Principal Analyst
SP IoT Strategies

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Senior Analyst
IoT Service Providers & Smart Cities

IoT Services & Platforms: Deliverables

MARKET DATA

- IoT Service Provider Contracts Tracker
- Smart Cities Project Database
- IoT Investment Tracker
- Dedicated IoT Networks Deployment Tracker

CASE STUDIES & PROFILES

- IoT Service Provider Profiles (Multiple)
- IoT & Sustainability Case Studies (Multiple)
- Smart City Profiles (Multiple)

REPORTS

- Asset Tracking: Playing a Key Role in Digital Transformation
- Connected Cars Report 2023
- eSIMs in IoT
- Hyperscaler IoT Strategies

MARKET TRACKERS

- IoT Platforms Market Tracker
- Cellular IoT Market Tracker
- IoT Platform Vendor Market Tracker

ANALYST INSIGHTS

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

ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

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

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

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

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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

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

IoT Contracts Tracker

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

DETAILS

Frequency: Bi-annually

Measures Contract awarded split by
- Service provider
- Application vertical
- Customer vertical
- Date

Regions
- Regional & country-level data

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.

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

Cellular IoT Market Tracker

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

DETAILS

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 – 2023 Schedule

Report
Forecast
Tracker

Q1	Q2	Q3	Q4
• IoT Services & Platforms Intelligence Service News Tracker – 1Q23 • IoT SME Strategies Report • IoT Investment Tracker – 2H22 • CSP IoT Profile: AT&T • Asset Tracking: Playing a Key Role in Digital Transformation • IoT@MWC2023: Findings and takeaways	• CSP IoT Profile: SK Telcom • Dedicated IoT Networks Deployment Tracker – 1H23 • CSP Profile: Vodafone • Cellular IoT Market Tracker – 1H23 Database • Connected Car Report 2023 • IoT Contracts Trackers – 1H23 • Cellular IoT Market Tracker – 1H23 Analysis • IoT Application Analysis • IoT Enterprise Survey: Summary Report – 2023 • IoT Platforms Vendor Market Tracker – 2023 Database • IoT Services & Platforms Intelligence Service News Tracker – 2Q23 • IoT Platforms Vendor Market Tracker – 2023 Analysis • Strategies for Success in the Economy of Things • eSIMs in IoT update	• IoT Enterprise Survey Regional Report 2023: Asia and Oceania • State of the Market: IoT Cybersecurity • Update: Hyperscaler IoT Strategies • IoT Investment Tracker • IoT Services & Platforms Intelligence Service News Tracker – 3Q23 • Location Platform Index 2023	• Sustainable Strategies for Smart Buildings • Cellular IoT Market Tracker – 2H23 Database • Smart Cities: State of the Market • Satellite IoT Market Report • Cellular IoT Market Tracker – 2H23 Analysis • Dedicated IoT Networks Deployment Tracker – 2H23 • IoT Contracts Tracker – 2H23 • IoT Vendor Profile • Cellular IoT Major Country Market Tracker • IoT Platforms Market Tracker • IoT Sustainability Report Update • IoT Platforms Market Tracker – 2023 Database • IoT Startup Solution Provider Profile • IoT Platforms Vendor Market Tracker – 2H22 • IoT Service & Platforms Intelligence Service News Tracker – 4Q23

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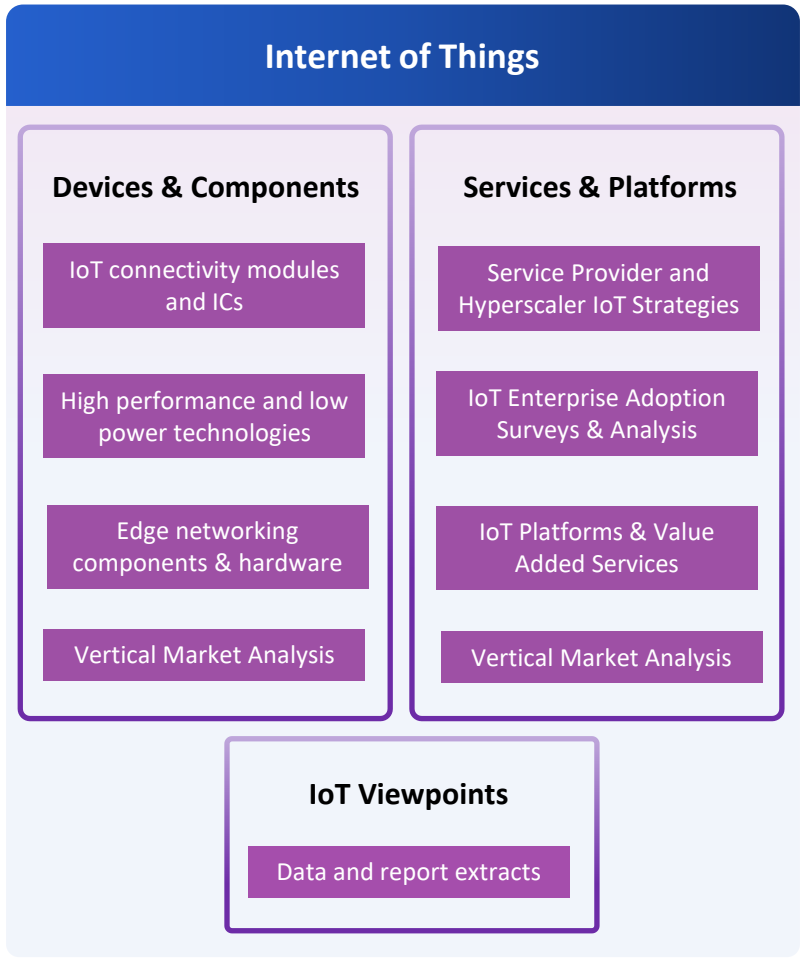
Internet of Things – 2023 Research Themes

Global economic impact on the IoT	How well-equipped is the IoT market to withstand the multiple challenges facing the technology sector, such as the squeeze on CPU supply, global inflation, the impending impact of a global recession, the war in Ukraine and impact on raw materials, employment concerns, the lingering impact of COVID-19 and new challenges created by sky-rocketing energy prices such as environmental sustainability goals and initiatives. The IoT team will produce a key report on this topic as well as covering this theme throughout several reports during 2023.
The changing IoT connectivity landscape: From 5G NR Light to Satellite	5G has been slow to have an impact on the IoT. Throughout 2023 the team will identify the key technologies to watch in IoT, including 5G NR Light (RedCap) and the path to 5G mMTC, 5G/SA and network slicing, Cat 1 bis and the prospects for Cat 1 and Satellite IoT. We will also include reports covering Automotive Connectivity and a Location Platform Index 2023 report.
Baking connectivity and intelligence into the endpoint	Within the framework of multiple technologies and protocols, connectivity can no longer simply be an afterthought; rather, it will be designed into the endpoint from day one. At the same time, expect increasing compute in all types of endpoints with smarter sensors and AI/ML influencing every stratum. 64-bit chips will continue to increase their market share, offering significantly increased processing power for endpoints of all types and giving a logarithmic boost to the amount of data being collected. Omdia's wide range of analysts with expert-level insight in the IC market will help pinpoint emerging trends and establish credible forecasts in these areas.
Hyperscaler's growing influence and a shift to partnership over proprietary	Omdia will continued coverage of the shift in power towards cloud hyperscalers. Identifying their role in the IoT ecosystem, how they fit with other IoT players, unique capabilities and use cases and outlook. There is also a growing emphasis on partnerships and collaboration in the IoT industry with larger vendors relying on agreements with a wide variety of outside partners to offer maximum value in a somewhat full field, and to mitigate the dragging effects of continued supply chain tension. Sorting out the changing face of the IoT ecosystem and partnerships is no simple task and requires Omdia's depth of knowledge in this field.

Service Area 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, as well as 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 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 intelligence services provides our clients with insight into the latest IoT business and technology trends and how these issue will impact the market 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:

Shelley Hunter
Customer Success Manager

Kâren Dyer
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Get in touch!

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Thank you

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