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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.

PRODUCT OVERVIEW | IoT Viewpoint
Service



VMC

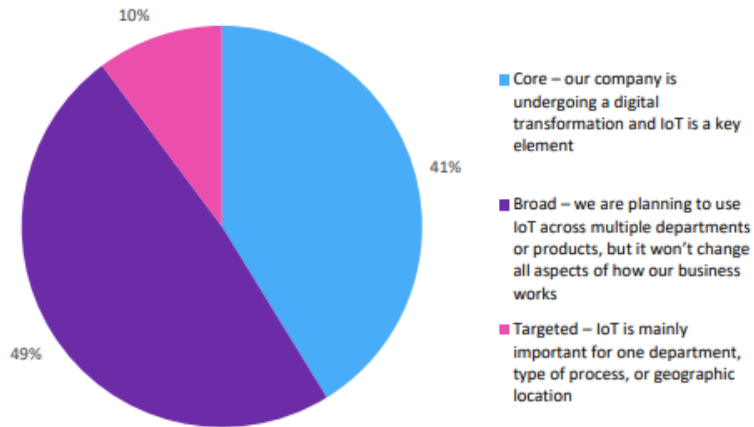
“ Although the value chain is experiencing some growing pains, enterprises are continuing to deploy new and grow existing IoT solutions and Omdia’s survey work shows that enterprises are overwhelmingly seeing strong return on investment (ROI).

John Canali
Principal Analyst

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How important is IoT in your organization's overall strategy?



Notes: n=490
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 Service: Our Expert Analysts



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



John Canali
Principal Analyst
SP IoT Strategies



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

IoT Viewpoints: Deliverables



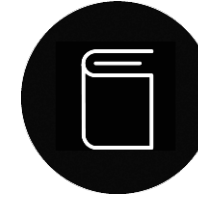
MARKET TRACKERS

- IOT Services & Platforms News Tracker
- Smart Cities Project Database
- IoT Platforms Vendor Market Tracker



SURVEYS & CASE STUDIES

- Service Provider Strategy Profiles (Multiple)
- IoT Enterprise Surveys
- IoT Sustainability Case Studies



REPORTS

- LPWAN Market report
- IoT Trends to Watch
- IoT Use Cases and Applications Empowered by MPNs in Enterprise Verticals



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 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

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

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 Viewpoints – 2023 Schedule

Report
Forecast
Tracker

Q1

- IoT Services & Platforms Intelligence Service News Tracker – 1Q23
- IoT SME Strategies Report
- Smart City Profile: Daegu, South Korea
- Smart City Profile: Oslo Norway
- Smart City Profile: Valencia, Spain

Q2

- Smart Cities Project Database – 1H23
- Smart City Profile: Buenos Aires, Argentina
- Smart City Profile: Washington DC
- Smart City Profile: Portland, Oregon
- IoT Platforms Vendor Market Tracker – 2023 Database
- IoT Platforms Vendor Market Tracker – 2023 Analysis

Q3

- IoT Services & Platforms Intelligence Service News Tracker – 3Q23
- Location Platform Index 2023
- IoT Enterprise Survey: Executive Summary – 2023
- Smart City Profile: Sunshine Coast, Australia
- Smart City Profile: Curitiba, Brazil
- Smart City Profile: Montevideo, Uruguay

Q4

- IoT Sustainability Report Update
- IoT Platforms Market Tracker – 2023 Database
- IoT Platforms Vendor Market Tracker – 2H22
- Survey: 5G Adoption in IoT
- Smart City Profile: Lusail Qatar
- Smart Cities Project Database – 2H23
- Smart City Profile: Islamabad, Pakistan
- 2024 Trend to Watch: IoT-Services & Platforms
- Smart City Profile: Mexico City, Mexico
- Smart City Profile: Wellington

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.

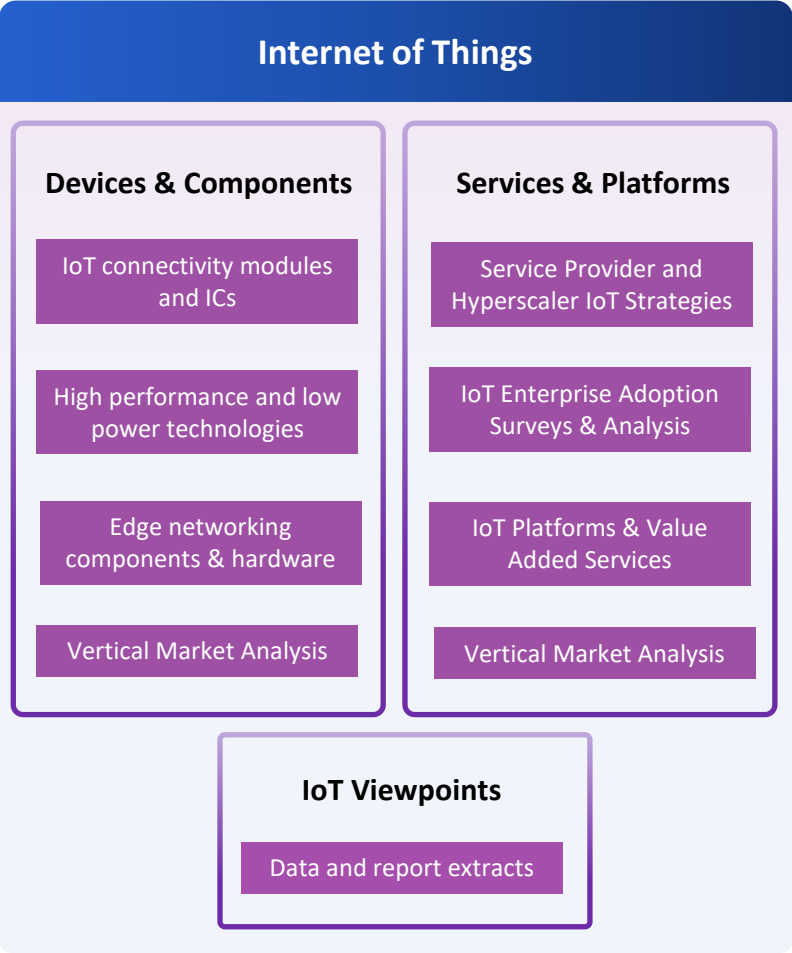
Service Area Overview

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:




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Thank you

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