

# The Internet of Things:

Five Unrealized Enterprise Opportunities for Value-added Resellers



The analysts at IDC believe the Internet of Things (IoT) will encompass nearly

**30 billion connected devices by 2020<sup>1</sup>**



That's **4X** the global population.

All those devices will create an unprecedented amount of data—data that needs to be:



CAPTURED



TRANSMITTED



STORED



BACKED UP



ANALYZED



DELIVERED

## 1 Cloud & Data Center Automation

Data center leaders like IBM and cloud vendors like Amazon are racing to roll out platforms designed to capture and integrate data streams from thousands of connected devices simultaneously.

**Whether these platforms are hosted in the cloud or on premises, they need to be tightly integrated with the existing data center environment.** This creates a wealth of opportunity for VARs to deliver consulting and integration services to help bridge the gap.



## 2 Converged Infrastructure

IoT is expected to generate an unprecedented volume—and velocity—of data that will certainly overwhelm legacy data center architectures.

Converged infrastructure solutions that tightly integrate computing, storage and networking cores into a single appliance that can deliver the rapid scalability and next-generation speed and throughput that the data centers need to thrive in the IoT age.



## 3 Data Analytics

The true business value of the IoT doesn't come from the massive influx of raw data: **value is only unlocked once that data has been converted to actionable, timely information.**

If this data analytics capability is delivered through an external IoT platform, it still needs to be tightly integrated with the data center environment. If the enterprise wants to bring this capability in house, it requires a significant investment that creates a transformational opportunity for the VAR.



## 4 Mobility

Once the data has been analyzed and converted into information, it needs to be delivered to the business users when and where they want it. More often than not today, that information is being delivered to a mobile device.

**The mobile delivery opportunities go beyond static reports to business leaders to include alerts and warnings sent to operators and service technicians, real-time status checks for regional managers and much more.**

As the number of mobile devices increases and the Bring Your Own Device movement spreads, enterprises will need assistance deploying, managing and securing the breadth of devices along with the apps and data they contain.



## 5 Security

Enterprise data has tremendous value to malicious hackers, identity thieves and cyberespionage actors alike. **With the number of connected devices increasing exponentially due to the Internet of Things, so too will the number of potential vulnerabilities that can be exploited.**

Enterprises will need expert assistance from VARs to secure not only the IoT devices themselves, but the entire chain of delivery, stretching from the device to the data center and back out to the mobile phones and tablets on the network's edge.



## Who's leading the way?

The Internet of Things may be just getting started, but there are already several vertical markets that are rapidly embracing the game-changing advantages the IoT can offer—and need help doing it.

### VERTICAL MARKETS INCLUDE:



RETAIL

Motion and proximity sensors, in-store cameras and digital signage



HEALTHCARE

Remote monitoring of patient vital signs and other biomarkers



ENERGY

Environmental sensors, smart meters, equipment failure alerts



FINANCIAL

Vehicle tracking & reporting, global location & environmental sensors

## What Can You Do?

According to the analysts at IDC, the IoT will be a **\$1.3 trillion** market by the end of 2019.<sup>1</sup>

To learn how to align your business to take full advantage of this opportunity, contact your Avnet representative or visit the **Knowledge Network**.

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