



# The Internet of Things: a movement, not a market



# The Internet of Things: revolutionizing the competitive landscape

IoT is more than just the latest buzzword about the future of business and technology.  
IoT is transforming everyday business practices and opening new windows of opportunity.

**IoT is here, and the future is happening now.**

## Did you know?

The number of connected IoT devices worldwide will jump 12% on average annually, from nearly 27 billion in 2017 to **125 billion in 2030.**

Global data transmissions are expected to increase from 20-25% annually to **50% per year, on average, in the next 15 years.**





# IoT: a movement, not a market

Despite the revolutionary potential of IoT, many companies have trouble identifying a consistent IoT strategy. The reason IoT can often seem like an elusive concept is rooted in a simple yet often overlooked fact:

IoT is a movement,  
not a market.

IoT is a process,  
not a product.



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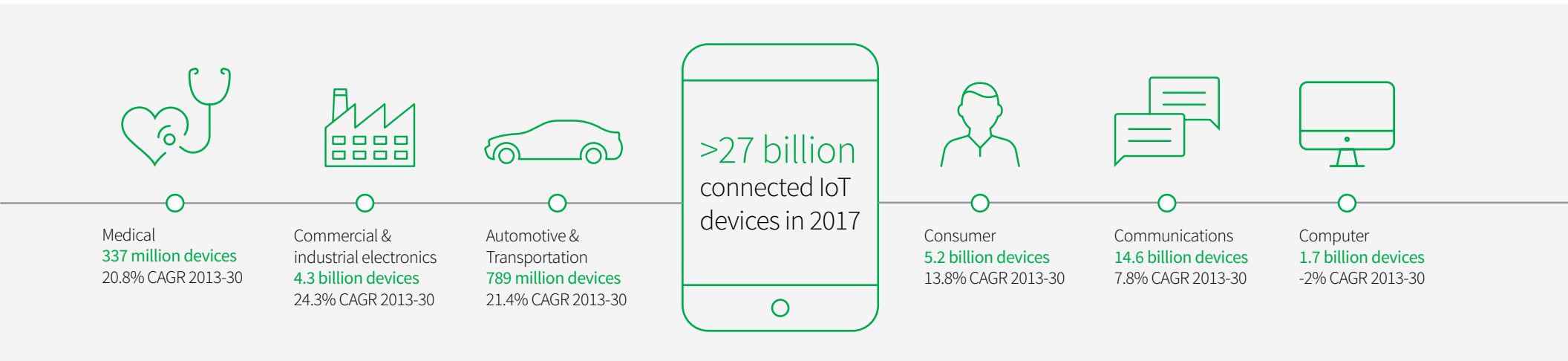


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# The future is now: why IoT matters

## IoT is here and growing exponentially.

IoT represents a constantly evolving movement of profound change in how humans interact with machines, information, and even each other. The emerging IoT movement **is impacting virtually all stages of industry and nearly all market areas**—from raw materials to production to distribution and even the consumption of final goods.



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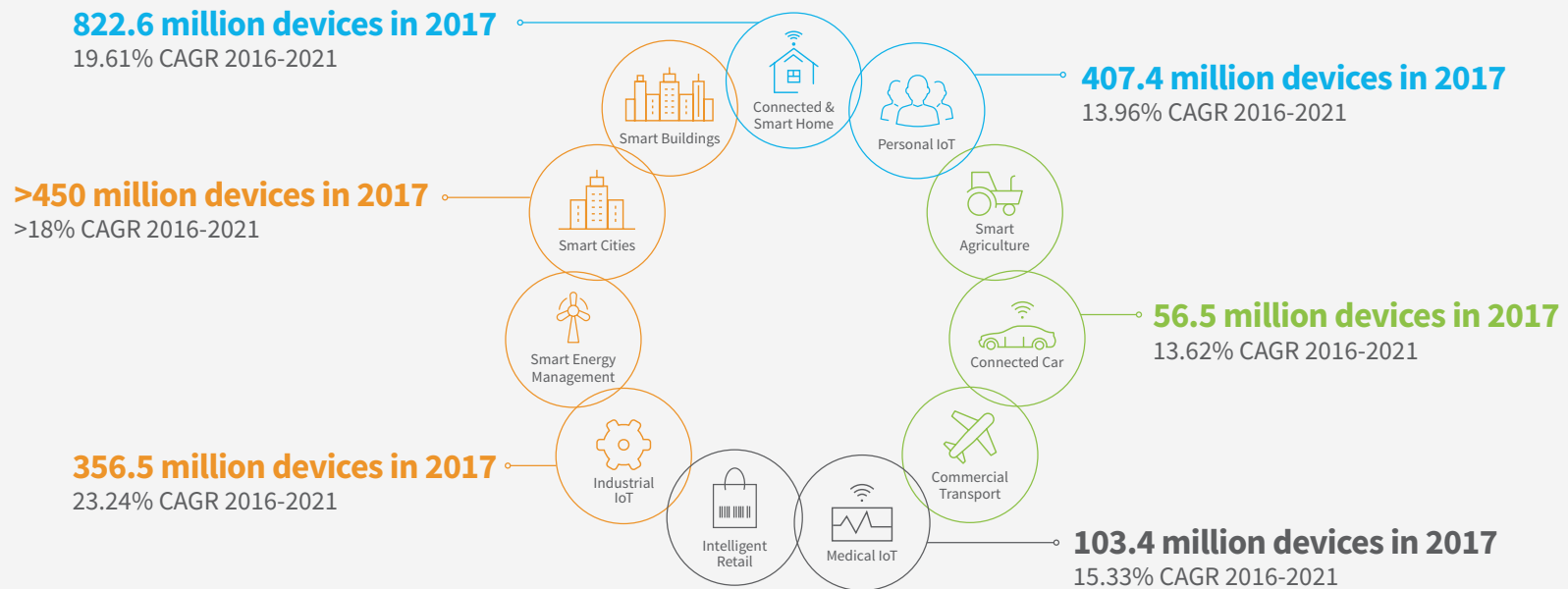


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# The future is now: why IoT matters (continued)

IHS Markit can help organizations develop strategies, discover new opportunities, and test IoT across this dynamic movement.

**Combining unmatched quantitative and qualitative IoT analysis and network testing with primary research across the entire IoT value chain, IHS Markit helps companies develop current and future strategies to uncover new growth opportunities across the converging IoT ecosystems.**



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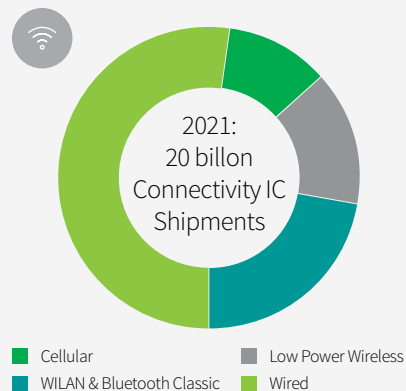


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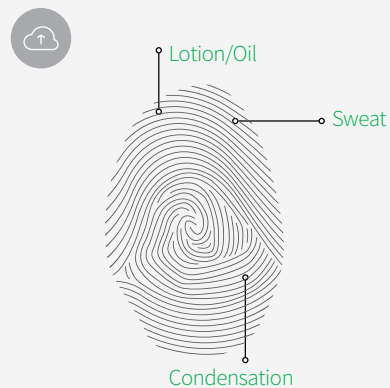
# The four foundational pillars of IoT

IHS Markit has identified four foundational, interconnected pillars at the core of the IoT movement: **connect**, **collect**, **compute**, and **create**. The entire IoT is built upon these four innovational pillars.

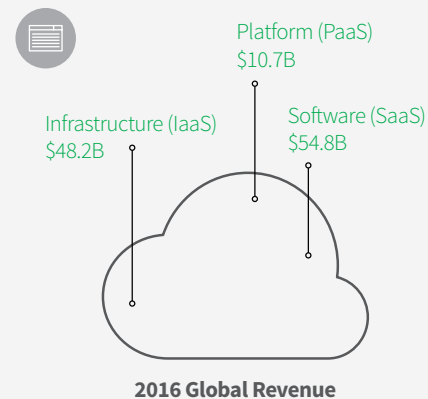
- New **Connections** of devices and information
- Enhanced **Collection** of data that grows from the connections of devices and information
- Advanced **Computation** that transforms collected data into new possibilities
- Unique **Creation** of new interactions, business models, and solutions



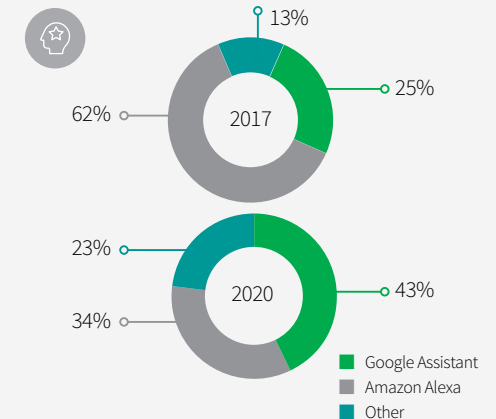
New 5G & NB-IoT capabilities shift demand for cellular activity



Emerging biometrics sensing technologies provide more convenient and stronger security



Cloud & XaaS driving new business models and cost efficiencies



Artificial Intelligence drives Google dominance in digital assistant market



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

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# IoT insights for your business: The IHS Markit advantage

With insights and analysis available across **eleven key research areas** and even more adjacent markets, IHS Markit is uniquely positioned to offer an unmatched horizontal and vertical view of the IoT movement within and across each of the four IoT pillars.

Helping shape both short- and long-term strategies, the insights and analysis that IHS Markit provides mirrors the very connect, collect, compute, and create pillars of the IoT itself.

- We **connect** industries that are otherwise viewed in isolation
- We **collect** more and better data
- We **compute** the impact of these changes to create new and unmatched insights
- We **create** insights that show unique value opportunities for each vertical market

 <b>Automotive Electronics</b>	 <b>Displays</b>	 <b>Enterprise &amp; IT</b>	 <b>Healthcare Technology</b>
 <b>Manufacturing Technology</b>	 <b>Media &amp; Advertising</b>	 <b>Mobile, Consumer &amp; Connected Devices</b>	 <b>Mobile &amp; Telecom</b>
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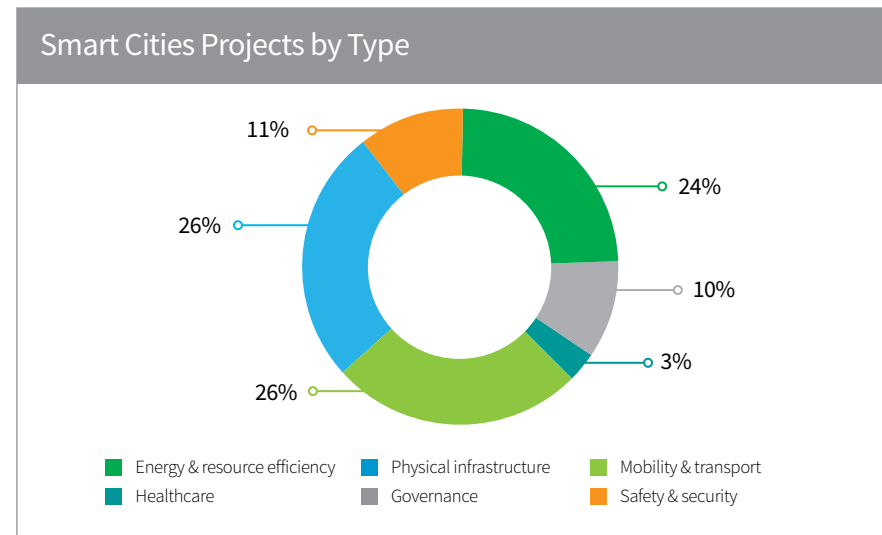
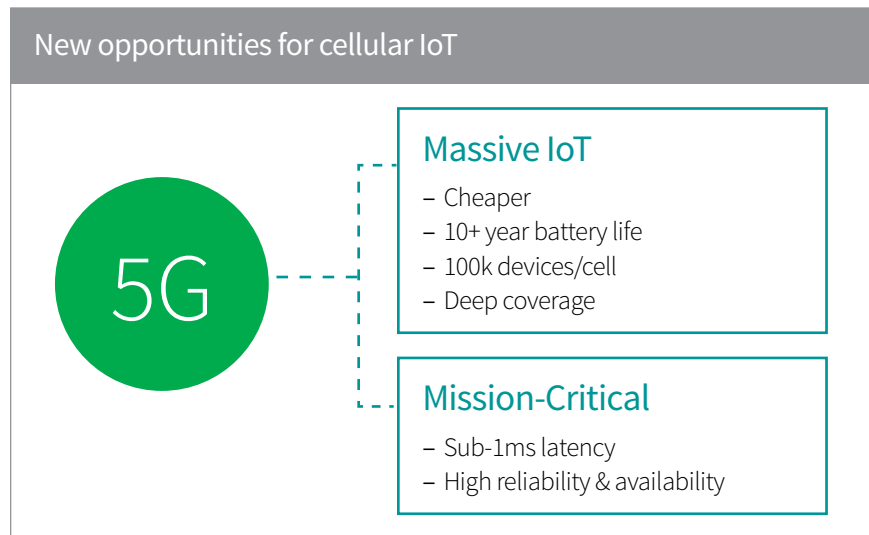
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# IoT insights for your business: The IHS Markit advantage (continued)

The depth and breadth of IHS Markit primary research allows for **unprecedented analysis of IoT**.

Our information helps **inform both short- and long-term organizational strategies**. IHS Markit can help you:

- See how each individual IoT pillar is changing your market as well as related horizontal and vertical markets and industries
- Identify new growth opportunities and find competitive advantages across the IoT value chain
- Understand and anticipate market trends as **connections, collection methods, computations, and the creation of new opportunities expand exponentially**
- Utilize IHS Markit's industry leading primary research across the entire IoT movement.



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# Learn more

IHS Markit Technology's unique breadth and depth of industry research across multiple key vertical markets and technologies offers the most comprehensive insights and analysis of the IoT movement available.

Learn more about IHS Markit's **critical IoT insights** and visit our **IoT feature page**.

## About IHS Markit

The Technology Group at IHS Markit is the leading source of information, insight and analytics in critical areas that shape today's technology ecosystem—from materials and components, to devices and equipment, to end markets and consumers. Businesses and governments in more than 150 countries around the globe rely on the deep market insight and expert independent analysis of our 300+ industry analysts in technology sectors spanning IT, telecom, media, industrial, automotive, electronics, solar and more.

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