

# IoT: the end of the do-it-yourself era

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**Leverage the power of a global IoT ecosystem to achieve business value. An IoT ecosystem simplifies and accelerates the adoption of IoT. Unlocking the merits of connected devices.**

Back in the 1970s, if you wanted a personal computer you had to go out and buy the components and build it yourself. By the mid-1980s you could buy a ready-assembled PC with pre-loaded software and, mostly, use it straight out of the box. What's happening in the world of the Internet of Things (IoT) is similar to that story. Only, it's happening much faster.

The IoT promise is energising all industry sectors. Just about every organisation, private and public – from large utilities to small retailers to global construction and local transport operations – can see at least one way that they can increase efficiencies, cut costs and improve productivity using IoT. An ecosystem has developed that brings together the best

technologies from trusted partners to enable companies to more easily adopt IoT technology and realise value quickly. Up until a few years ago, many organisations trying to make the most of the IoT were moving from technology specialist to technology specialist buying components and software to create their own solutions.

But now, many are increasingly looking for solutions which deliver specific business outcomes. This approach starts by defining the end-result you want; such as, getting closer to customers, gathering data, tracking assets, improving security and so on, and then seeking a turn-key solution. To help find the solution that's right for them, it's important







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to demystify the technology, connectivity and software partners that are involved in delivering successful IoT projects.

In order to marry the technology to the outcomes, customers need a partner with a cohesive ecosystem. The hardware manufacturers, the software developers, and the telecommunications providers, as well as a new breed of IoT Systems Integrators and management consultants. They all need to work together to smooth a client's progress from an idea to a working IoT solution out in the field.

It's very important for large, multi-national enterprises, but it's also important for SMEs. That's another aspect of this maturing IoT marketplace: now, it doesn't matter how large or small your organisation is, you can adopt IoT technology to help you create more value for your business and your customers. As such, working with organisations that have the right ecosystem is critical.

There is a need for a strong and broad ecosystem, and to partner with a company that has not only built it

over many years, but can deliver swift results. It means you can tap into the knowledge and experience you need to demystify IoT, and navigate the value chain so that you can focus on your specific needs and ensure you get the right components that all work together. And that they are secure.

It's simple to access our ecosystem. You can work with your local Vodafone representative or with one of our partners in your area. Many SMEs want to work with someone that's based close to them. It's reassuring as well as practical, and offers regional technologies that can be quickly deployed to achieve specific objectives.

So, for instance, if you're looking to manage a fleet of vehicles using IoT, we can help you find a solution that suits you, and then get it working economically and quickly.

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