Insights for earning business value with IoT

When and how organizations are creating a physical ‘Things’ they track on IoT projects is changing, and the role of the business is increasingly being defined by the people who are using the solutions. This is especially true in the context of the broader operational and organizational changes that IoT has enabled and required.

Start with the end in mind

Focus on repeatable, business-facing insights, and you’ll improve your chance of a successful IoT project. You need to clearly define the goals of the solution and the benefits you hope to achieve.

Questions to ask your tech team

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Can we focus on your business objectives, rather than the underlying technologies? Is the solution driven by business objectives or IT requirements? Can you demonstrate the value it will create for your business? Can you help us understand what’s being monitored and how we’ll use the data it generates?

Consider the complete IoT value chain

Understanding the data and insights you’ll collect is only one part of the IoT value chain. To truly unlock value, you need to consider the actions you’ll take with the data.

Questions to ask your tech team

Can we deliver visibility into IoT success using existing scorecards and reporting? Are there technology approaches that can mitigate typical concerns or fears that users have about IoT? If not, can we define or develop them?