

T I M E T O M A K E A D E C I S I O N

WITH THE INTERNET OF THINGS

Are you developing a winning Internet of Things (IoT) strategy? Or are you about to be outflanked by your competition again? IoT is a chance to be in front of your competition in the midst of a huge market. Sadly, some will take a wait-and-see approach on IoT until others take the lead, but that leader should be you! A robust IoT initiative is how you can move from the sidelines to market leadership.

\$14.4 trillion*

Some estimates place the value of IoT at more than \$14t worldwide. To capitalize on this, organizations are implementing IoT initiatives for a number of business reasons; the most important are improving **Processes Efficiency** and increasing **Operational Productivity**

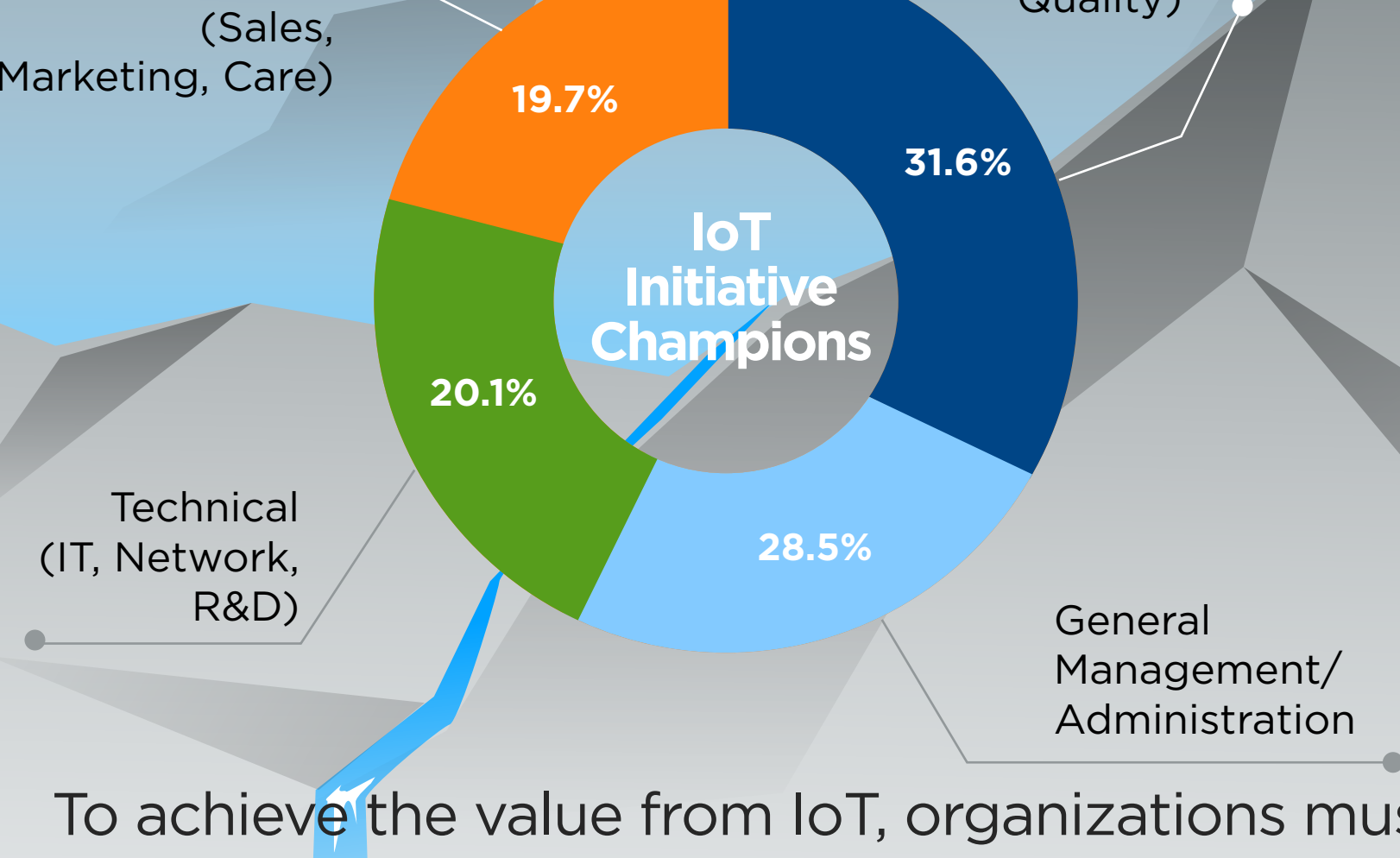
IoT Initiative Business Drivers



IoT Business Drivers

Process Efficiency Operational Productivity New Product Development New Business Models

Inside organizations, these initiatives are led by business champions from across the organization and are NOT concentrated in IT:



To achieve the value from IoT, organizations must align goals and projects between Information Technology (IT) with Operational Technology (OT) employees.

IT

Includes the business managers, analytic power users, programmers, software architects, data scientists, and the CIO

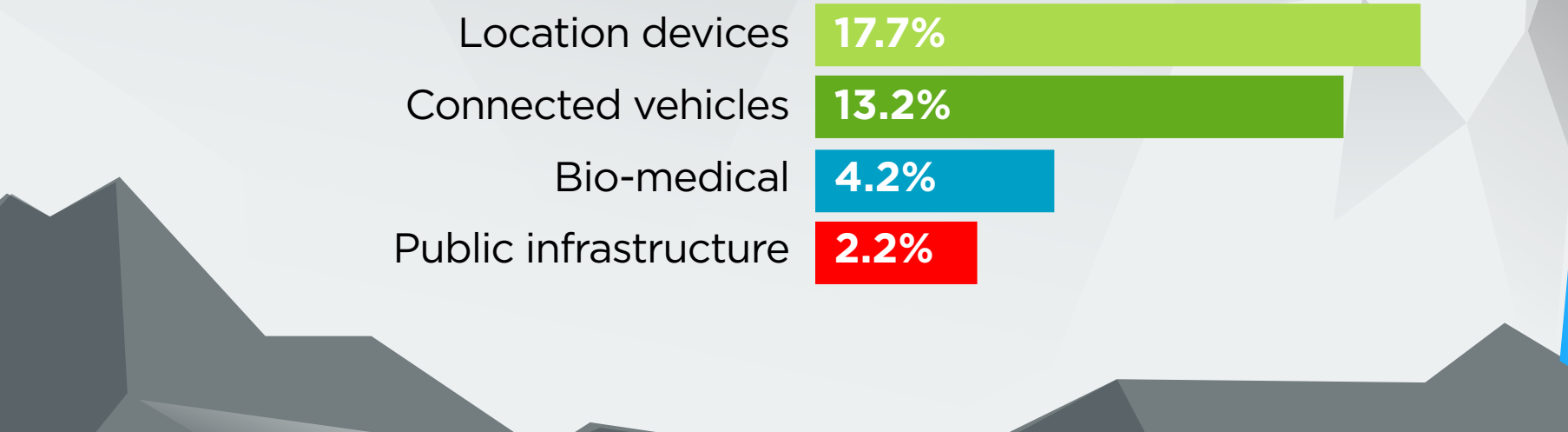
OT

Includes business managers, supply chain staff, engineers, product designers, equipment operators, repairmen, customer support, fleet managers, and the COO

52%

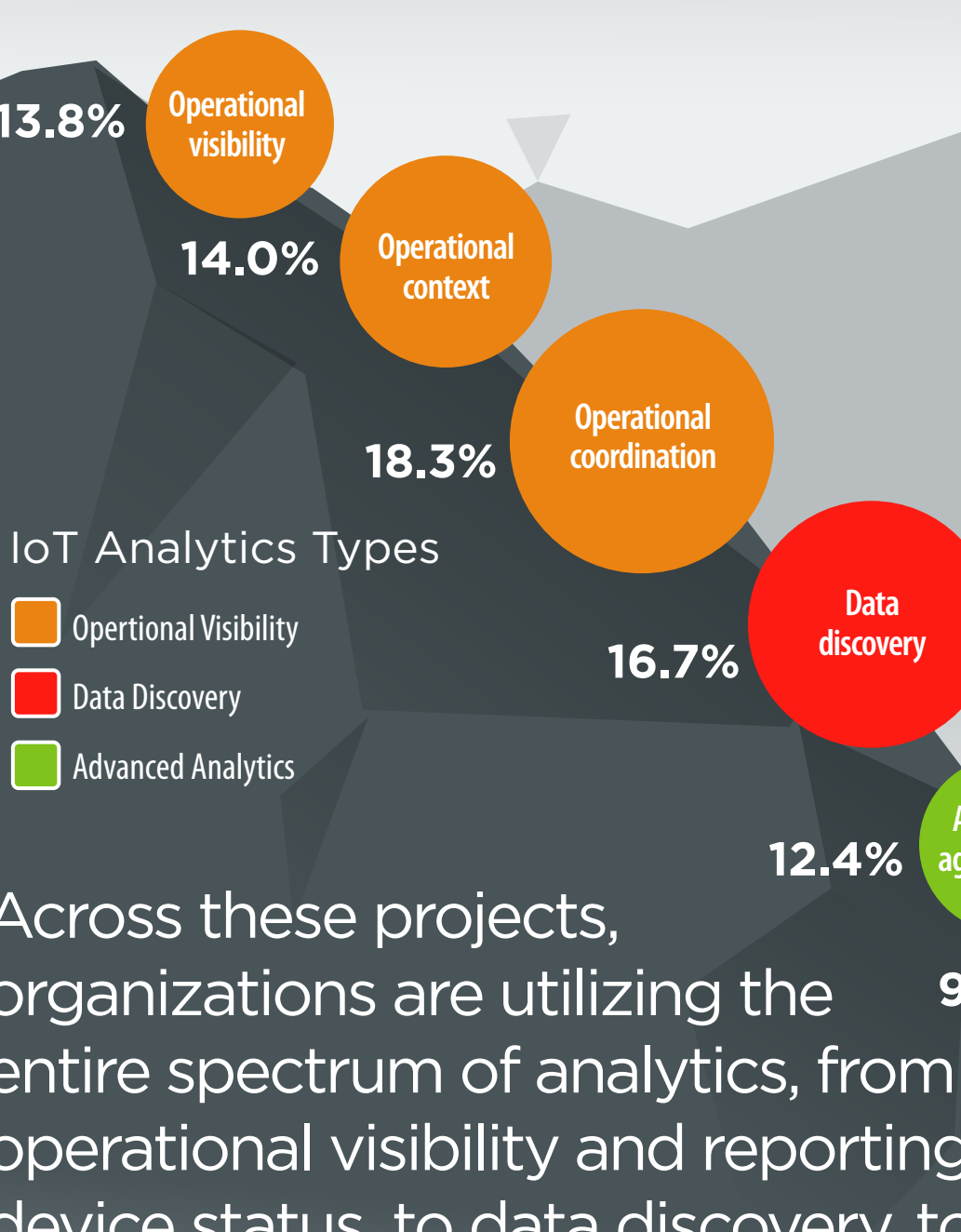
Nearly 52% of the consumers of IoT project information and data are business stakeholders, including management, operations, and business analysts.

IoT Device Types



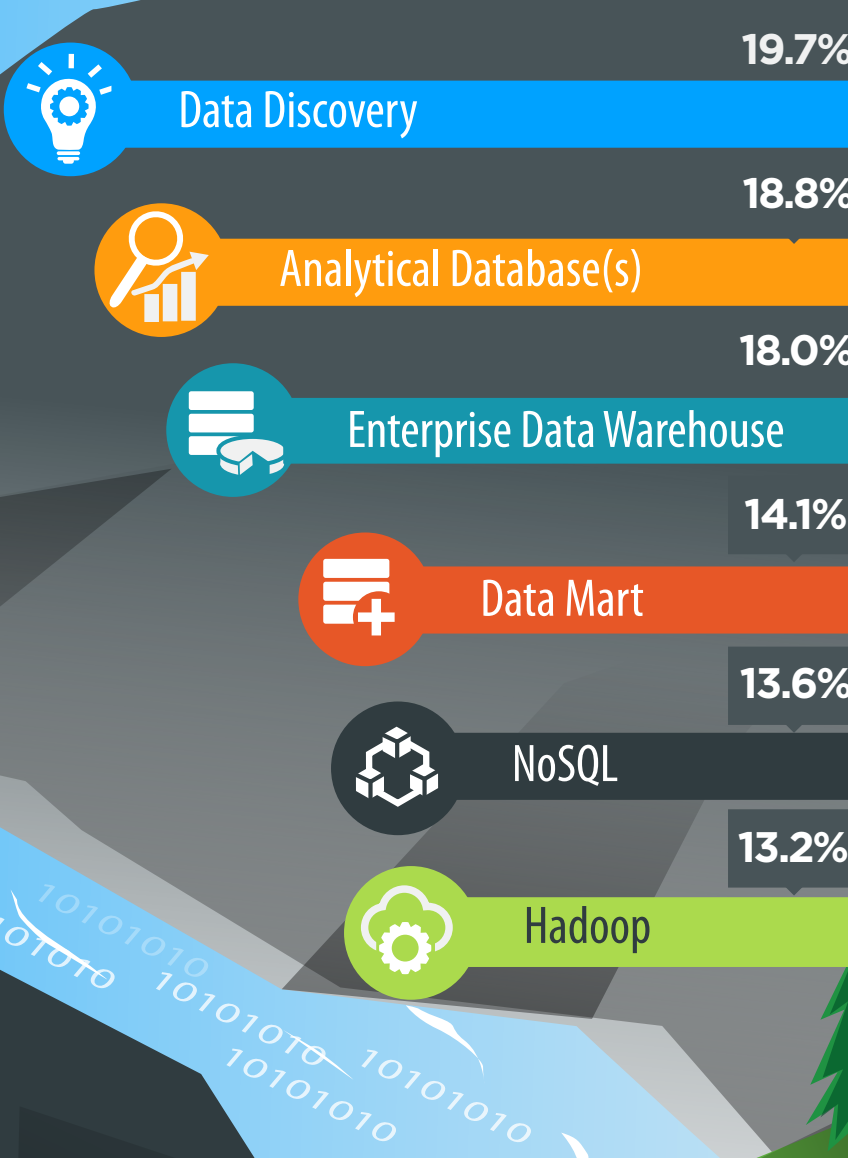
IoT data comes from many different types of devices and sensors. Many of these are being used by your customers or exist in your business.

IoT Analytical Workloads



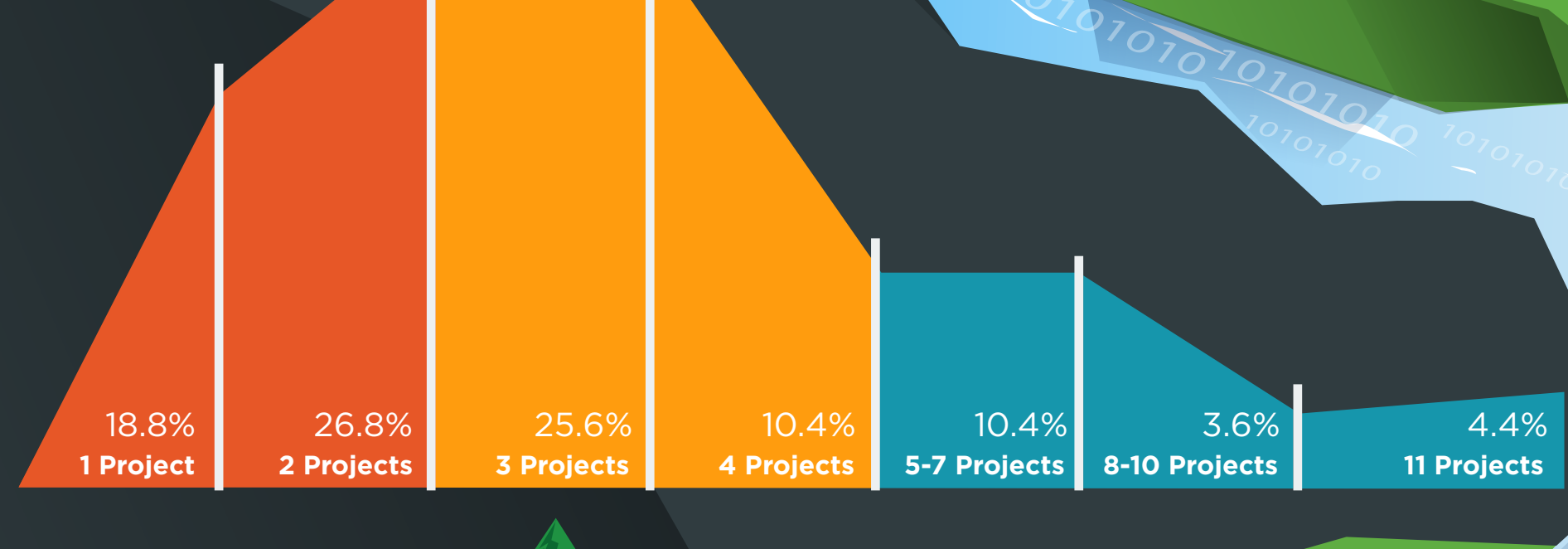
Across these projects, organizations are utilizing the entire spectrum of analytics, from operational visibility and reporting on device status, to data discovery, to finding new trends and domains, to advanced analytical workloads for prediction and pattern matching

IoT Workload Platforms



To meet these project goals and serve their data consumers, organizations are utilizing a wide range of analytical platforms to find the best solutions to analytics problems

Number of IoT Projects



Teradata delivers sensor data analysis at scale and at the right cost. From terabytes to petabytes, Teradata knows big data.



Teradata Listener™ enables self-service streaming data access. Our Think Big open source consultants build data lakes to hold raw sensor data. **Teradata Aster Analytics™** provides self-service discovery analysis for both business and data scientists. **Teradata Data Warehouse** integrates sensor data with all aspects of your company. Sensor data combined with customers, inventory, labor schedules, and strategies provides the Big ROI. Weaving it all together is **Teradata Unified Data Architecture™ (UDA)**. The UDA optimizes solutions and costs across the Analytics of Things implementation.

For more information about Teradata Solutions for IoT, go to:

<http://www.teradata.com/solutions-and-industries/iot>

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