

5 TRAITS

for

Secure IoT SUCCESS

After working with hundreds of industrial and commercial manufacturers, we here at Electric Imp found that there are 5 clear barriers to finding success with IoT.

Here's how to make your IoT strategy successful.

<p>1</p> <p>SUCCEED Have a holistic view</p> <p></p> <p>View IoT as integral to a business-wide digital transformation strategy</p>	<p>STRUGGLE Focus on single solutions</p> <p></p> <p>Each IoT-connected product is its own silo. Platform is thus not reusable or scalable.</p>
<p>2</p> <p>SUCCEED Have a strategic focus</p> <p></p> <p>Start small with a clear value proposition</p>	<p>STRUGGLE Have a technology-led vision</p> <p></p> <p>No business/design strategy or total cost of ownership (TCO) plan</p>
<p>3</p> <p>SUCCEED Plan for a lifetime</p> <p></p> <p>Secure & extensible from ideation to production and deployment on through updates and maintenance for years</p>	<p>STRUGGLE Meet either IT or OT needs but not both</p> <p></p> <p>Approach lacks security, scalability, reliability, manageability, device management & OTA updates</p>
<p>4</p> <p>SUCCEED Achieve fast time to market, fast time to insights</p> <p></p> <p>Ease of integrations with minimal customization. Ability to fail fast and iterate quickly.</p>	<p>STRUGGLE Lack understanding of realtime data</p> <p></p> <p>Old processes don't allow for fast transformations of physical attributes to digital data in milliseconds to seconds.</p>
<p>5</p> <p>SUCCEED Don't go it alone!</p> <p></p> <p>Rather than reinvent the wheel, built their products on a platform tested in real-world IoT at scale.</p>	<p>STRUGGLE Expend resources on non-core competencies</p> <p></p> <p>Invest years and millions of dollars yet fail to bring product to market or have no staff or means to maintain.</p>

IN SUMMARY

More than 100 manufacturers and enterprises transform the world through the power of Electric Imp's secure connectivity. With over a million IoT devices built on our highly secure Platform as a Service, Electric Imp has the expertise

ACCELERATE YOUR IOT PROJECTS TODAY

Get started with a FREE Electric Imp Developer account and learn more about our family of IoT QuickStart products at www.electricimp.com

