WHAT ANALYTICS CAN DO FOR IOT

There are a few steps involved when creating and managing an IoT deployment - Analytics is the heart of it all. The real-time data gathered helps businesses analyze and decide what optimal actions to take.

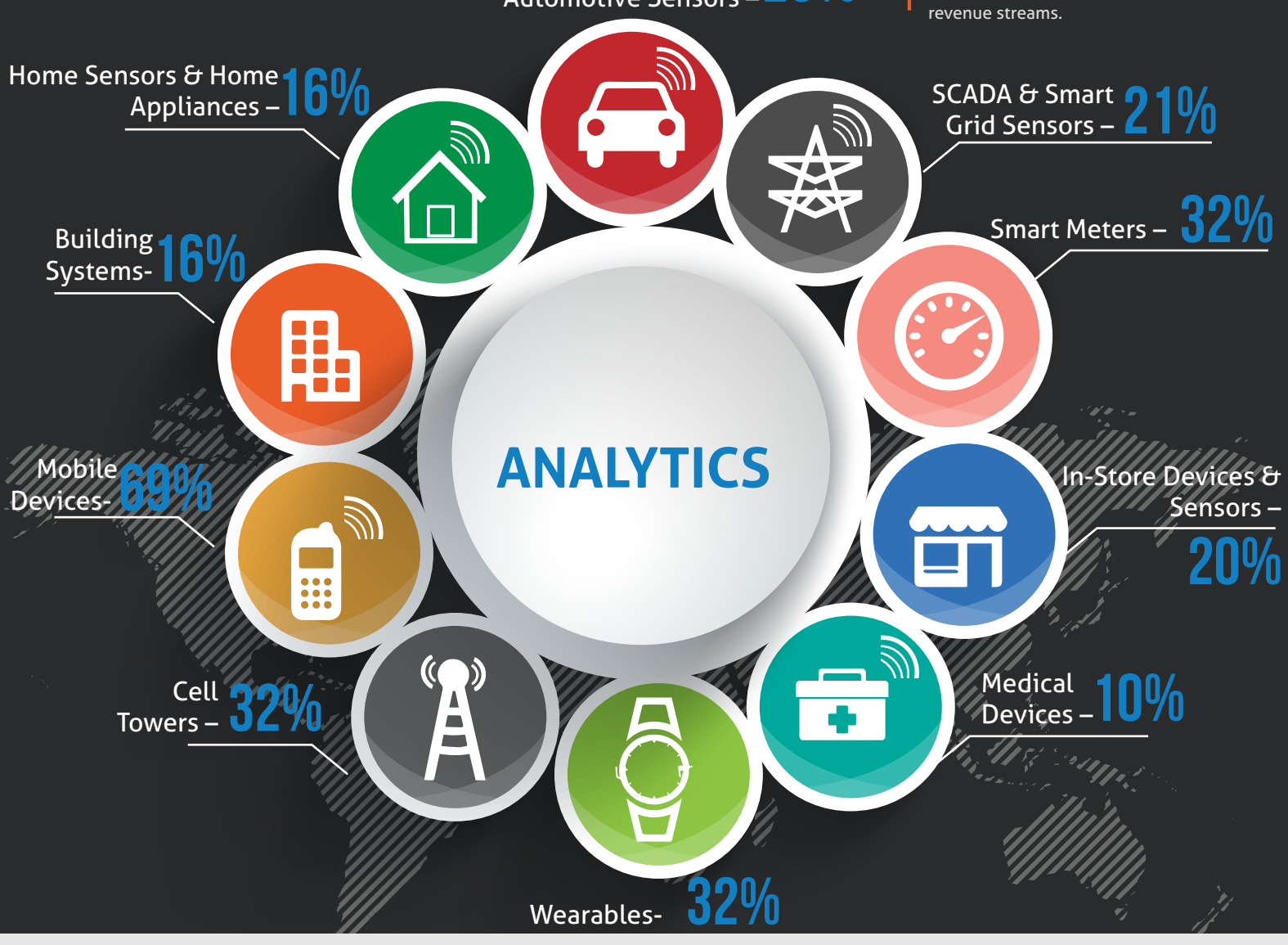
NOW, WHAT IS IOT EXACTLY?

IoT (Internet of things) is the network of everyday objects embedded with connectivity, sensors, and software that allow them to send and receive data. The number of Internet-connected devices is expected to be between 26 billion and 50 billion by 2020.

IN 2003, there were 6.3 billion humans on earth and about 500 million devices connected to the Internet. In 2011, approx. 7 billion humans on earth and 12.5 billion devices connected to the Internet. This equates to nearly 2 connected devices for every human on earth. By 2020, it is expected that human population will grow to 7.6 billion with 50 billion devices connected.

TODAY there are 80 "things" connecting for the first time to the Internet every second, and by 2020 this will expand to 250 every second. With the number of IoT devices growing, it is crucial for businesses to manage these disparate data sources to make the right decisions. Adopting analytics will allow businesses to increase efficiency, save costs, reduce time-to-market, and enable new revenue streams.

TOP SOURCES OF IOT DATA:



HOW DOES ANALYTICS TIE INTO IOT?

01 CONNECT
Connecting devices will allow each device to transmit and process data

02 COMMUNICATE
Data passes between devices through various networks (cellular, radio, or WiFi)

03 COLLECT
Data is collected and stored in the cloud, software, or infrastructure

04 ANALYZE
Through automated processes, insights are obtained and informed

05 CONTROL
Enterprises and devices can take action to control situations based on these analytics

IOT REVENUE WILL HAVE $15 TRILLION IN ECONOMIC VALUE BY 2030 AND 30-40% ATTRIBUTABLE TO ANALYTICS

More than 90% of companies today use very basic analytics. There are four types of analytics:

1 DESCRIPTIVE ANALYTICS = WHAT HAS HAPPENED?

The data that web server tools such as Google Analytics and Omniture have collected to help understand what has happened during a given period in the past and verify if a campaign was successful or not.

2 DIAGNOSTIC ANALYTICS = WHY HAS IT HAPPENED?

The deeper insights provided by business intelligence tools into the data collected to figure out why something has happened.

3 PREDICTIVE ANALYTICS = WHAT MAY HAPPEN?

The forecasts predicted by analytics platforms that inform what will happen if one's business strategy stays the same. Less than 1% say they have tried this.

4 PRESCRIPTIVE ANALYTICS = HOW TO REDUCE RISKS AND INCREASE REVENUE?

The analysis done by machine learning algorithms that educate what one should do to reduce risks and maximize revenue.

ANTICIPATED REAL TIME ANALYTICS BENEFITS

As you can see, analytics play a very important role in the world of IoT. Today, 28% of IoT companies are not operating using real-time data, 25% are operating using real-time data, and 47% are using real-time data but still exploring other predictive models. Be sure to utilize the power of analytics to unleash the unlimited possibility of IoT.

About Aeris

Aeris Communications, Inc. (Aeris) is a pioneer and leader in the machine-to-machine (M2M) market, an integral part of the Internet of Things, (IoT). We are both a technology provider and a cellular network operator delivering comprehensive M2M/ IoT services to leading brands around the world. In other words, we put the "Internet" in the Internet of Things.

AerVoyance provides IoT analytics to effectively manage IoT / M2M deployment using an intuitive, visual presentation. It is designed to help address the challenges of gaining visibility and insight into the device.

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