

IOT & M2M

A COMMS BUSINESS GUIDE TO THE INTERNET OF THINGS AND MACHINE TO MACHINE APPLICATIONS



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IoT continues to be a top technology pick for disruption by analysts and the wider tech community throughout the world. Over the last three or four years we have seen the Channel interest grow to a point where the technology simply can't be ignored. Customers are now crying out for automated technologies which provide services and deliver insights into their businesses to help them beat the competition. Hence, the stage is set for IoT to flourish.

This guide will serve as a resource for Channel Partners and suppliers who want to succeed in the IoT space or just learn a little bit about the market and where they may find opportunities. The supplement will focus on IoT from end to end across the value chain.

BUSINESS BENEFITS

For IoT to work in the Channel there has to be a clear business benefit for end users. To illustrate the business benefits we will be looking for case studies which clearly



outline what the customer has achieved by utilising this technology. Has the user been able to put a clear ROI on the services deployed? Was it worth it?

THE VALUE CHAIN

Where is the money in IoT? The IoT value chain is complex and it is important that resellers understand where the money is and how it flows between each part of the chain. From this point it then becomes clear whether IoT is a viable option for a reseller and if so, where they should be concentrating their efforts to maximise their revenues in this area.

AVOIDING PITFALLS

Is IoT a risk to get into for your average Channel Partner? With long contract lengths and the investment in skills needed by partners is it more trouble than it is worth? What is the answer to minimise the risk of being held supporting low margin lengthy contracts? Where are the other risks associated with IoT and how should partners minimise them?

THE SOLUTIONS

How do you build an IoT solution for your market? Here, we will take a look at what kind of solutions are doing well for the Channel which are pre-packaged and ready for resellers to sell. We will also attempt to look at those solutions that resellers have managed to sell that are more bespoke and angled to a customer's specific needs. How are the analytics



DEADLINE FOR SUBMISSIONS

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engines being used to create new ways of approaching business?

SELLING IOT

How do you sell IoT? In this section we will address challenges and solutions to selling IoT to customers. There is little chance of success after on boarding an IoT product but then not adjusting your sales commission structures or training your staff appropriately. So what should resellers be implementing into their business to ensure their foray into IoT is a success from the get-go?

TRENDS/ FUTURE

The predictions in the IoT market keep coming thick and fast but which trends are likely to affect the Channel the most? In this section we will look to analyse current market trends and take a look at the horizon to see where resellers should be looking to capitalise.

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READER DEMOGRAPHICS

The IOT and M2M guide will be distributed via the following channels:

- ▶ With the May issue of Comms Business to a circulation of 15,000.
- ▶ A digital version will be sent to the full 25,000 database and posted on our website, Twitter and LinkedIn.
- ▶ Distribution at Channel Live in September 2018 to 3000+ attendees.

