

# IoT: the end of the do-it-yourself era



**As the Internet of Things (IoT) comes of age; new entrants and services emerge almost daily. Patrick Razavet explores how choosing the right partner in this rapidly changing landscape is key to unlocking the value of connected devices.**

**By Patrick Razavet, Head of IoT Indirect Channels**


Back in the 1970s, if you wanted a personal computer you had to go out and buy the components and build it yourself. By the mid-1980s you could buy a ready-assembled PC with pre-loaded software and, mostly, use it straight out of the box. What's happening in the world of the IoT is similar to that story. Only, it's happening much faster.

The IoT promise is energising all industry sectors. Just about every organisation, private and public – from large utilities to small retailers to global construction and local transport operations – can see at least one way that they can increase efficiencies, cut costs and generate new revenue using IoT. An ecosystem is rapidly taking shape

that brings together the best technologies and solutions from trusted partners to enable organisations to more easily adopt IoT solutions and realise value quickly. Until a few years ago many organisations trying to make the most of the IoT were moving from technology specialist to technology specialist buying components and software to create their own solutions.

But now, many are looking for solutions which deliver specific business outcomes. This approach starts by defining the end-result you want; such as, getting closer to customers, gathering data, tracking assets, improving security and so on, and then seeking a turn-key solution.





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To help find the solution that's right, it's important to demystify the technology, connectivity and software partners that are involved in delivering successful IoT projects.

In order to marry the technology to the outcomes, customers need a partner with a cohesive ecosystem – the hardware manufacturers, the software developers, and the telecommunications providers, as well as a new breed of IoT Systems Integrators and management consultants. They all need to work together to smooth a client's progress from an idea to a working IoT solution delivering on its promise.

It's very important for large, multinational enterprises, but it's also important for SMEs. That's another aspect of this maturing IoT marketplace: now, it doesn't matter how large or small your organisation is, you can adopt IoT solutions to help you create more value for your business and your customers. As such, choosing an organisation that has the right IoT ecosystem is critical.

There is a need for a strong and broad ecosystem, and to partner with a company that has not only built it over many years, but can deliver swift results. It means you can tap into the knowledge and experience you need to demystify IoT, and navigate the value chain so that you can focus on your specific needs and ensure you get the right components that all work together.

There is a difference in the way large and small businesses interact with a partner ecosystem. We see many SMEs wanting to work with someone that's based close to them. It's reassuring as well as practical, and offers regional technologies that can be quickly deployed to achieve specific objectives.

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come and talk to us**

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