

A survey on the role of the internet of things for adopting and promoting.

As we, know that internet plays an important role in our day-to-day lives and has become a huge part of our lives.

IOT is an emerging technology and there is also a rapid increase in the adoption of IOT over the past few decades.

IoT also creates a wide range of infrastructure which eventually helps in an interconnection between humans and machines.

IoT has built a worldwide infrastructure that helps in our daily lives from healthcare services to agriculture, machines, and the development of Artificial Intelligence.

IoT is a network of interconnected objects. These objects collect the data and exchange data using embedded sensors within them. IoT has combined hardware and software to create a technical environment.

IoT is rapidly growing as the reducing cost of IoT sensors and customer demand for better experience example in shopping, IoT sensors can be used in tracking objects placed by customers which can make smooth experience shopping for the customers and also help the store managers to be aware of the number of products on their stocks and can replenish on time and also for store security, this tech is adopted by many E-commerce websites and online retailers eg. Amazon, Myntra, Snapdeal, etc and we know that in current time the online platform has become huge as most of the platform has been digitized with this example we can see the growth and adoption of IoT in a huge scale.

IoT has also become successful and popular today because of its security and privacy, software-defined networking, big data, and open source. IoT devices not only generate a huge amount of information they also rely on data-based logic to perform smart functions.

Another, factor that makes IoT more popular is the versatility of its application(eg supply chain visibility, loss prevention, cost-efficient, improved customer service experience. Hence we can expect the explosion of IoT in many sectors. Let's take an example to learn about the impact of IoT, the best example of IoT would be in the marketing world, IoT is making a profound impact in the market world as it helps companies to better market their products and services as they collect more data from the users/customers and the data received is valuable as it provides insights to user behavior which means that the data-driven marketing will deeply analyze the user habit across the connected platforms, that makes the business easier to understand the user/customer's current stage in buying the product. Hence, that makes them easier to market their products successfully.

Future of IoT

IoT is powered by three main emerging technologies AI, 5G, and Bigdata when combined all three IoT hold a more connected future. The future of IoT is limitless, as it will soon take the shape in the future and with IoT taking shape there is an introduction of the world where all the

smart devices will be in constant connection with one another will be monitored by users remotely via voice commands and with this growth of IoT adoption, the smart home will also be common in future as it would make fast and better decisions and can also be pre-programmed and would also provide better security to entire IoT environment. IoT will also build a shield through the internet to keep cyberspace safe and secure. Hence, establishing itself as an important factor for advancement in the world.

Therefore, IoT is impacting on a huge scale whether in the agriculture field, making cities smart, growing of 5G network, making the cars smarter, or optimization of devices for better performance. Hence we can say IoT is worth hype.