THE INTERNET OF EVERYTHING:2015

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A Research Service By Business Insider

The Way We Access The Internet Has Shifted Dramatically
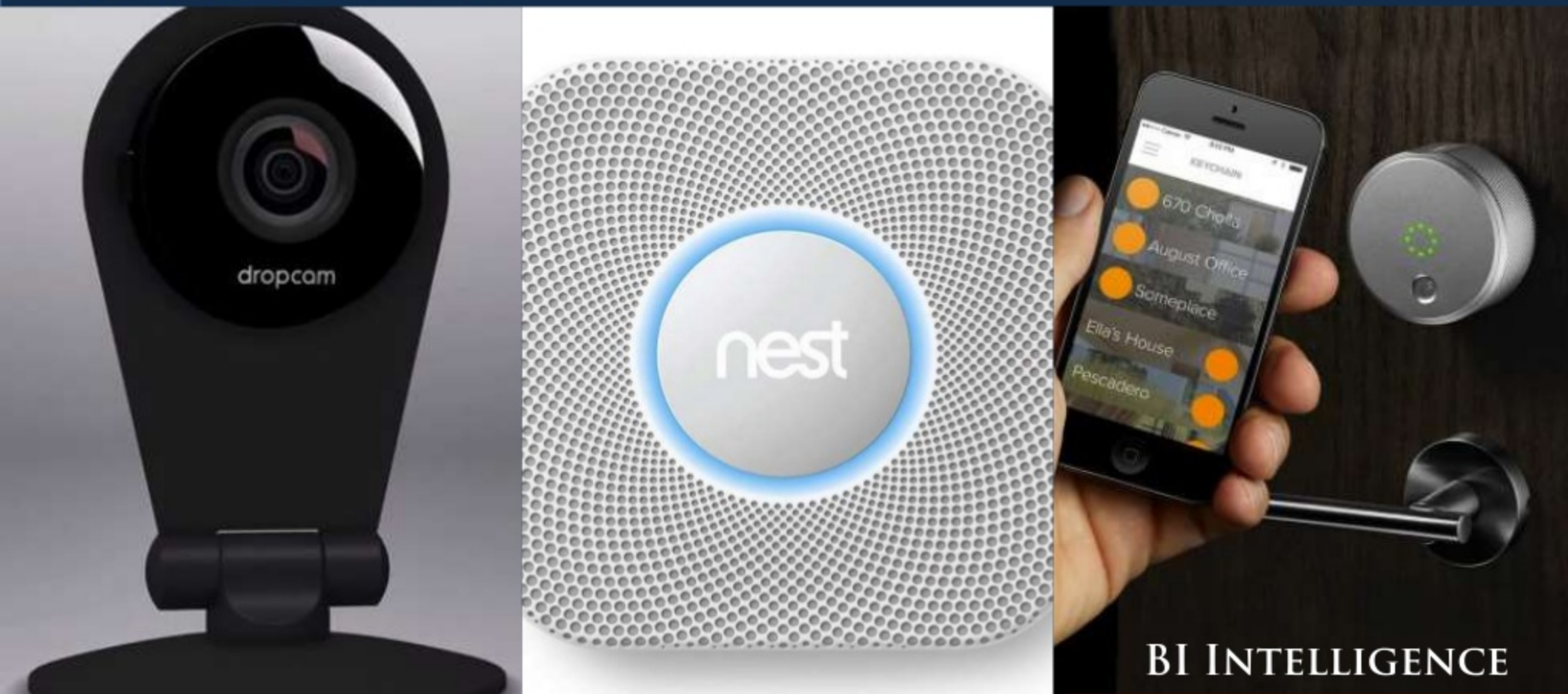
We Started Using It On PCs And Then Moved To Smartphones And Tablets

Right Image: Blakespot, Flickr CC

Now The Internet Is Moving Into Everyday Objects And Devices

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Inside Our Homes …

Workplaces…

And Cities

The 'Internet Of Things' Will Be By Far The World's Largest Device Market

The Internet Of Everything

We Are Here

Billions

35

30

25 ■ Internet Of Things

20 ■ Connected Cars

■ Wearables

15 ■ Connected/Smart TVs

10 ■ Tablets

5 ■ Smartphones

0 ■ Personal Computers

2013   2014   2015E   2016E   2017E   2018E   2019E
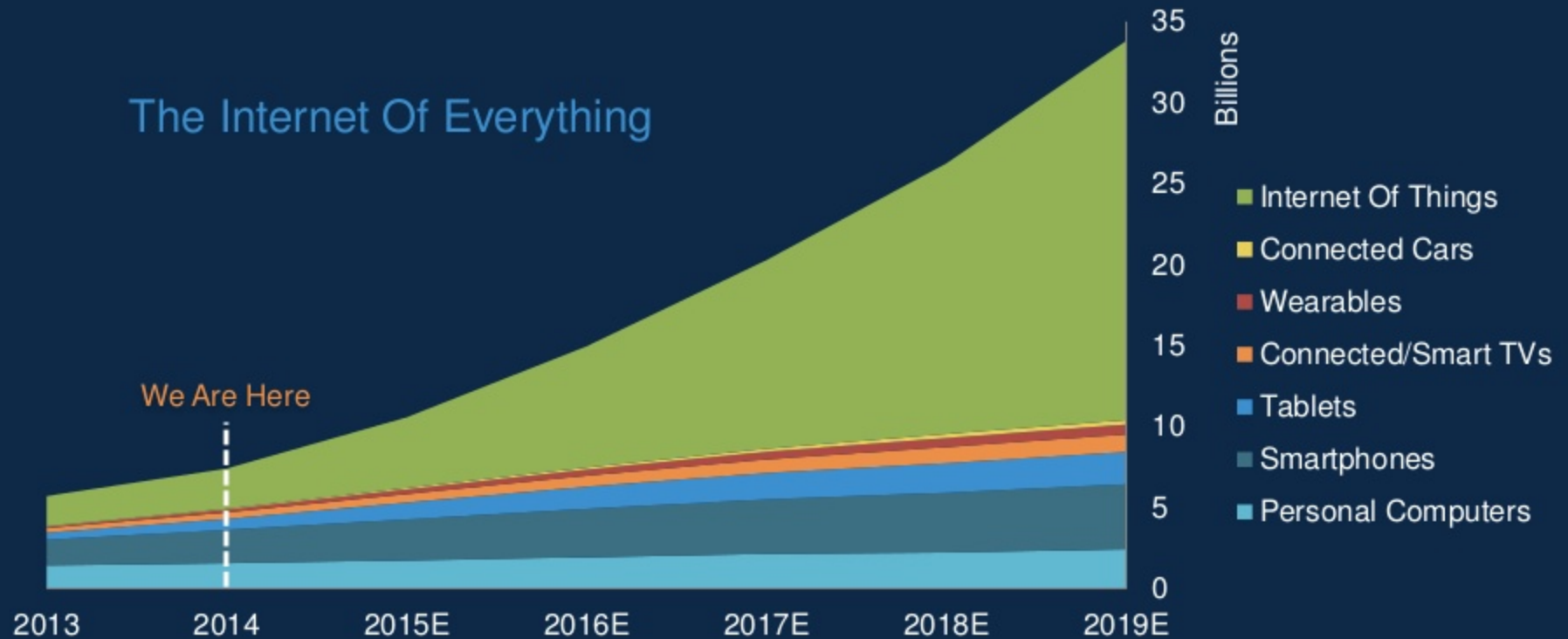
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It Includes All Those 'Things' That Formerly Weren't Connected

Estimated Number of Installed IoT Devices

Five-Year CAGR 57%

We Are Here

Billions

25

20

15

10

5

-

2011 2012 2013 2014E 2015E 2016E 2017E 2018E 2019E
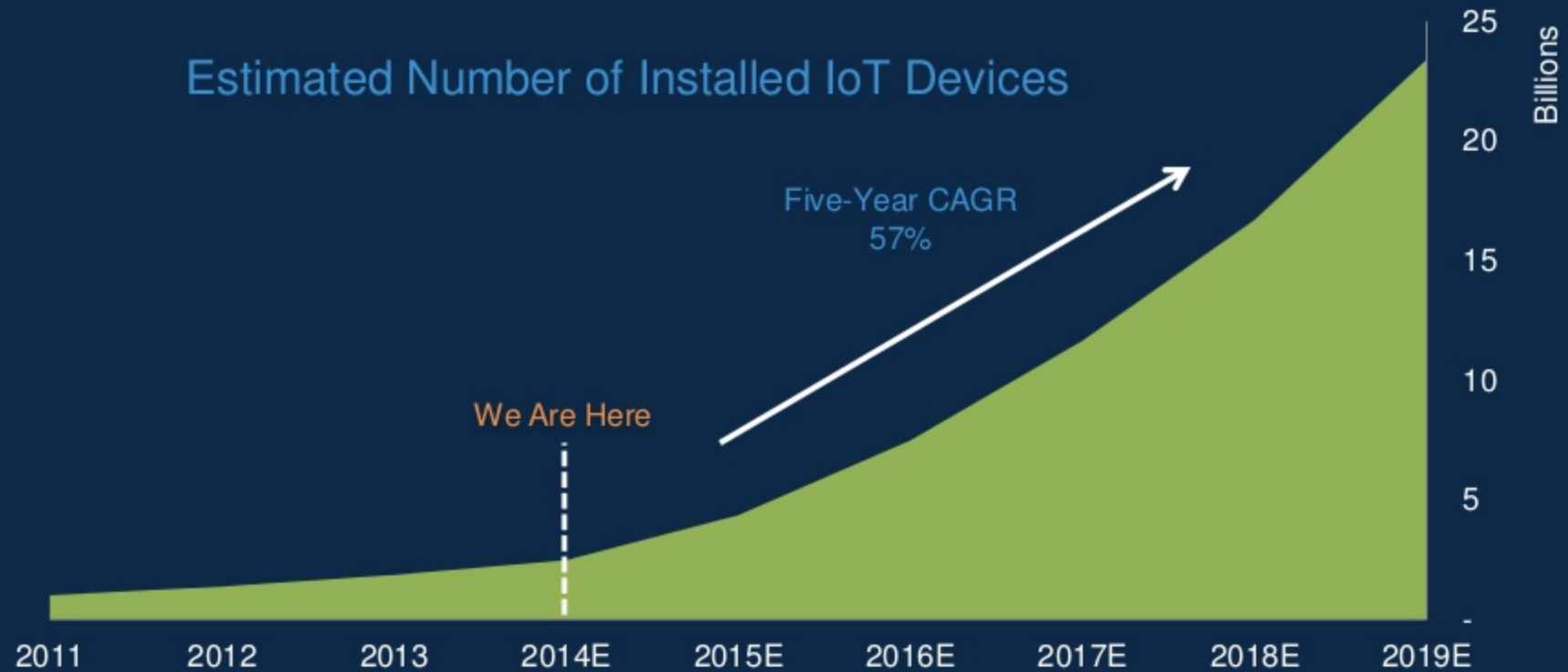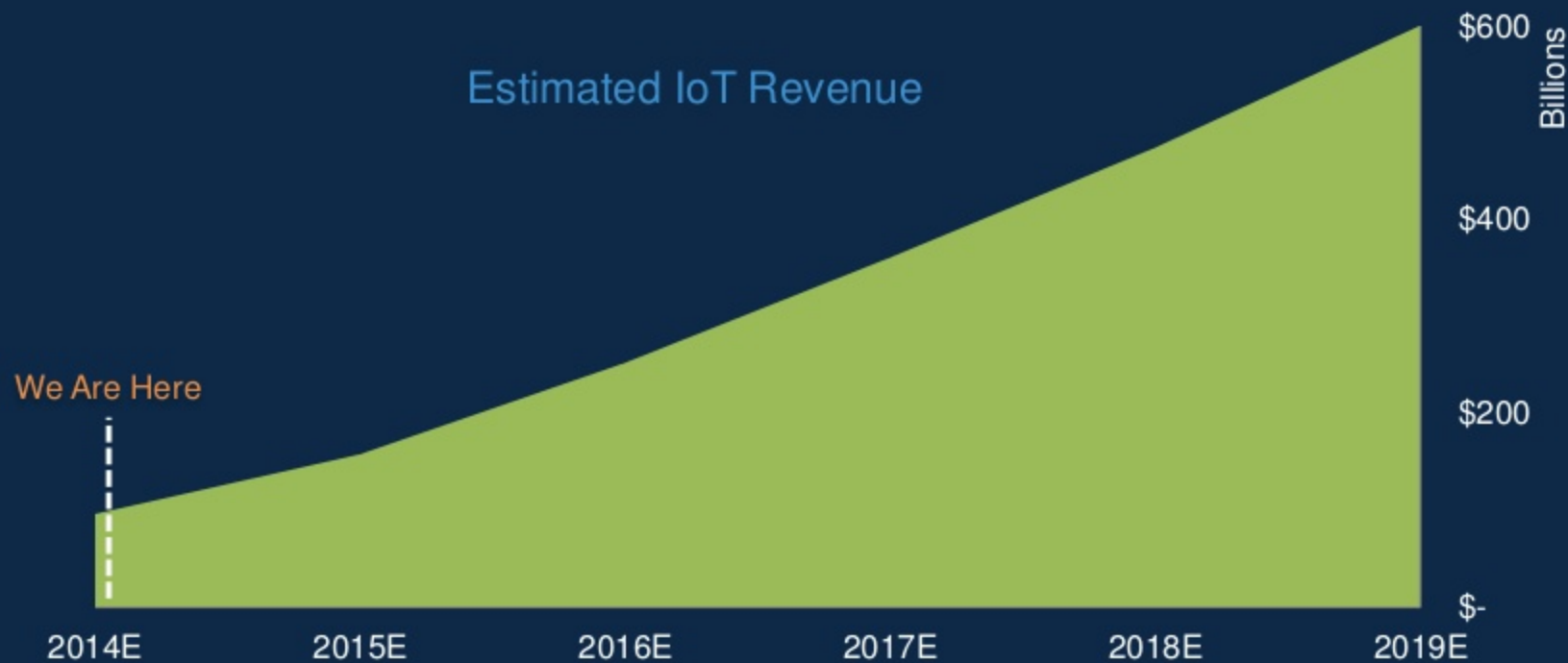
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It Will Soon Be Larger Than The PC, Tablet, And Smartphone Markets Combined

IoT Device Growth Vs. PC, Smartphone And Tablet Growth

Internet Of Things

Combined Smartphones, Tablets And PC Market

We Are Here

2013   2014   2015E   2016E   2017E   2018E   2019E

Billions: 25, 20, 15, 10, 5, -
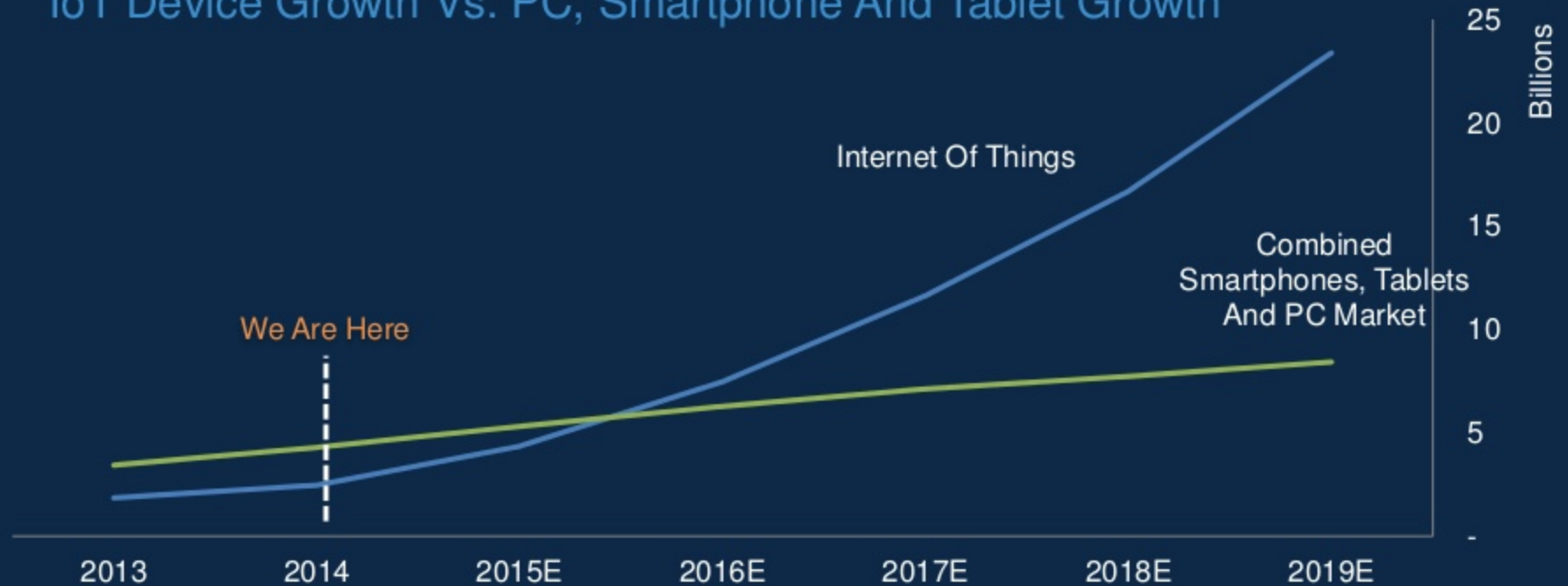
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It's A Huge Revenue Opportunity For Both New Startups And Legacy Tech Companies

Estimated IoT Revenue

We Are Here

Billions

$600

$400

$200

$-

2014E 2015E 2016E 2017E 2018E 2019E

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To Provide The Software That Will Run The IoT ...

Estimated IoT Business Revenue

Five-Year CAGR
44%

We Are Here

Software and Services

Hardware

$600

$400

$200

$-

Billions

2014E   2015E   2016E   2017E   2018E   2019E
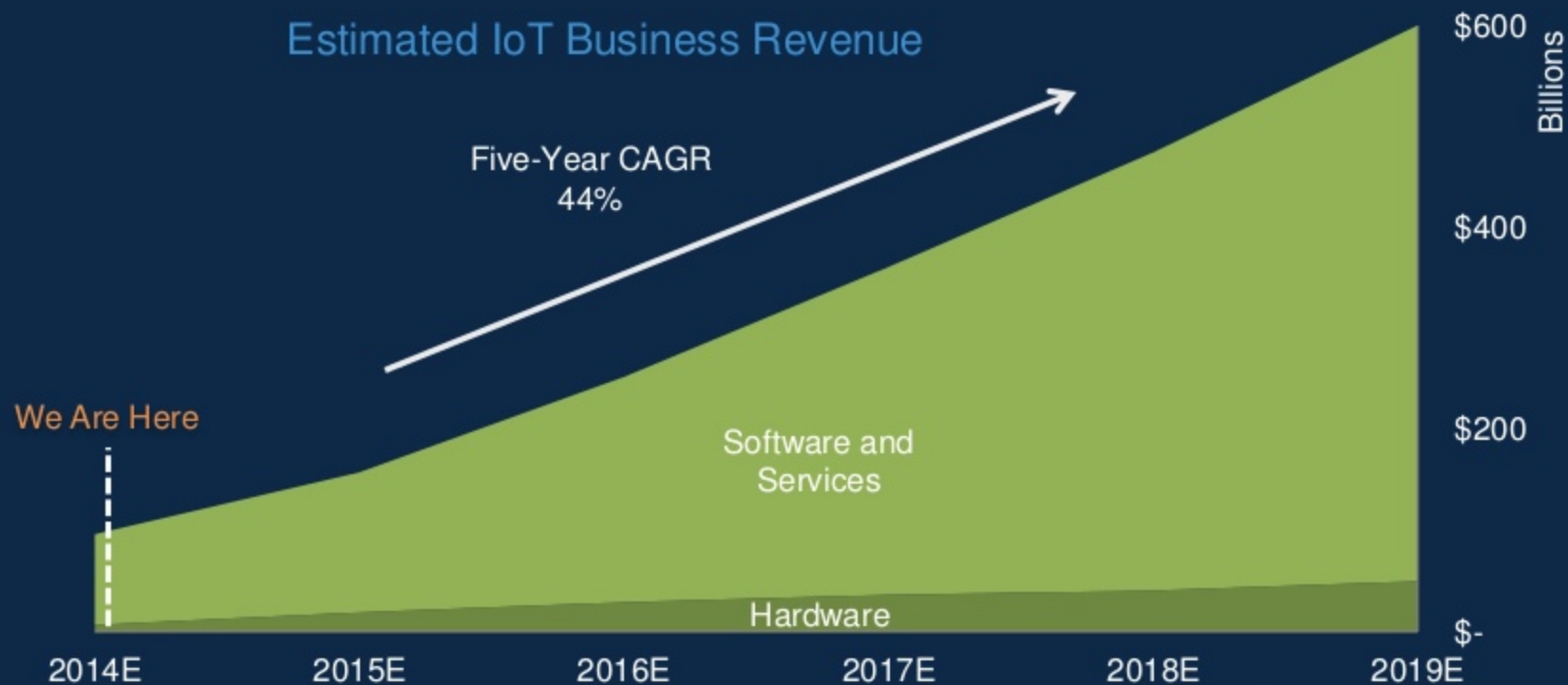
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… And Make Sense Of All The 'Big Data' The IoT Will Generate

Estimated Exabytes Of Data Globally By 2020
1 Exabyte = 1 Trillion Gigabytes

40,000

30,000

20,000

We Are Here

10,000

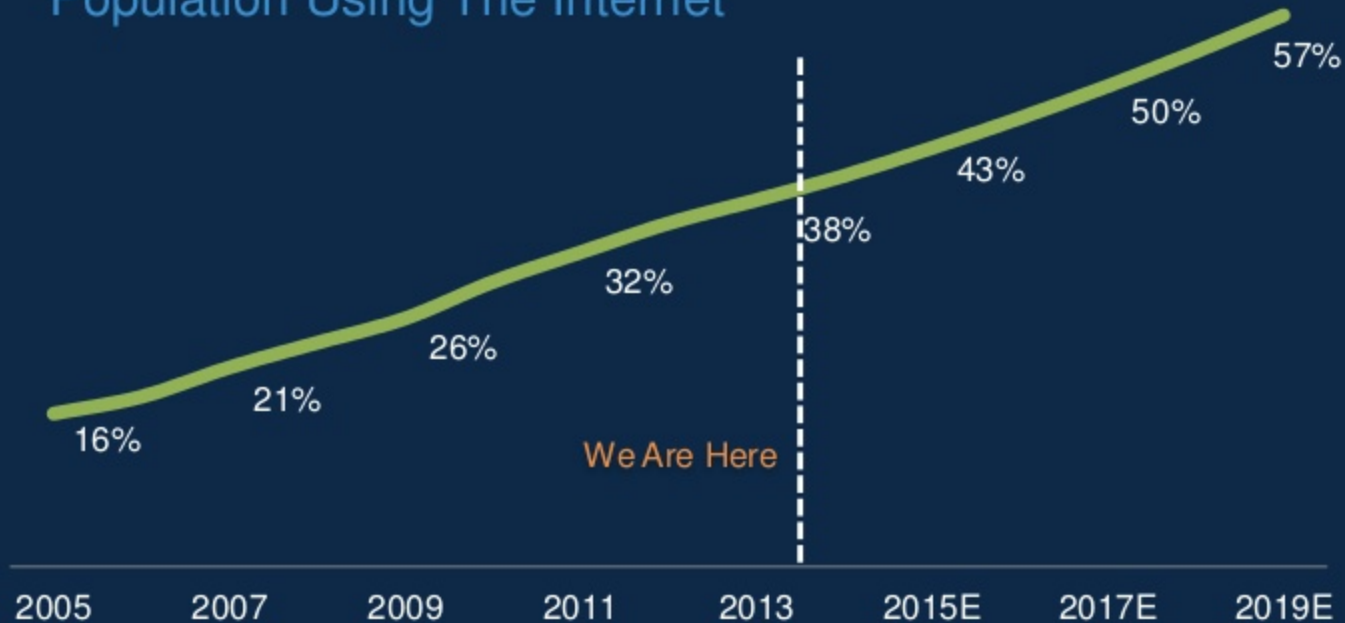2005   2008   2011   2014   2017   2020
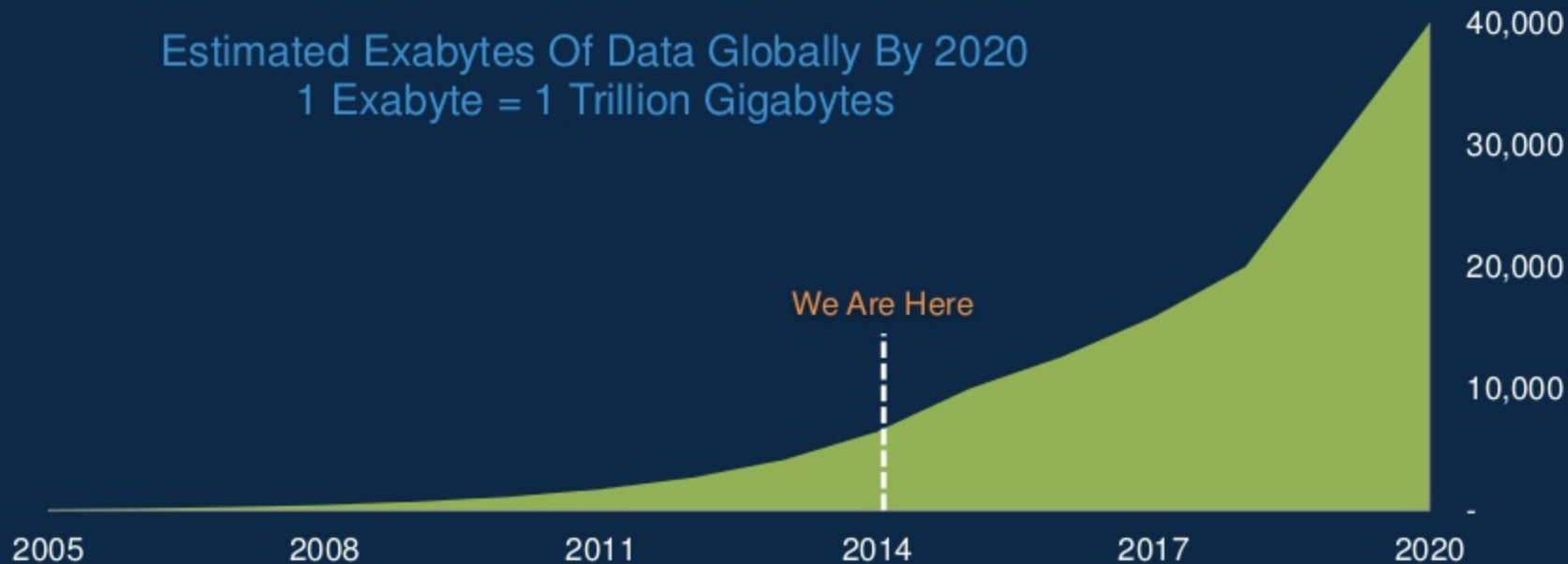
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What Are The Main Drivers Of IoT Growth?

By 2020, Half Of The Planet Will Be Connected To The Internet

Estimated Penetration Of Global Population Using The Internet

16%
21%
26%
32%
38%
43%
50%
57%

We Are Here

2005 2007 2009 2011 2013 2015E 2017E 2019E

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Source: ITU

Over 1 Billion Homes Will Have Wi-Fi
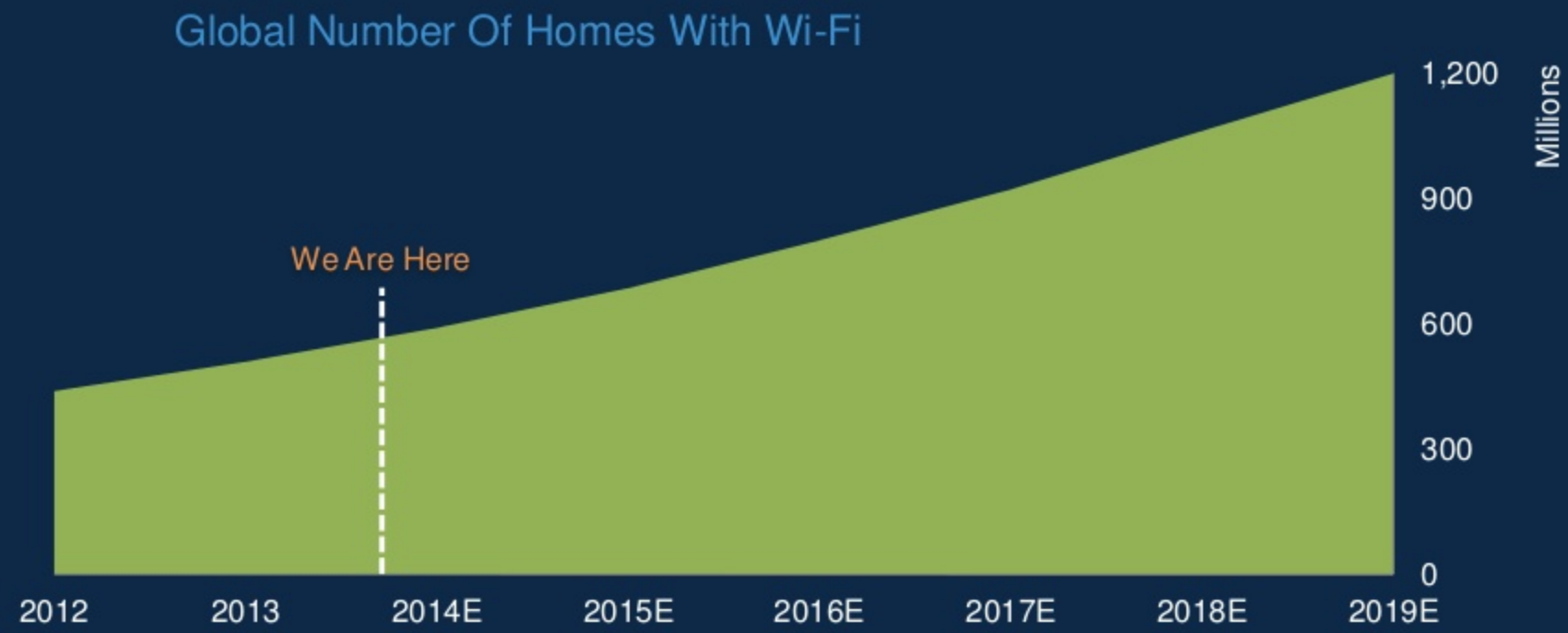
Global Number Of Homes With Wi-Fi

Millions

We Are Here

1,200

900

600

300

0

2012   2013   2014E   2015E   2016E   2017E   2018E   2019E
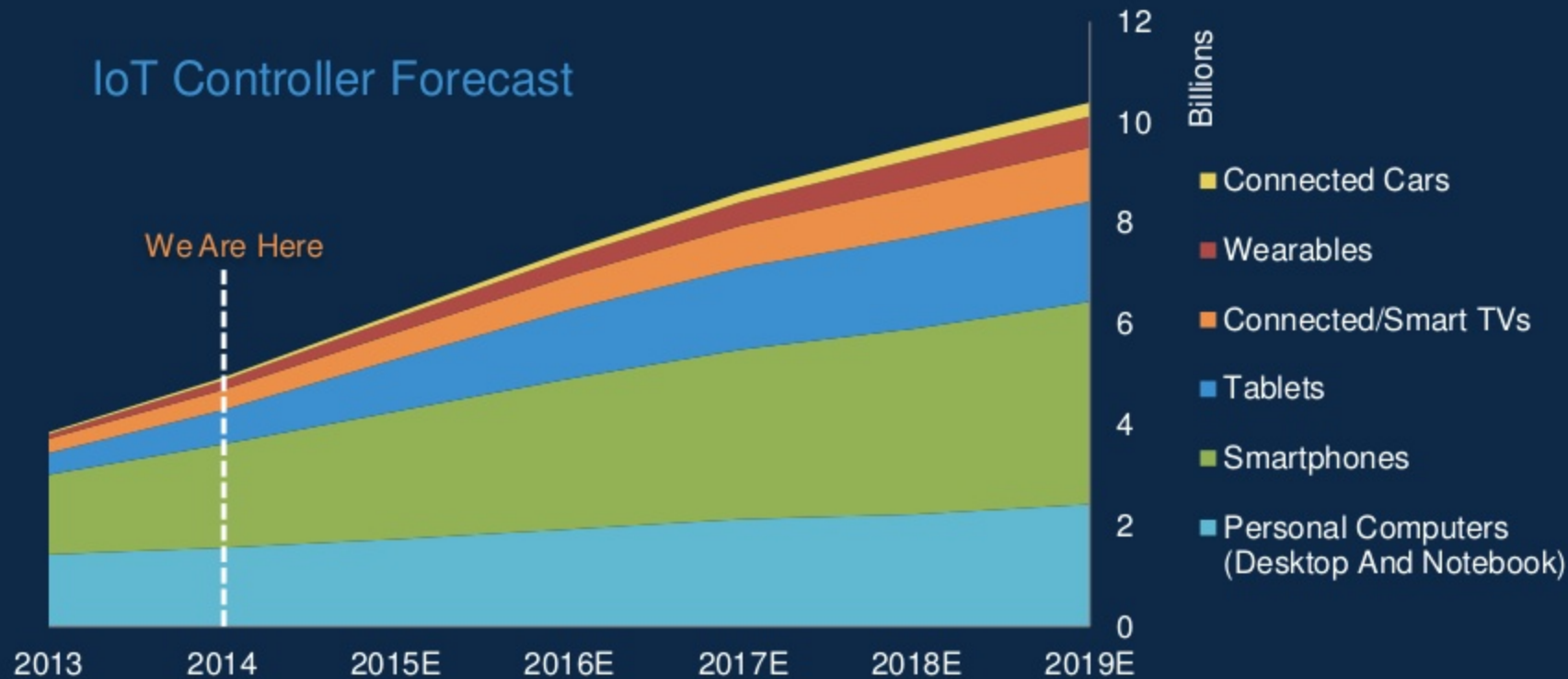
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The Price Of Sensors That Make Up The IoT Will Keep Falling

Average Sensor Cost Forecast

$1.30

$1.11

$0.95

$0.82

$0.70

We Are Here

$0.60

$0.51

$0.44

$0.38

2004   2006   2008   2010   2012   2014   2016E   2018E   2020E
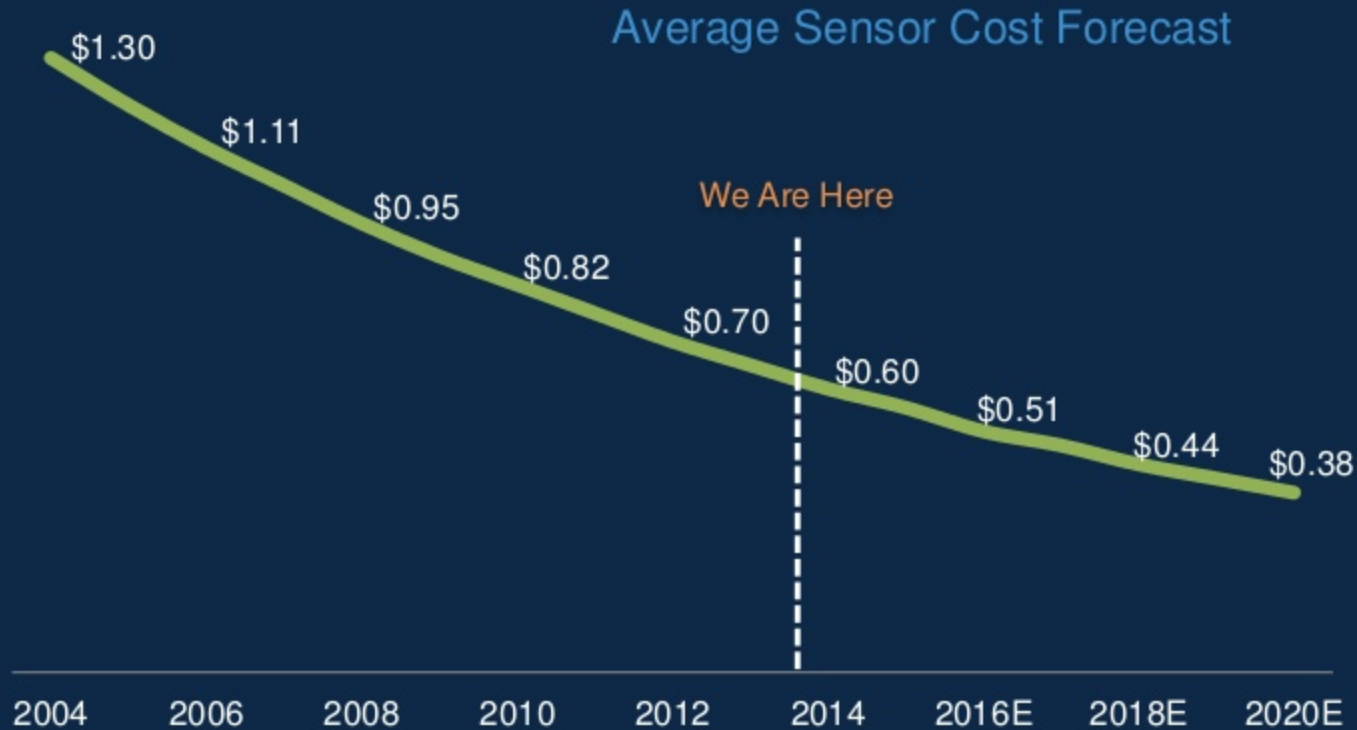
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Businesses Are Already Using The IoT To Improve Efficiency, Launch New Products …

Benefits Observed By Early IoT Adopters
Survey Of Executives

Benefit	Percentage
Enhanced Customer Service	51%
Increased Revenue From Services And/Or Products	44%
Improved Use Of Assets In The Field	38%
More Information To Feed Big Data/Analytics Efforts	35%

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… And Innovate!

How Will The IoT Most Benefit Your Organizations' Business Goals?

Benefit	Percentage
Ultimately move from selling products to services	30%
Allow the creation of new and innovative business models	27%
Improve customer satisfaction and increase consumer engagement	16%
Increase productivity of existing operations and infrastructure	10%
Allow us to improve product design and build new innovation products	9%
Reduce maintenance costs and reduce system downtime	8%

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