

Tech

AUG 18, 2014 @ 08:10 AM 79,210 VIEWS

It's Official: The Internet Of Things Takes Over Big Data As The Most Hyped Technology

**Gil Press, CONTRIBUTOR***I write about technology, entrepreneurs and innovation. [FULL BIO](#) ✓*

Opinions expressed by Forbes Contributors are their own.

[Gartner released](#) last week its latest Hype Cycle for Emerging Technologies. [Last year](#), big data reigned supreme, at what Gartner calls the “peak of inflated expectations.” But now big data has moved down the “trough of disillusionment,” replaced by the Internet of Things at the top of the hype cycle. [In 2012](#) and in 2013 Gartner’s analysts thought that the Internet of Things had more than 10 years to reach the “plateau of productivity” but this year they give it five to ten years to reach this final stage of maturity. The Internet of Things, says Gartner, “is becoming a vibrant part of our, our customers’ and our partners’ business and IT landscape.”





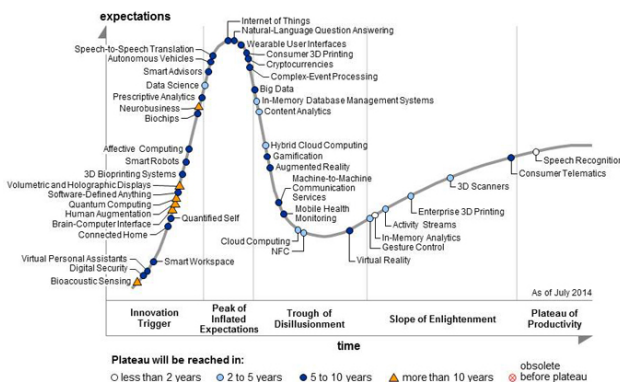
le this year is

reach the

more a

BETA

discipline for dealing with big data then a specific technology or set of technologies, so it's interesting to note that big data is still considered by Gartner to be 5 to 10 years away from reaching that stage. In its [Hype Cycle Special Report](#) Gartner says that "While interest in big data remains undiminished, it has moved beyond the peak because the market has settled into a reasonable set of approaches, and the new technologies and practices are additive to existing solutions." This statement seems to be a bit premature and the somewhat contradictory assessment of 5 to 10 years to maturity may indicate that Gartner is not entirely confident that the market has indeed "settled."



Source: Gartner, August 2014

The [Special Report](#) is a free document from Gartner, providing a great overview of the "market promotion and perception of value for over 2,000 technologies, services and trends in 119 areas." In an analysis of the technologies, services, and disciplines that have changed most from 2013 to 2014 in their position on the hype cycle, time to plateau, rating, and adoption rates, Gartner has found that what they call "the four Nexus of Forces (social,



on),” were
profiles that had
on the peak

BETA

portion of the Hype Cycle. Two trends
Gartner called out especially as having an
impact at earlier stages of the Hype Cycle
were digital business and the Internet of
Things.

Together with Analytics and Mobile
Infrastructure, The Internet of Things was
also one of the drivers behind the fast
movers from innovation triggers (the first
stage of the Hype Cycle) towards the peak
of inflated expectations. For example, the
delivery of analytics capabilities and tools
as a service, what Gartner calls business
analytics PaaS (baPaaS), moved up 12
positions. Another example is the
convergence of IT with Operational
Technology (OT) which moved nine
positions. The IT/OT convergence,
according to Gartner, is the growing use of
standard IT technologies in OT vendors’
products, and IT/OT alignment is the
organizational response to these changes.
The increasing availability of data and the
growing sophistication of its analysis are
behind the rapid ascendance of some of
the trends identified by the Hype Cycle.

Lee Rainie, the director of Internet,
Science and Technology research at the
Pew Research Center had [this assessment](#)
of Gartner’s observations about the ups
and downs of emerging technologies:

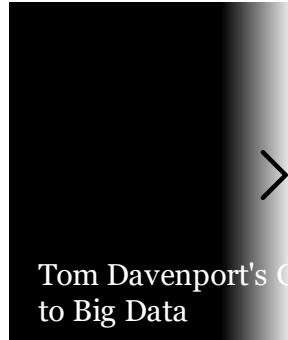
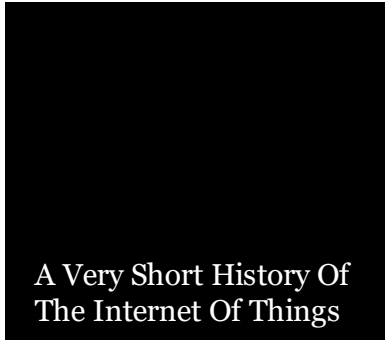
“Even though the hype cycle is not
specifically based on data, the judgment of
Gartner analysts about the state of
technology adoption often tracks with
opinions of other elite observers. There
are sometimes disputes about where on



novation might
 y challenges to
 s.”

BETA

Recommended by Forbes



The 2014 Hype Cycle for Emerging Technologies marks the 20th anniversary of this useful tool for tracking the ebb and flow of our periodic bursts of exhilaration and frequent disappointments with technology and business innovations. In [this video](#), Betsy Burton, Gartner’s VP and Distinguished Analyst, talks about the Hype Cycle as a tool for tracking how innovations and their business impact evolve over time and what is new about the 2014 version. “In many cases,” Burton says, “what we’re seeing is a shift from people focused on supporting the infrastructure for supporting information, applications, systems in the cloud and also big data to how we actually apply some of the uses of cloud, big data, and social to real business problems. We’re looking at a shift from a focus on the technology to actually applying this technology to real business needs and business outcomes.”

Follow me on Twitter TWTR -0.89%

@GilPress or Facebook or Google+



Print Reprints & Permissions

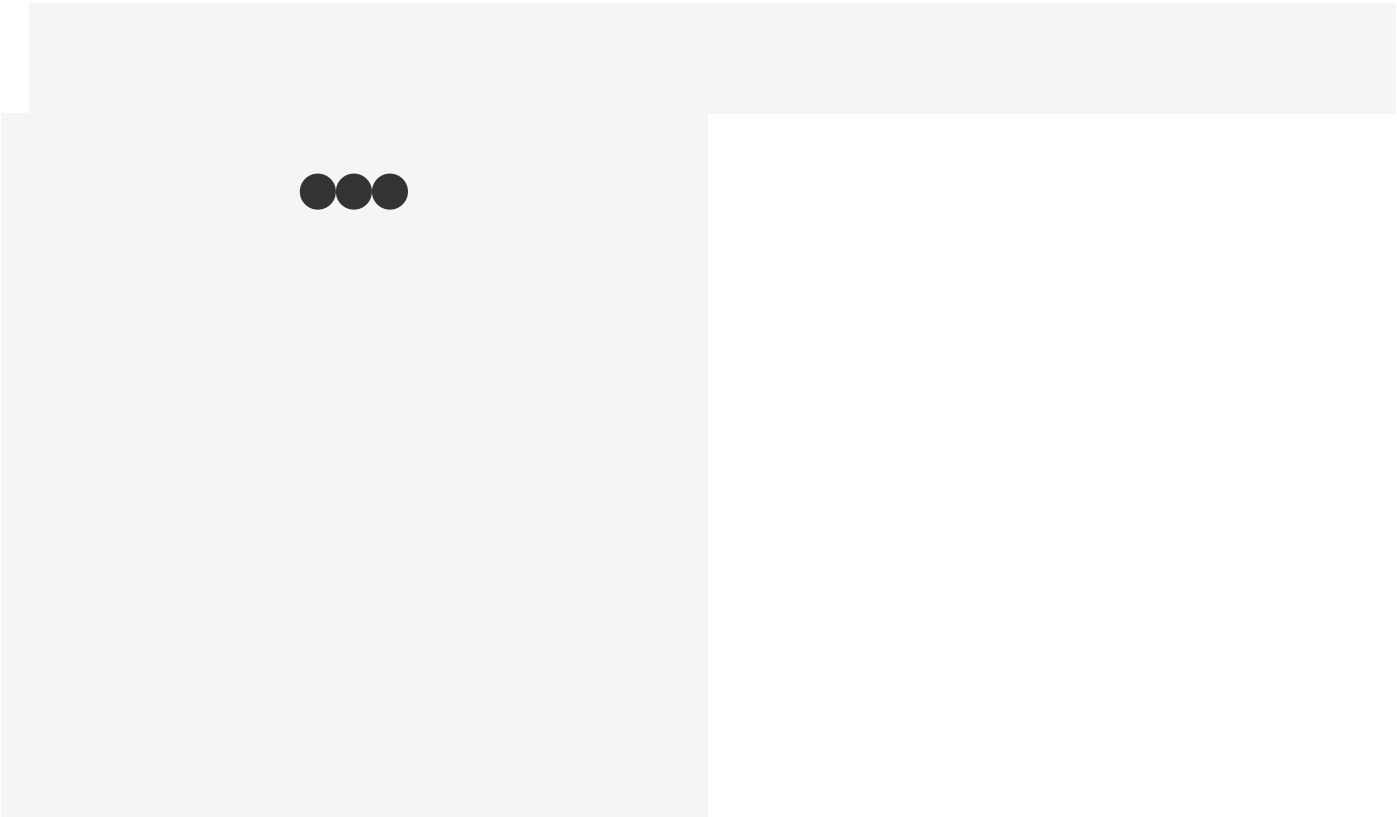
BETA

RELATED TOPICS

Advertisement

1. TOP >	4. LATEST IT >
2. 2016 NEW >	5. 2016 >
3. TECHNOLO >	6. BUSINESS >

VIEWS



Active on Twitter

Hundreds Of Ancient Human Footprints

Found At The 'Mountain of God'