



# HOW TO LAUNCH IoT PRODUCTS SUCCESSFULLY

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## INTRODUCTION

The advent of the Internet of Things (IoT) has fueled innovation on a massive scale. The value of a connected product or enterprise cannot be underestimated, but the challenges have been enormous. Presently, the majority of the effort has been around infrastructure-related capabilities put in place to ensure the connectivity is available and the back-end can handle all the necessary interactions. IoT applications and services now are moving from cautious, limited volume trials and pilot projects into mainstream, mass-market deployments. The next set of challenges will revolve around rolling out solutions at scale. Below, five key focus areas are detailed.

### PLANNING FOR SCALE

Once an organization has tested and validated a viable pilot project for the technology behind the service, the last thing it needs is to find that the initial test was run on numbers that do not match its business. When the audience or customer base ramps up, the cost of scaling out a service can be prohibitive. Scalability encompasses the ability to provision devices, provide support, and to add new geographies to address new markets. If a vendor doesn't have the ability to scale to match requirements, the successful pilot project quickly can become a failed service launch.

*Experienced suppliers that have done this before will know the pitfalls and will be able to help organizations avoid similar mistakes regarding services.*



### UPGRADING CAPABILITIES

IoT is a fast moving and dynamic market in which the expectation is that competing organizations will roll out new services and upgrade functionality swiftly. It is, therefore, critical that service providers have the ability to rapidly upgrade their offerings in the field. However, much of the focus is on setting up the initial service and making sure it works, with little consideration given to in-life enhancements, patches and upgrades.

*IoT always is going to be a system in motion; it won't be static so offerings must incorporate upgrade functionality or risk obsolescence.*

### THE STANDARDIZATION GAP

A continuing lack of standardization – or fragmented, siloed standards – limits multi-vendor integration and necessitates ongoing costly proprietary development. Currently, most players in the market are taking the approach of waiting and watching to see what standards emerge. They are placing bets, for now, on the services they expect to be able to launch successfully. There is a likelihood, however, that the market will move ahead without formal standards and the early successful approaches will form the basis of a de facto set of IoT industry standards.

*The market isn't willing to wait for formal standards development to complete, so a set of de facto industry standards will emerge.*

### MANAGING THE ECOSYSTEM

An IoT implementation might rely on a complex web of vendors to deliver and manage a service as a key part of achieving a successful launch. For instance, connectivity providers, endpoint makers, gateway providers, vendors of IoT platform software, other software vendors, providers of data center capacity and management tools all need to come together to deliver an IoT service.

*One of the difficulties in selecting vendors is that few have launched IoT projects at scale successfully.*



### TIME-TO-MARKET

In any newly emerging market area, there's a clear advantage to being first, so time-to-market is an important attribute of a successful IoT service launch. With this in mind, there's a clear need to balance accelerated time-to-market with making sure the product is robust enough to prevent reputational damage or, ultimately, service failure.

*Being first to market is important, but services must be robust to ensure a high quality of experience for users*

### CONCLUSION

Organizations that deploy IoT services now are more aware of what they can do with a connected product and this, taken with the reduced connectivity cost demands, is removing many of the early start-up hurdles and challenges. As IoT technologies and standards continue to mature, and the vendor experience pool gets wider and deeper, service launch expertise will become more widely available, making the IoT path easier to navigate.



### ABOUT AERIS

Aeris has been helping our customers in the IoT market for more than a decade. In that time, we've seen a range of applications, across multiple industries, utilizing IoT to drive new services. Aeris has been able to help customers successfully scale up from 100-unit deployments to more than a million units. Very few organizations have the proven expertise or experience to do that.

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