

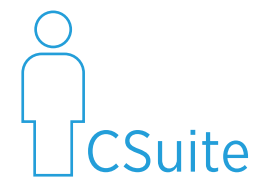
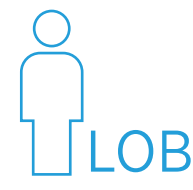
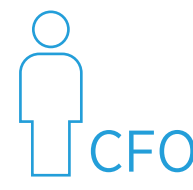
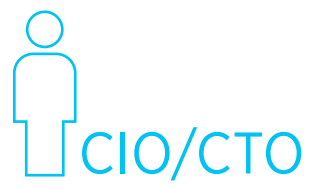
# THE PATH TO IOT SUCCESS



Successful IoT solutions delivery occurs when vendors connect both datacenter and edge solution providers together. Cultivating vertical selling skills and focussing end-to-end solutions on their target customer business outcomes will lead to IoT success for solution providers.

## IoT Influencers: NOT the Traditional IT

Successful solution providers will work with Line of Business leaders, leveraging both vertical and infrastructure expertise to build end-to-end solutions.



Traditional IT Influencers

vs

IoT Influencers

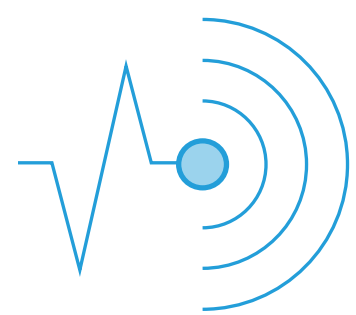
## 3 TOP NON-TRADITIONAL IT TRAITS REQUIRED FOR IOT SUCCESS



Advanced Edge Security



Wireless Site Surveys



Placement & Management of End-point Sensors

## NEW SKILLS COMBINE FOR IOT SUCCESS

IoT innovation requires a combination of technology and operations skills that match infrastructure and analytics requirements — driving storage, server, and software investments (traditional IT SP skills). An understanding of the end-point devices, collecting data and business operational flow is also crucial (non-traditional SP traits).

39%

solution providers are inclined to build a practice versus team or buy capabilities



58%

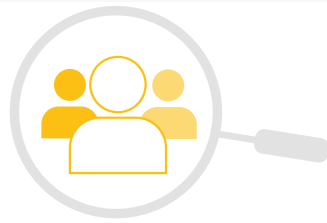
SP's haven't made a formal investment in an IoT practice or vendor relationships



## 3 NEW SKILLS FOR IOT SALES SUCCESS

### Customer Focus

- Vertical orientation
- Understanding how customers use smart devices



### Selling Motion

- Selling to LOB and operational team



### Solution Skills

- Sensor and device management
- Edge to gateway connectivity
- App development and platform expertise

## VENDOR SUPPORT AND STRATEGY

### Top Vendor Support Needs

Success in the IoT arena does not have to be elusive.



General market education and awareness



Publish case studies and deal wins

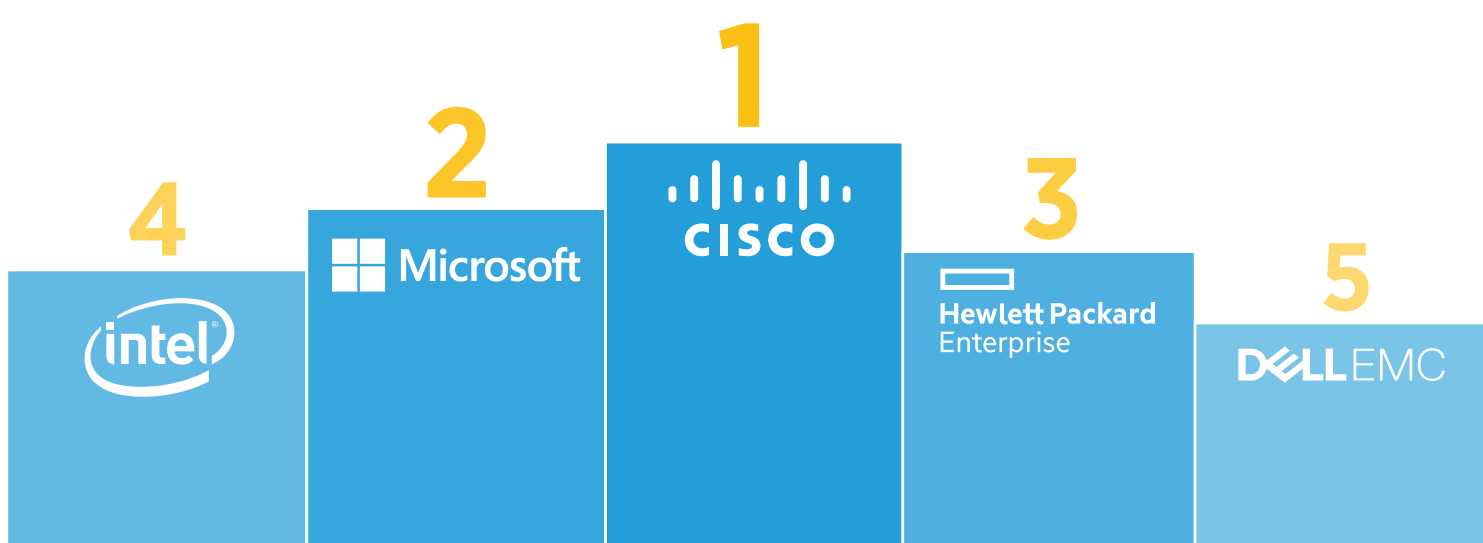
Create alliances to “productize” IoT solutions



Offer more IoT sales training



### Top 5 Vendors Considered Most Strategic to IoT Success



Vendors must play a key role in building a more diverse partner ecosystem and helping solution providers gather the right skills and partnerships across IoT.