Worldwide Internet of Things Spending Guide

AN IDC SPENDING GUIDE

The Worldwide Internet of Things Spending Guide examines the Internet of Things (IoT) opportunity from a use case, a technology, an industry, and a geography perspective. This comprehensive database delivered via IDC’s Customer Insights query tool allows the user to easily extract meaningful information about the IoT technology market by viewing data trends and relationships and making data comparisons.

**Markets Covered**

This product covers the following segments of the IoT market:

- **9 regions:** United States, Canada, Japan, Western Europe, Central and Eastern Europe, Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **53 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, Netherlands, New Zealand, Norway, Peru, Philippines, Poland, Portugal, PRC, rest of Asia/Pacific, rest of CEE, rest of Latin America, rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, Venezuela, and Vietnam
- **4 technology groups with 16 technology categories:** Hardware (module/sensors, security hardware, server storage, and other hardware), software (analytics software, application software, horizontal, security, vertical industry, and other software), services (IT and installation services, ongoing service, and content as a service), and connectivity (cellular, LPWAN, and other)
- **81 named use cases, including:** Agriculture animal tagging, agriculture field monitoring, air traffic monitoring, airport facility automation, ATM remote tracking, bedside telemetry, connected oil field exploration, connected vehicles, connected vending machines, construction machinery management, digital signage, electric vehicle charging, environmental monitoring detection, fleet management, food traceability, and others
- **20 industries:** Banking, insurance, securities and investment services, discrete manufacturing, process manufacturing, construction, resource industries, retail, wholesale, professional services, personal and consumer services, transportation, healthcare provider, federal/central government, state/local government, education, telecommunications, media, utilities, and consumer

**Enabling Better Business Decisions Across the Organization**

IDC Spending Guides provide the accurate and timely market size and forecast information you need to identify market and product expansion opportunities, increase revenue, and grow your business. IDC’s Spending Guide research is a critical input to the planning and monitoring cycles of the business process. Common uses of the spending data include:

- Strategic planning
- IT planning and investments
- Customer segmentation
- Sales goals/target setting
- Resource allocation
- Product planning

**Data Deliverables**

This spending guide is delivered on a semiannual basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. The following are the deliverables for this spending guide:

Annual five-year forecasts by use case, technology, industry, and geography; delivered twice a year

**About This Spending Guide**

IDC’s Worldwide Internet of Things Spending Guide provides guidance on the expected technology opportunity around this market at a regional level and a total worldwide level. Segmented by industry, use case, and technology component, this guide provides IT vendors with insights into both large and rapidly growing segments of the IoT market and how the market will develop over the coming years.
## The Value of Subscribing to IDC Spending Guides

#### Industry Players
- Identify the hottest areas across industries and create the product or service to address it.
- Leverage use cases in articles, white papers, blog posts, and presentations that showcase innovation.
- Set goals based on hot use cases and technologies to rearchitect IT systems in the short and long term.
- Assess the viability of a potential acquisition and its ability to complement the IT and product portfolio.

#### Investors/Financial Firms
- Assess the potential of an acquisition (and whether to finance a purchase) by mapping it to use cases and tech areas that will be in demand.
- Value a potential acquisition and its long-term potential based on the use cases and technologies that will be in demand.
- Decide whether a stock or bond should be bought or sold based on the midterm forecast for relevant technologies and use cases.

Source: IDC

## How Customers Use Spending Guides to Pinpoint Opportunities

#### IDC Customer Insights & Analysis

- **Product marketing and development**
- **Channel partner strategies**
- **Precision strategic planning**
- **Precision tactical planning**
- **Thought leadership**

Source: IDC