

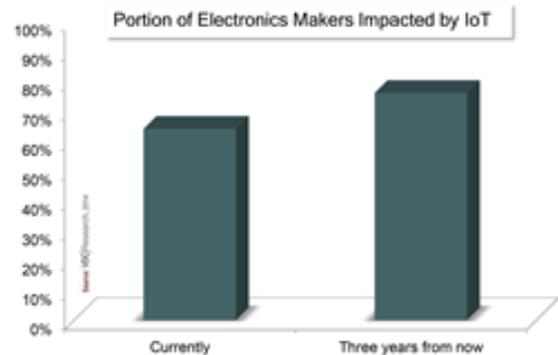
More Than 60% of Electronics Makers Say the Internet of Things is Already Impacting Their Business Models, According to VDC Research Survey

“The IoT is transforming the electronics business from a device business into a device-plus-services business.”

Natick, MA (PRWEB) September 30, 2014

The Internet of Things (IoT) is changing the way electronics makers conduct business, according to a recent VDC Research survey of more than 400 engineers and executives ([click here](#) for more info). The IoT enables electronics companies to sell more units, to charge higher prices for connected products, and to collect additional revenues through usage fees and bundling of cloud and cellular services.

“The IoT is transforming the electronics business from a device business into a device-plus-services business,” notes Chris Rommel, VDC’s Executive Vice President for IoT & Embedded Technology. “This has tremendous implications for hardware and software vendors, device manufacturers, and services providers, as well as their customers.”



Impacted portion expected to pass 75% in three years

In response to client requests, VDC Research, the leading market intelligence and advisory firm for the connected world, is expanding its coverage of the IoT. For years, VDC has been tracking the IoT’s evolution out of embedded machine-to-machine (M2M) systems in specialized applications, to the point where the IoT now encompasses embedded devices across all markets for electronics. With VDC’s expanded IoT research program, the firm is placing additional emphasis on the implications of widespread connectivity for embedded devices.

The first report in the new series, scheduled to be published in Q4 of 2014, will cover the topic of IoT Services. Such services are among the main reasons for connecting devices to the Internet, and include: device monitoring; device control; data collection/storage; and data analytics. The report will examine how IoT services are developed, sold, and deployed for a variety of applications and markets, and will include features/benefits, leading vendors, and quantitative market sizing estimates.

Additional reports in the series will focus on: Security Software, IoT Application Development & Deployment Platforms; Continuous Systems Engineering; and Intelligent Gateways.

About VDC Research

VDC Research is a leading technology market analyst firm covering the connected world, focusing on embedded devices and enterprise mobility. Founded in 1971, the firm provides critical market intelligence to the world's leading technology vendors, who rely on its analysts for the data, ideas, and insights they need to make impactful strategic decisions with confidence.