

# IoT in Digital Transformation

Market Analysis  
Abstract

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## Who Is This Report For?

NelsonHall's "IoT in Digital Transformation" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within IoT technology
- IT and business decision makers exploring the benefits and inhibitors of transformational IoT as evidenced from the clients and vendor capability
- Vendor marketing, sales and business managers developing strategies to target opportunities within the IoT sector
- Financial analysts and investors specializing in the IT services and BPS sector

## Scope of the Report

This report analyzes the global market for transformational IoT and its constituent services. The report addresses the following questions:

- What is the current and future market for IoT digital transformation services?
- What are the customer requirements and how are they changing?
- What are the benefits/results that vendors have been able to achieve for their clients?
- What services are customers buying from transformational IoT vendors?
- What technologies and platforms are being utilized and what are the latest developments and trends emerging?
- What is the size and growth of the transformational IoT service market by geography?
- What is the size of the transformational IoT services market by industry and which is seeing increased demand?
- What are the vendor selection criteria, challenges and critical success factors for vendors targeting IoT-centric digital transformation services?
- Additional topics include: industry-specific developments, trend identification, platform technology trends, and best practices in vendor selection and implementation



## Key Findings & Highlights

NelsonHall's market analysis of the transformational IoT services industry and trends consists of 74 pages.

The global transformational IoT services market is worth \$3.2bn (estimated in 2018), with average CAGR of 23% through 2022. The United States, UK and Continental Europe, Japan, and Middle East are the largest and fastest-growing geos.

The IoT services landscape bears little resemblance to the market of five years ago. Where M2M technology was primarily used in point solutions during the early part of this century, it is increasingly being viewed as a transformational centerpiece technology, and in particular, a means to understand, manage and control entire supply chains across multiple organizations.

If IoT 1.0 was transactional, IoT 2.0 is transformational. The expectation set of IoT service offerings has moved beyond the 'hub-and-spoke' concept of multiple assets or vehicles contributing information inward to a centralized environment at relatively low data resolution.

Organizations seeking transformational IoT services see interconnected devices on the production floor or the petroleum field, working together to optimize task outputs, integrating with upstream and downstream supply chain partners, and understanding the operation of assets at the component level with Big Data-scale information sharing on a daily basis.

The market remains quite fragmented, with no one vendor holding a 10% share as yet. Accenture, NTT DATA, IBM, TCS, and Atos all have at least 5% market share.

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7. Selection Criteria, Challenges and Success Factors

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- Appendix I - Vendors Researched

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## Report Length

74 pages, consisting of 7 chapters

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