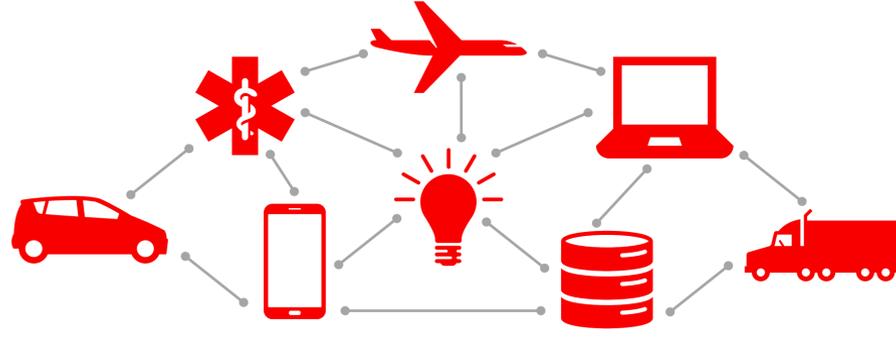


Energize Your Business with IoT-Enabled Applications

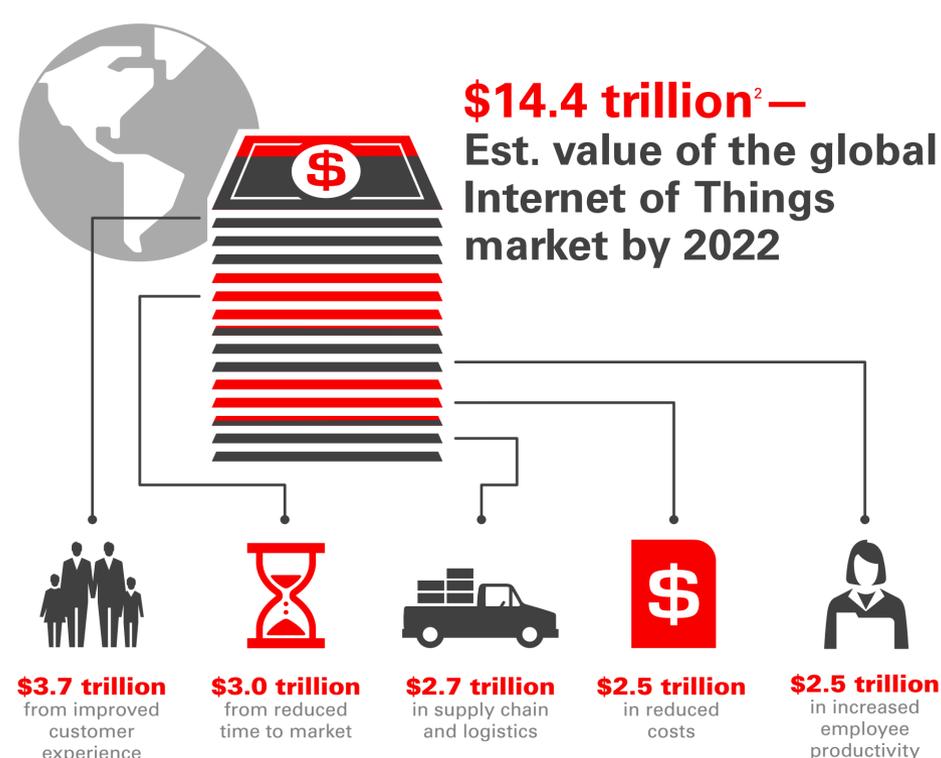


You've heard the numbers—tens of billions of internet-connected things expected by 2020, generating zettabytes of new data. Adoption of the Internet of Things is happening now, across a wide range of industries, as organizations capture and analyze data from devices in an effort to rapidly identify important changes and take immediate action.

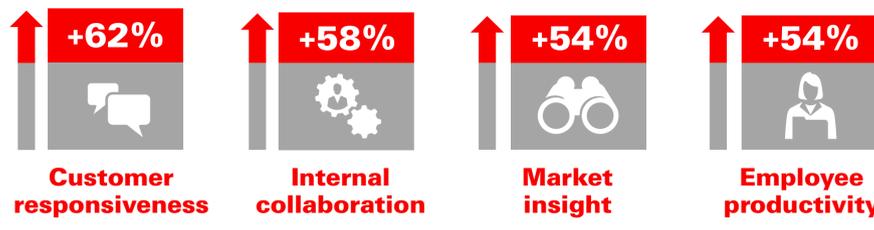
IoT – BUSINESS OUTLOOK



96% of businesses are ready to adopt Internet of Things¹

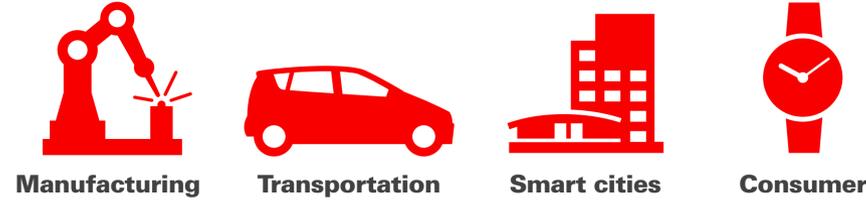


Increased competitive advantages seen by early IoT adopters include:³

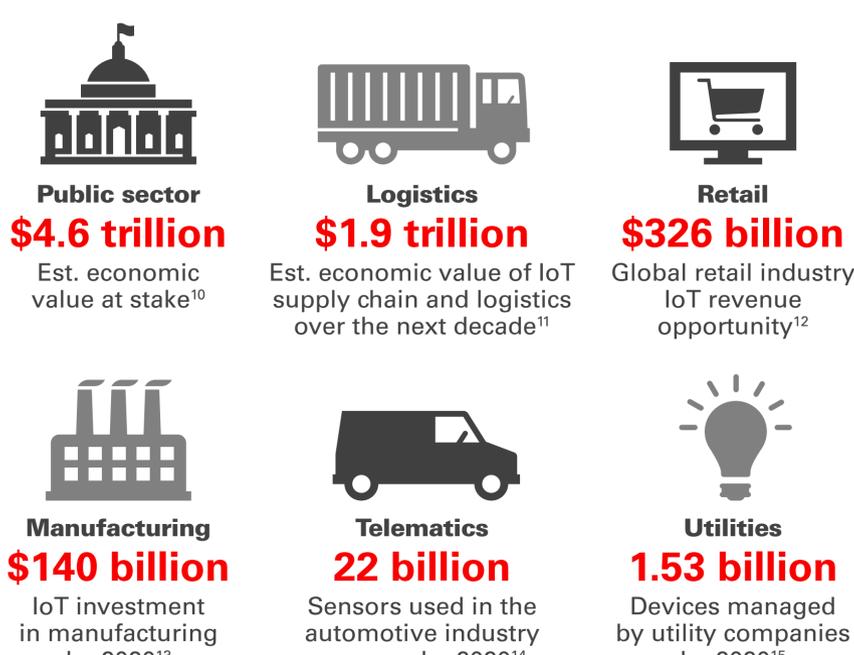


IoT – ACROSS VERTICALS

50% of IoT activity is currently centered in:⁸

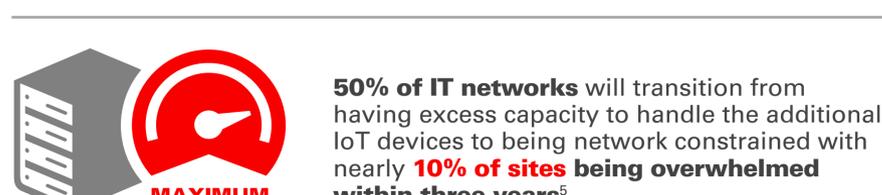


Within five years ALL industries will have rolled out IoT initiatives,⁹ including:



IoT – DATA IMPACT

90% of all IoT data will be hosted on service provider platforms within the next five years, as cloud computing reduces the complexity of supporting IoT "data blending"⁴



IoT will account for 4.4 trillion GB of the data in the digital universe by 2020⁶



However, only 8% of businesses are fully capturing and analyzing IoT data in a timely fashion⁷

ORACLE INTERNET OF THINGS CLOUD SERVICE

INTELLIGENT



INTEGRATED



SIMPLE



Download our solution brief at cloud.oracle.com/iot

¹ Forrester Consulting/Zebra Technologies, Harvesting the Benefits of the Internet of Things, 2014
² Cisco, Embracing the Internet of Everything to Capture Your Share of \$14.4 Trillion, 2014
³ Harvard Business Review, Internet of Things: Science Fiction or Business Fact?, 2014
⁴ IDC Press Release, IoT Market Forecast: Worldwide IoT Predictions for 2015, December 7, 2014
⁵ EMC, The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things, 2014
⁶ ParStream, New Research Highlights the Untapped Potential of IoT Data, 2015
⁷ IDC Press Release, IDC Reveals Worldwide Internet of Things Predictions for 2015, December 3, 2014
⁸ Cisco, Internet of Everything: A \$4.6 Trillion Public-Sector Opportunity, 2013
⁹ Cisco/DHL, Internet of Things in Logistics, 2015
¹⁰ IDC, Worldwide Internet of Things Spending by Vertical Market 2014–2018 Forecast, Doc #249631, June 2014
¹¹ BI Intelligence, The Internet of Everything, 2014
¹² Automotive Sensors and Electronics Expo, Annual Conference and Exhibition, 2015
¹³ Ericsson, Transforming Industries: Energy and Utilities, 2014