

The logo features the text 'IoT SOLUTIONS' in a green, sans-serif font. The 'i' is lowercase, while 'OT' and 'SOLUTIONS' are uppercase. Above the 'i' is a graphic of four overlapping circles in yellow, pink, blue, and green. The background is a white-to-gray gradient with a pattern of light gray hexagons.

iOT
SOLUTIONS

What is IoT?

The Internet of Things, or IoT as it's rapidly become known, is one of the biggest growth areas in Mobile, today.

Many of you will know M2M, or Machine to Machine to give it its full title, but in recent years, it's no longer just about machines talking to machines. It's now about almost everything on the planet being connected, via the Internet of Things. And as many of these connected "Things" are in a mobile environment, they require Mobile SIMs to complete the connectivity process.

IoT isn't just the next big thing, it's set to see massive growth with an additional 20 billion SIMs being connected over the next 5 years. That's an 1800% growth rate on where we are today.

So what's driving the growth? What are these "Connected Things"? Well the simple answer is that companies are connecting literally everything to the internet and they're doing this in order to obtain more data and drive a more accurate and timely decision-making process.

The diagram below provides an overview of the key sectors and application groups for IoT connectivity. This is not an all-encompassing list of applications but it does provide an insight into some of the key opportunities within IoT.



IoT Road Map



