

Where is the Value Potential of the Internet of Things?

Types of opportunities



Transform business processes
Predictive maintenance, better asset utilization, higher productivity



Enable new business models
For example, remote monitoring enables anything-as-a-service

9 scenarios
create a cross-sector view
with a total potential impact of
\$3.9 trillion–11.1 trillion
per year in 2025



Interoperability
required to capture
40% of total value



2X more value
from B2B applications
than consumer



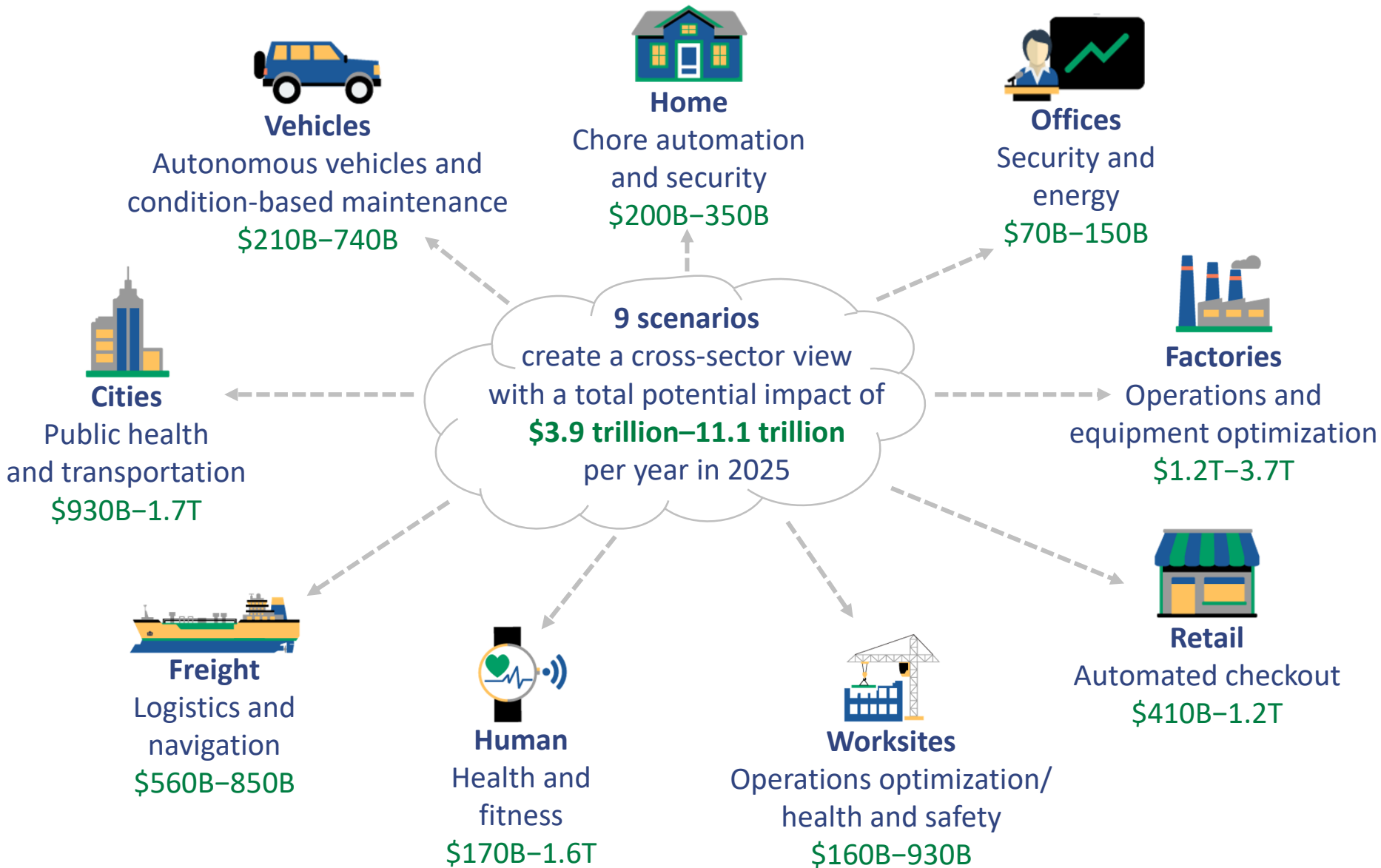
Developing: **40%**
Developed: **60%**



< 1% of data currently
used, mostly for alarms or
real-time control; more
can be used for prediction
and optimization

Source: *The Internet of Things: Mapping The Value Beyond the Hype*. McKinsey Global Institute. June 2015.

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