

It's a common psychological phenomenon: repeat any set of words enough times, and it eventually loses all meaning, disintegrating like soggy tissue into phonetic nothingness.

For many of us, the phrase "Internet of Things" fell apart in this way sometime ago.

***Do IoT Projects Fail?  
If so at what stage?***

# Failure Areas & Percentages

## Internet of Things (IoT) success and the human factor

IoT is not just about technology. Like digital transformation it's about strategy, culture, skills, collaboration, organization and leadership.

### 3 top 'human' IoT project success factors

- 1 Collaboration between IT and business 54%
- 2 Technology-focused culture, stemming from top-down leadership and executive sponsorship 49%
- 3 IoT expertise/skills (internal and external) 43%

### IoT success perception gap



Source: Cisco Survey Reveals Close to Three-Fourths of IoT Projects Are Failing <http://ow.ly/pC9M30c0KBG>

### ◆ "IoT is not IT"

◆ 60 % of IoT initiatives fail at the POC Stage

◆ Alignment between key stakeholders: the challenge of all digital transformation

◆ Overall nearly 70% of IoT Initiatives are considered a failure

◆ Technology and integration Challenges

◆ The perceptions of IT & business executives are not aligned



**“People don’t want to buy a quarter inch drill!...  
They want a quarter inch Hole”**

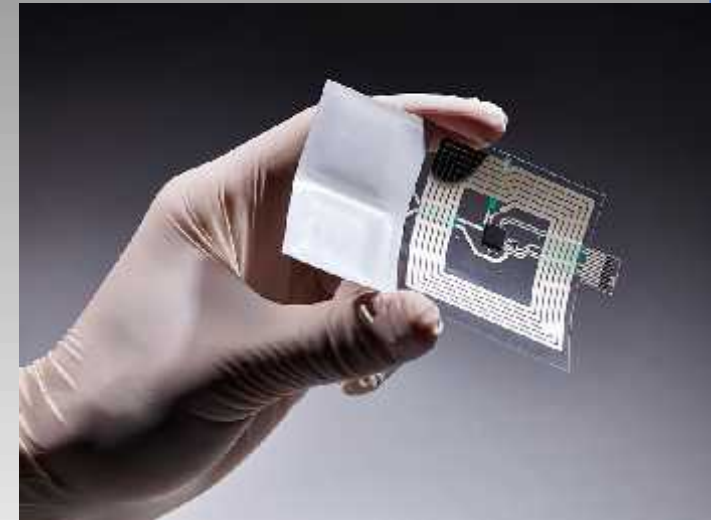
(Professor Theodore Levitt was an American Economist and Professor at Harvard Business School 1959-2003).

**THINGS>GATEWAY>IoT PLATFORM>DATA  
ANALYTICS**

## THINGS>

Advances in miniaturization, wireless connectivity, and increased data storage capacity mean that we can transform everyday objects into a network of information that allows us to understand our world more than ever.

“Strategic innovation doesn’t just happen. It happens as a consequence of coordinated collaboration between business, government and research”





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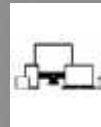
# Trends that include 6 Areas of Technology that are Disrupting Industry.



Mobile Internet & Connectivity



Automation and Predictive Analytics



Internet of Things and Intelligence  
Platforms



Cloud and Edge Technology



Advance Scanners and Robotics



Smart and Near Autonomous Vehicles