Reengineering the world.

2015 was the year IoT gained legitimacy. Today, organizations from every sector are building IoT into future strategies and business models.

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29.5B $
The number of IoT endpoints–connected devices such as cars, refrigerators and everything in between–will grow from 10.3B in 2014 to more than 29.5B in 2020[5].

70 %
The use of IoT techniques for farming has the potential to boost food production by 70% by 2050[6].

380.1B $
to be invested in smart grid infrastructure between 2015–2025[3].

Wind speed: 5 mph. Begin generation.

Soil too dry. Water for 15 minutes.

I haven't moved for four hours.

Eat more green vegetables to increase your iron levels.

Pressure loss in sector 4 due to a broken valve.

Operation: Normal.

75 %
of early-movers in manufacturing say IoT is driving the development of new business models[1].

Pressure valve is located here.

Dialysis machine is on Floor 5, Ward 7, Room 16.

75 %
Automated checkout could reduce cashier staff requirements by up to 75%[2].

Pedestrian in vicinity.

69 %
of early-movers in financial services say IoT is having a significant impact[1].

67 %
of healthcare early-movers believe IoT is changing customer experience[1].

Shipment temperature: 60 °F

Take the next right to avoid congestion.

Your ride share is approaching.

86 %
of early-movers in travel, transportation and distribution believe IoT is now critical to competitive advantage[1].

Smart city traffic management and parking projects will reduce cumulative global emissions in the order of 164 MMT (million metric tons) CO_2 between 2014 and 2019, equivalent to the annual emissions produced by 35 million vehicles[4].

All services operating as normal.

Pick up required at 72 Central Avenue.

17 %
Real-time routing and other IoT-based operations improvements can lead to a 17% improvement in efficiency[2].

3x
The wearable tech market is set to triple by 2019[7].

Welcome home! An elevator has been called.

PTC alert! Slowing – signal ahead.

What's happening in your sector?
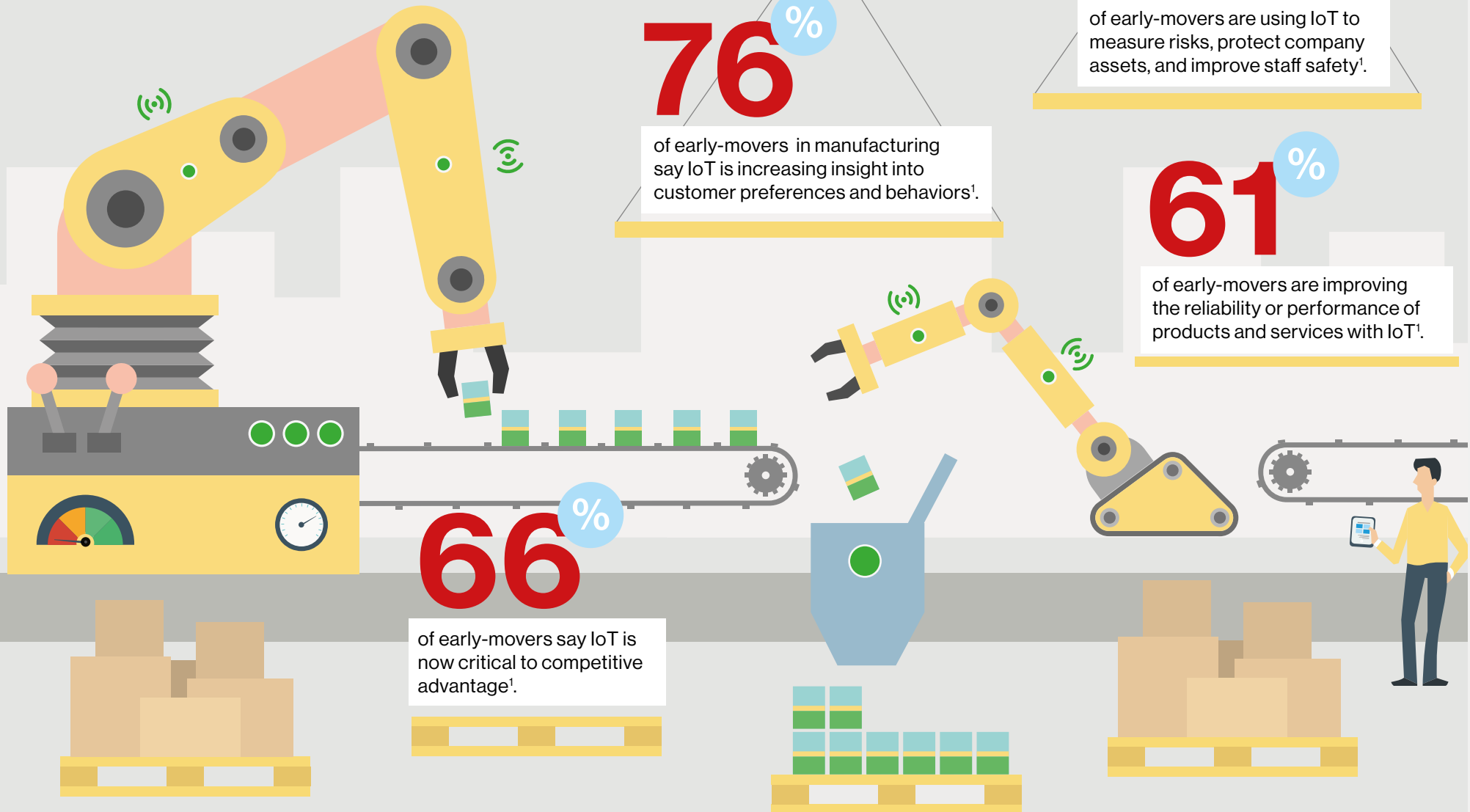**Click to explore >**

What's happening in your sector?

IoT is changing the game in every sector. Find out what's happening in yours.

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Manufacturing.

The next industrial revolution has begun. And it's being powered by IoT. Products and equipment are feeding back data on their use. One-off sales are becoming ongoing service relationships. And lean is reaching new levels.

66%

of early-movers are using IoT to measure risks, protect company assets, and improve staff safety[1].

76%

of early-movers in manufacturing say IoT is increasing insight into customer preferences and behaviors[1].

61%

of early-movers are improving the reliability or performance of products and services with IoT[1].

66%

of early-movers say IoT is now critical to competitive advantage[1].

Healthcare.

An ageing and growing population is weighing heavy on healthcare. But IoT is helping lessen the burden. It's allowing patients to be treated at home. Tracking assets and staff to help improve care and emergency response. And monitoring wellness to identify illness faster than ever.

82%

of healthcare companies say IoT allows them to automate or streamline back-office processes[1].

54%

of healthcare early-movers are using IoT to enrich products and services with information[1].
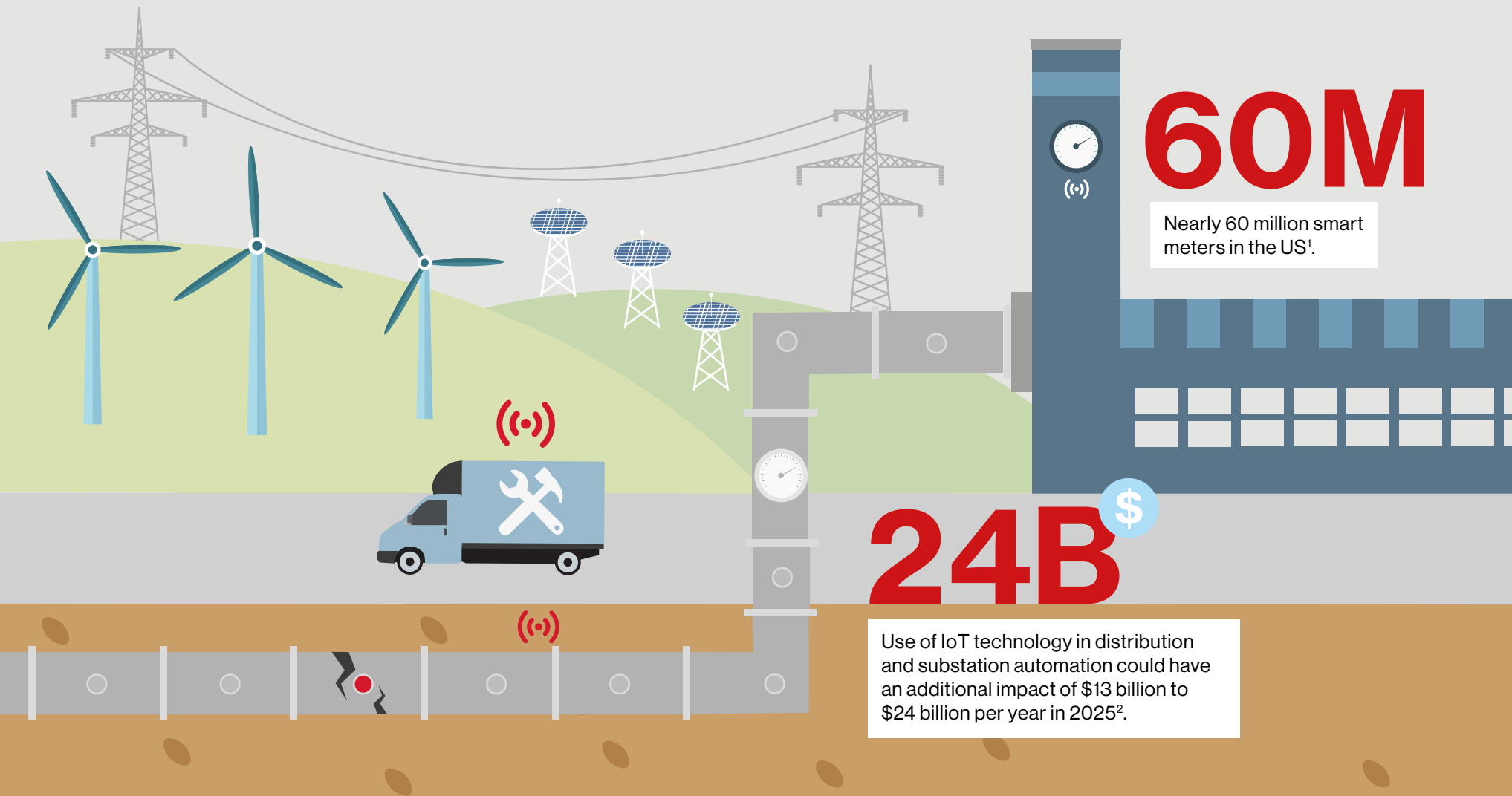
Case study: Owlet baby monitoring

The baby monitor market is dominated by video and audio devices that need to be consciously watched or listened to, or movement monitors that are prone to false alarms. Owlet is using IoT to change this and deliver peace of mind to parents around the world. The Owlet monitor uses pulse oximetry – a technology more commonly found in hospitals to measure the oxygen saturation of a patient's blood – designed to alert parents if their baby stops breathing. Via an independent base station, real-time monitoring is delivered to the parent's smartphone. And Owlet isn't stopping there; it's now seeking FDA clearance to create a medical version of the monitor.

Energy and utilities.

IoT is enabling energy providers to match rising demand with an increasing number of supply sources. It's integrating renewable sources to make power generation cleaner. And it's reducing downtime with near-real-time insight into asset condition.

60M

Nearly 60 million smart meters in the US[1].

24B$

Use of IoT technology in distribution and substation automation could have an additional impact of $13 billion to $24 billion per year in 2025[2].

Transportation and distribution.

IoT is taking track and trace to a whole new level. It's allowing shipments to be monitored for a variety of conditions – temperature, humidity, vibration, tilt – not just location. It's monitoring drivers and their equipment to keep everyone safe. And it's bringing driverless vehicles closer to reality.

83%

of early-movers in this sector are using IoT for improved visibility of operational performance and risks to allow better decision-making[1].

Case study: iHelmet motorcycle safety

iHelmet provides safety, convenience and situational awareness features to motorcyclists.
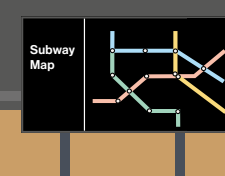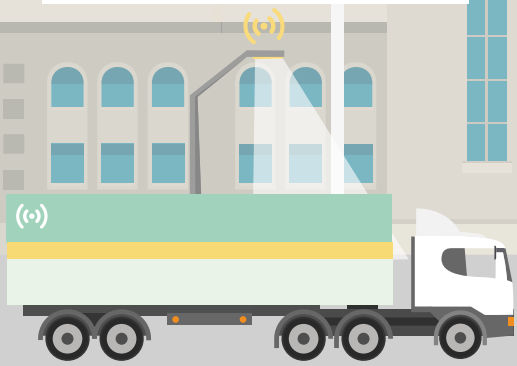
83%

of transportation and distribution early-movers say IoT is driving the creation of new business models[1].

86%

are using IoT to measure risks, protect company assets, and improve staff safety[1].

Case study: Pogo ride share

Pogo is a ride sharing app with a difference. It's designed specifically to connect parents and make car pooling easy, safe and reliable. It streamlines existing car pools with groups, messaging and notifications. And it creates new, trusted connections between ride sharers via peer reviews, tracking and customizable options. It's cutting congestion and helping busy parents in the smart city, which is why Pogo was crowned winner of the Transportation category of the Verizon 2015 Powerful Answers Award contest.
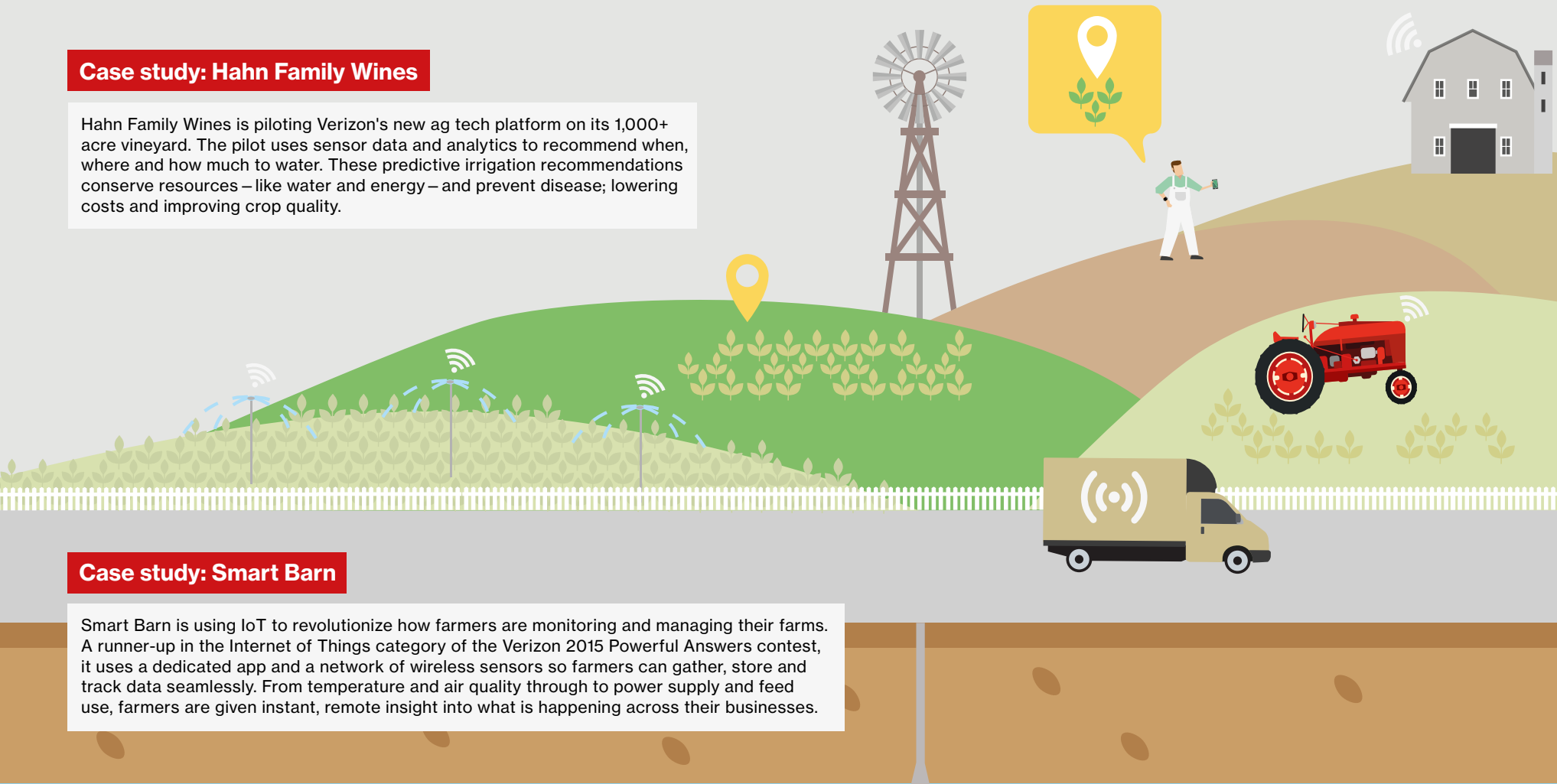
Subway Map

Ag tech.

Precision agriculture relies on IoT. It helps make seeding, irrigation and the application of chemicals more accurate. It monitors soil quality, wind speed and sunlight levels so farmers know exactly what's happening with their crops. And it saves resources and energy to lower costs and limit the impact on the environment.

Case study: Hahn Family Wines

Hahn Family Wines is piloting Verizon's new ag tech platform on its 1,000+ acre vineyard. The pilot uses sensor data and analytics to recommend when, where and how much to water. These predictive irrigation recommendations conserve resources — like water and energy — and prevent disease; lowering costs and improving crop quality.

Case study: Smart Barn

Smart Barn is using IoT to revolutionize how farmers are monitoring and managing their farms. A runner-up in the Internet of Things category of the Verizon 2015 Powerful Answers contest, it uses a dedicated app and a network of wireless sensors so farmers can gather, store and track data seamlessly. From temperature and air quality through to power supply and feed use, farmers are given instant, remote insight into what is happening across their businesses.

Smart communities.

Authorities have begun making their communities smarter. IoT is being used to help cut energy use, manage traffic, and improve citizen safety. It will help make life easier, cleaner, safer and more enjoyable for those who live in cities — over half the world's population.

81%
of early-movers in the public sector believe their citizens increasingly expect them to offer enhanced services using data from IoT[1].

76%
of public sector early-movers are using IoT to improve the visibility of operational performance and risks to allow better decision-making[1].

68%
of public sector early-movers are automating or streamlining back-office processes with IoT[1].

71%
of early-movers in the public sector say IoT allows them to measure risks, protect assets and improve staff safety[1].

Case study: Zizmos earthquake detection

Zizmos is helping make life safer in the smart community – that's why it won the Internet of Things category of the Verizon 2015 Powerful Answers contest. Zizmos utilizes a network of accelerometers to detect the first signs of an earthquake. If a quake's detected, warnings and hazard maps are sent to the smartphones of affected users. The alerts provide up to a minute's warning of an impending quake – enough time to seek safety or halt critical actions such as surgery.

Retail.

IoT is changing retail forever. It's personalizing the in-store experience with offers built on purchase and browsing history. It's making wayfinding easier. And it's providing unprecedented insight into buyer behavior, so retailers can delight customers across every channel.

89% of early-movers in this sector are gaining increased insight into customer preferences and behaviors from IoT[1].

77% of retailers are seeing IoT change the customers' experience[1].

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Receive 30% off your new VR headset, and earn 300 loyalty points.

300 points

BUY NOW

€6.99　$2.59
0.001　¥559

HOW DID WE DO?
Give us your feedback on your shopping experience and receive a 20% discount on your next purchase.

20% OFF

84% of retail early-movers in say their customers value exchanging information to improve their experience[1].

77% of early-movers in retail say IoT is creating opportunities to collaborate with new partners in delivering products/services to customers.[1]
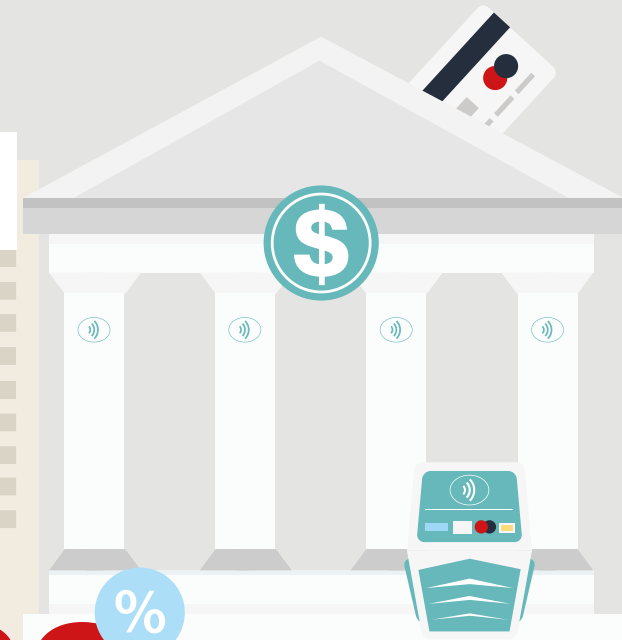
Financial services.

In the data-driven world of finance, IoT is helping to improve intelligence, reduce risk and deliver better digital experiences. It's enabling usage-based insurance premiums. Making credit profiling more accurate. And personalizing the retail banking experience with tailored offers and new products.

77%
of early-movers in financial services now view IoT as critical to competitive advantage[1].

77%
of financial services early-movers say IoT is providing opportunities to collaborate with new partners in delivering products and services to customers[1].

77%
of early-movers in this sector say their customers clearly understand the benefit and value of IoT[1].

$9/hr

83%
of early-movers in financial services say customer relationships are increasingly driven by ongoing service agreements rather than transactional product sales[1].