

Internet of things: What does it mean today



From smartwatches and fitness trackers to connected fridges and semi-autonomous cars, the internet of things (IoT)—a system of devices connected to each other via the Internet—is seeping into so many aspects of consumers' lives. Thanks to the rapid evolution of technology, more than half of new business processes and systems will incorporate IoT in some form by 2020.

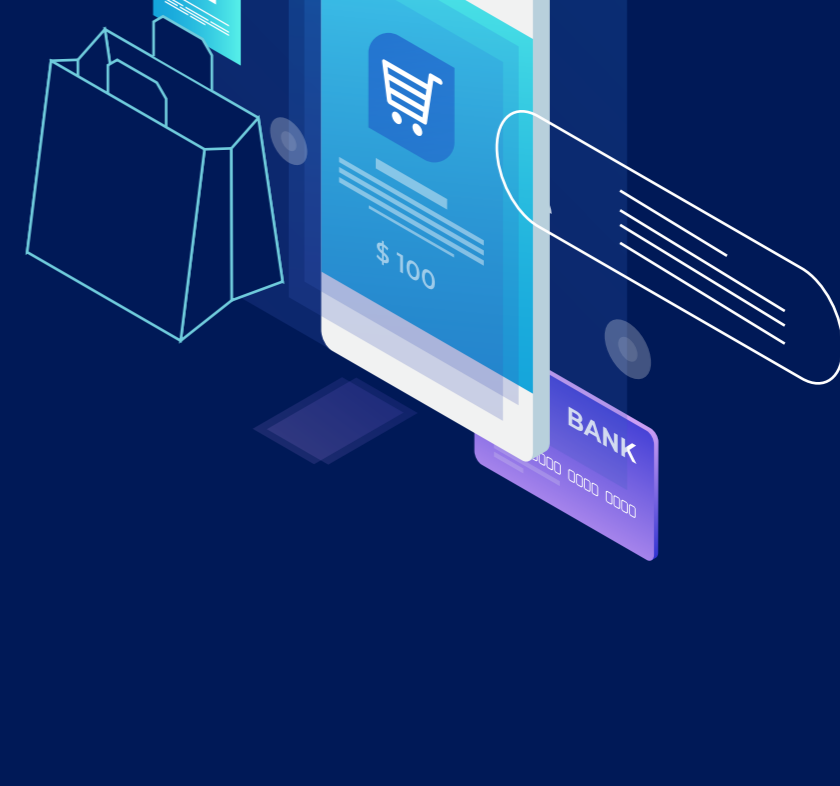
The impact of IoT on different industries

Estimated contribution of IoT by 2025



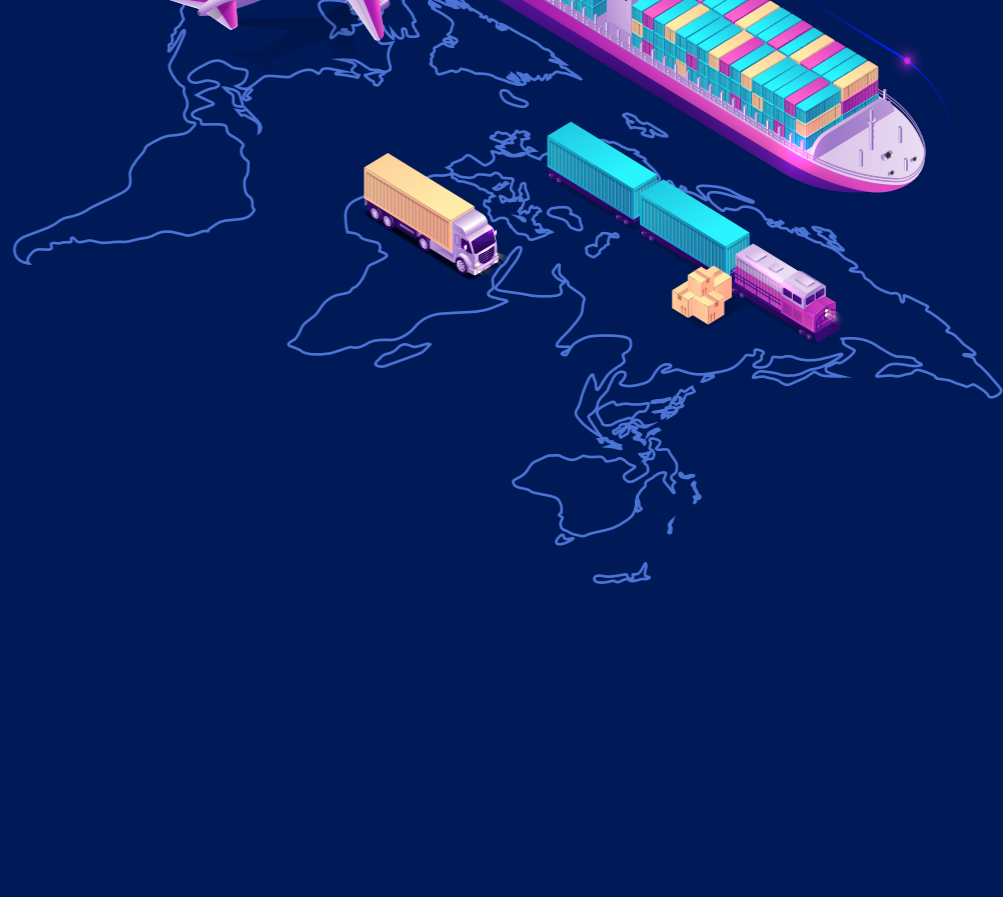
BFSI
\$1,111.3 billion

Retail
\$35.5 billion



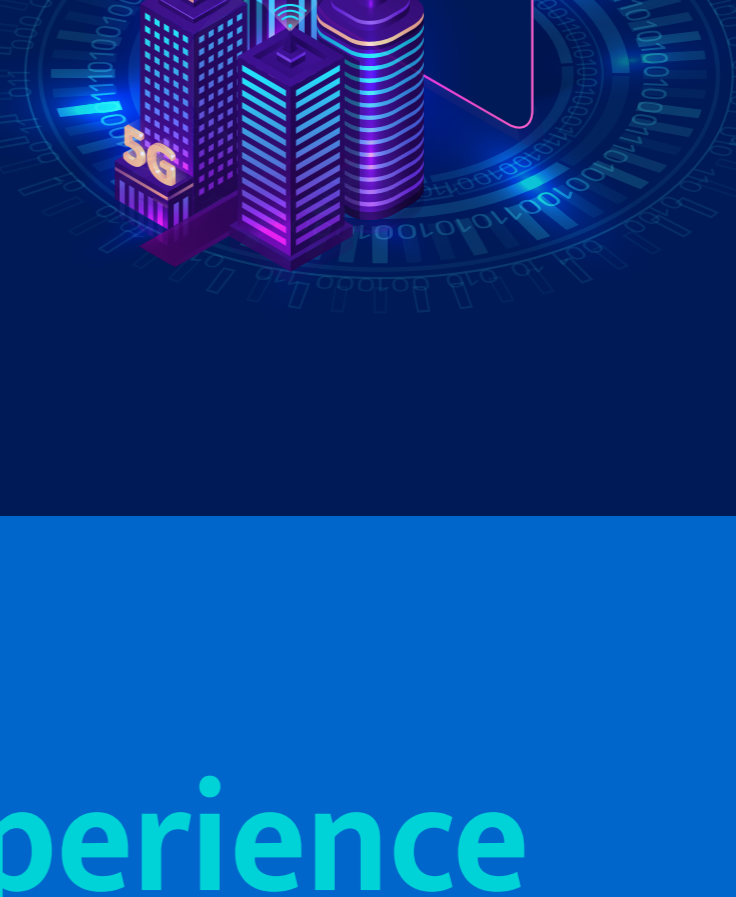
Healthcare
\$256.75 billion

Transportation
\$219.95 billion



Manufacturing
\$110.6 billion

Telecom
\$6.3 billion



Bring digital experience to life with IoT

IoT uses specialized hardware and software technologies to interact with the physical environment in real time to enhance the customer experience.

Application	Now	Future
<p>Smart homes</p>	Voice assistants, smart thermostat, fitness devices, smart kitchen appliances	Fully automated homes with faster decision-making processes and individualization
<p>Healthcare</p>	Robot-assisted surgeries, remote medical assistance, health monitoring, smart wearables	Dynamic systems with automated health-check meters and emergency response-time signalling to the family or hospital
<p>Transportation</p>	Autonomous vehicles capable of providing real-time insights on accident threats, weather and traffic conditions, and destinations	Smart vehicles with self-driven mechanism and automated maintenance alert systems
<p>Retail</p>	Automated checkouts, beacons, real-time location-based offer optimization, and smart stores	Smart shelves with self-management systems, robot assistants, automated billing and payment systems via NFC chips

How IoT elevates marketing performance



What you need to implement IoT

- **Appropriate hardware:** Interoperable devices that can generate and transfer data from the physical environment
- **Connected networks:** Efficient, secured network coverage to transmit data at a low latency rate with optimized power consumption
- **Edge intelligence:** Ability to process information at the edge where data originates to derive valuable insights
- **Technology and regulatory standards:** Compliance with industry-based standards for communication and network protocols, data aggregation, and data privacy
- **Intelligence and analytics:** Advanced technological infrastructure that can process a wide variety of information to deliver analytics
- **Smart actions:** The ability to contextualize communications based on insights from all the advanced interfaces in the ecosystem

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