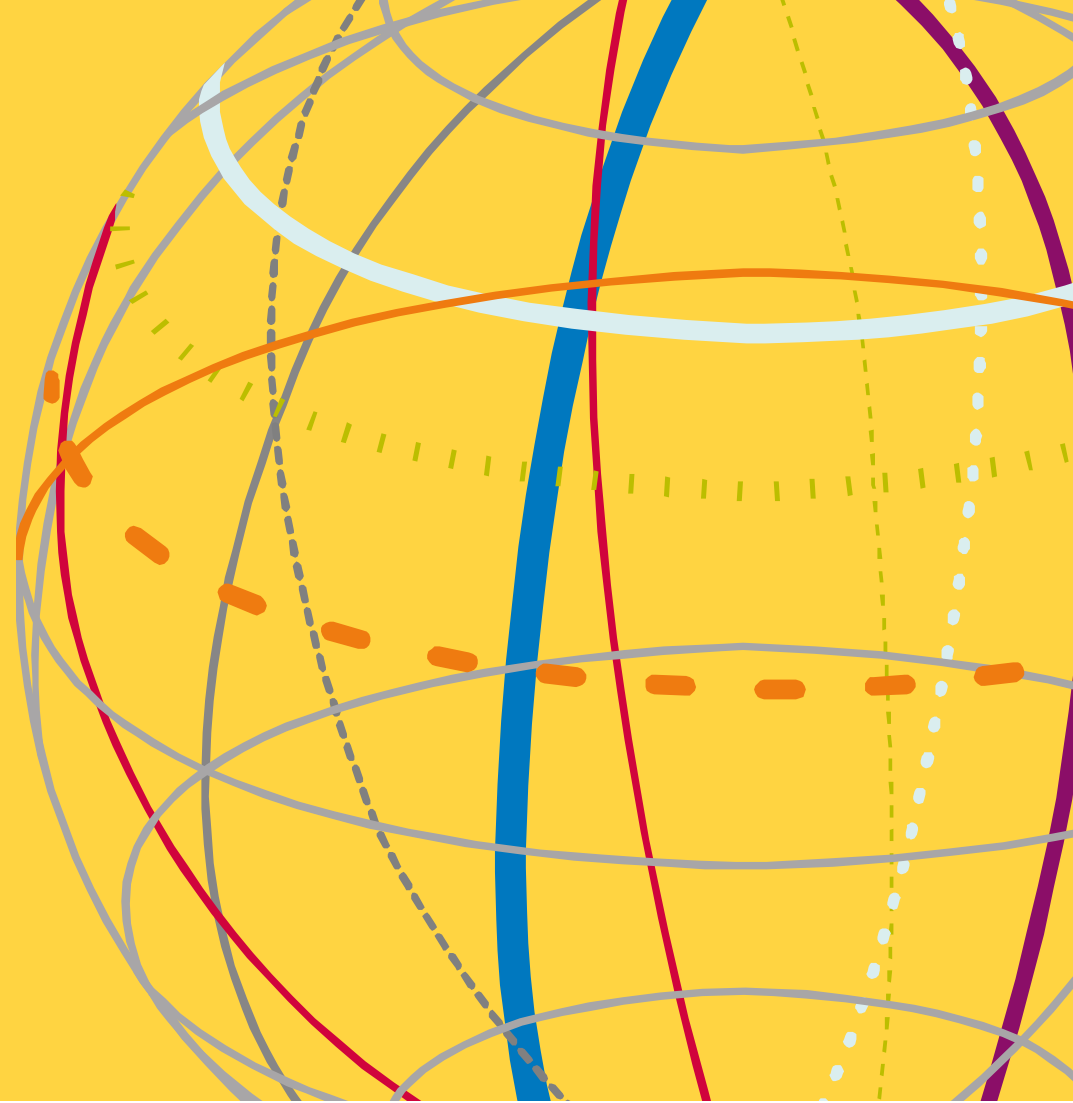


# FORRESTER CONSULTING INTERNET OF THINGS SURVEY - KEY FINDINGS



“Building Value from Visibility: 2012 Enterprise Internet of Things Adoption Outlook”



**SEE MORE. DO MORE.**

Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012

# SURVEY RESPONDENTS WERE PROVIDED WITH FOLLOWING DEFINITION OF THE “INTERNET OF THINGS”

## “INTERNET OF THINGS” DEFINITION:

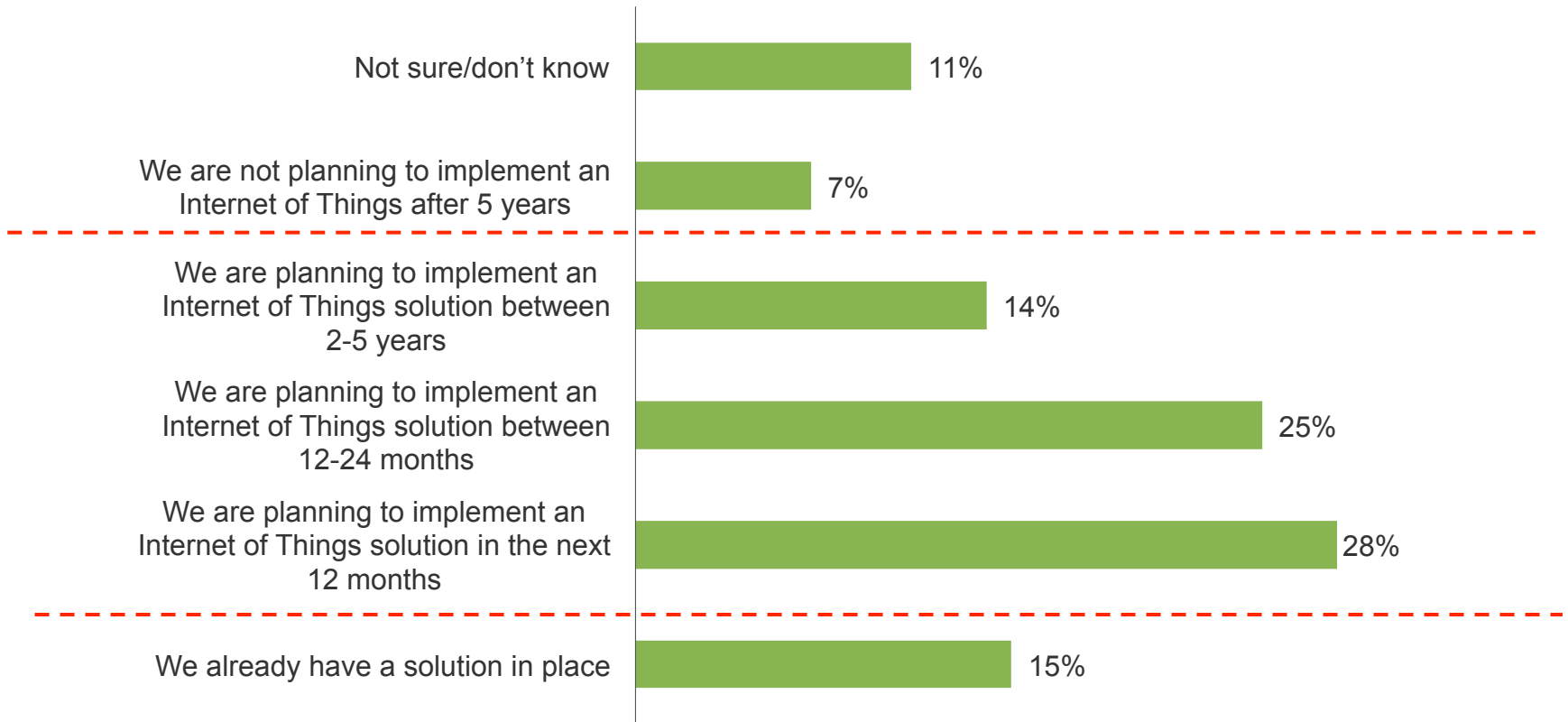
**Smart interconnected devices (e.g. RFID, sensors, etc.) that businesses use to get more visibility into the identification, location, and condition of products, assets, transactions, or people, to drive more effective, timely business decisions or to improve customer interactions**

- 85% of respondents completely or strongly agree with the provided definition of “Internet of Things”
- Over 70% of respondents have a positive perception of the term “Internet of Things”

Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012

# MOST FIRMS ARE IN THE EARLY STAGES OF “INTERNET OF THINGS” IMPLEMENTATION, BUT MANY PLAN FUTURE INITIATIVES

In the following timeframes, please indicate when you are most likely to implement an “Internet of Things” solution for your organization? (please select one)



Base: 646 Global enterprise IT decision makers

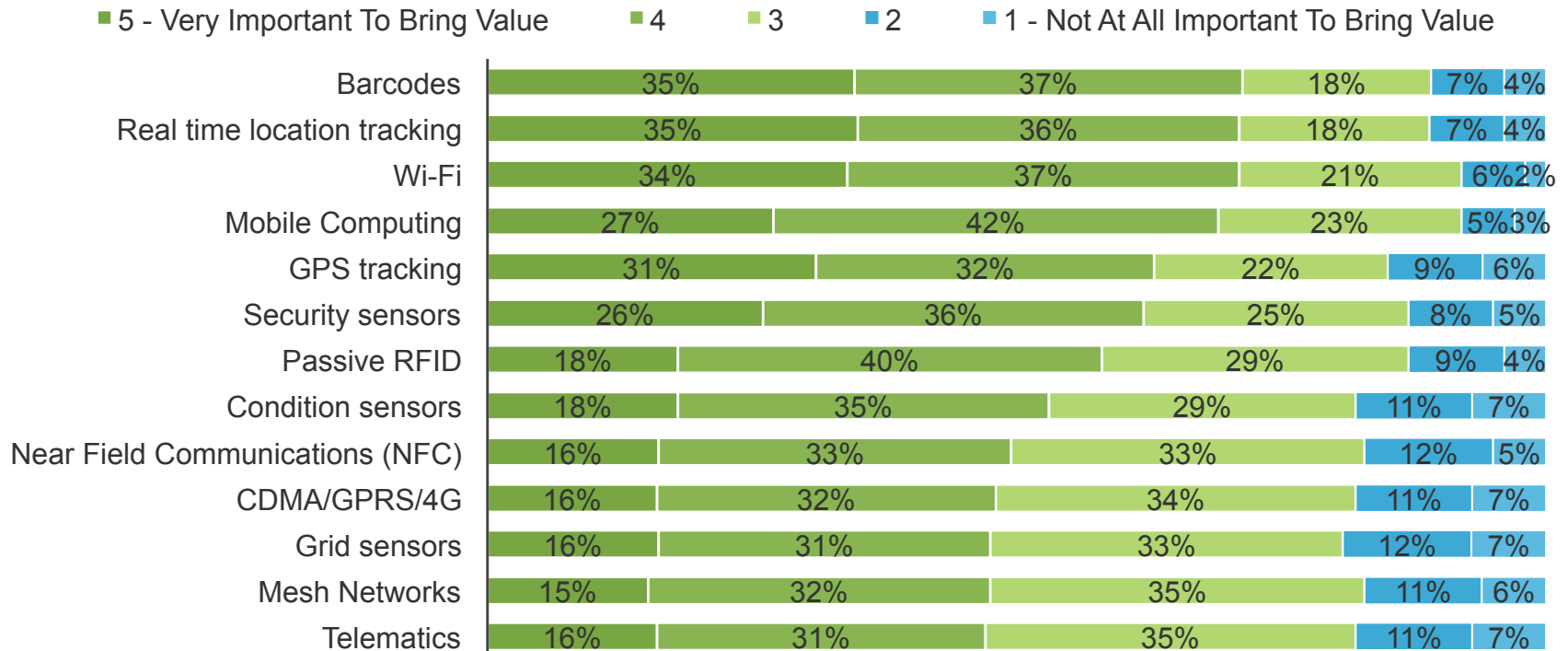
Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012



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# MANY DIFFERENT TYPES OF DEVICES ARE CONSIDERED VALUABLE TECHNOLOGIES TO ENABLING INTERNET OF THINGS SOLUTIONS

Thinking about your company, on a scale of 1 to 5, with 1 being not at all important to bring value and 5 being very important to bring value, please rate the following technologies on how necessary each is to enable Internet of Things solutions.



Base: 646 Global enterprise IT decision makers

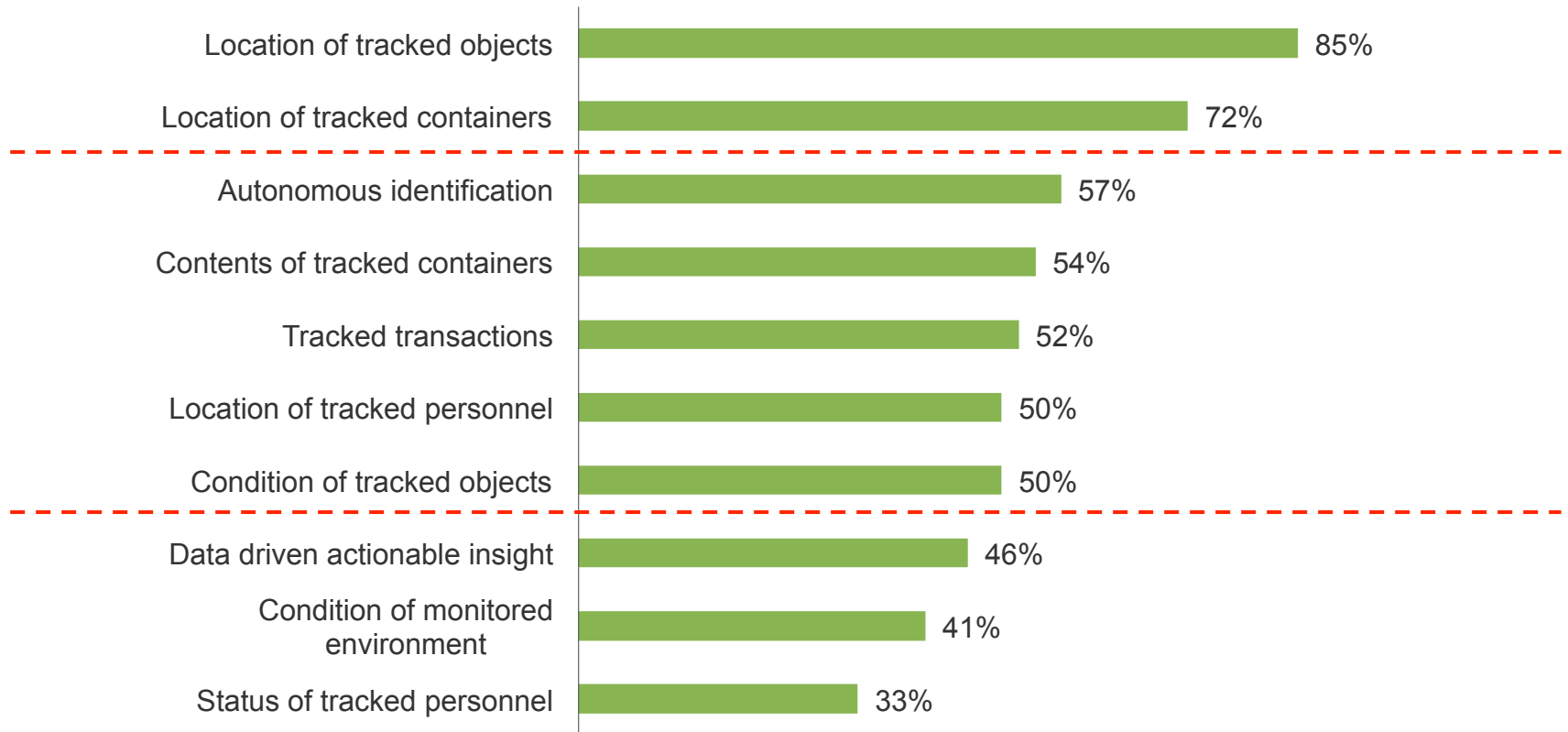
Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012



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# LOCATION OF TRACKED OBJECTS AND CONTAINERS ARE LEADING “INTERNET OF THINGS” FUNCTIONS

From your understanding of “Internet of Things” please select the functionality you believe it delivers.  
(Select all that apply)



Base: 646 Global enterprise IT decision makers

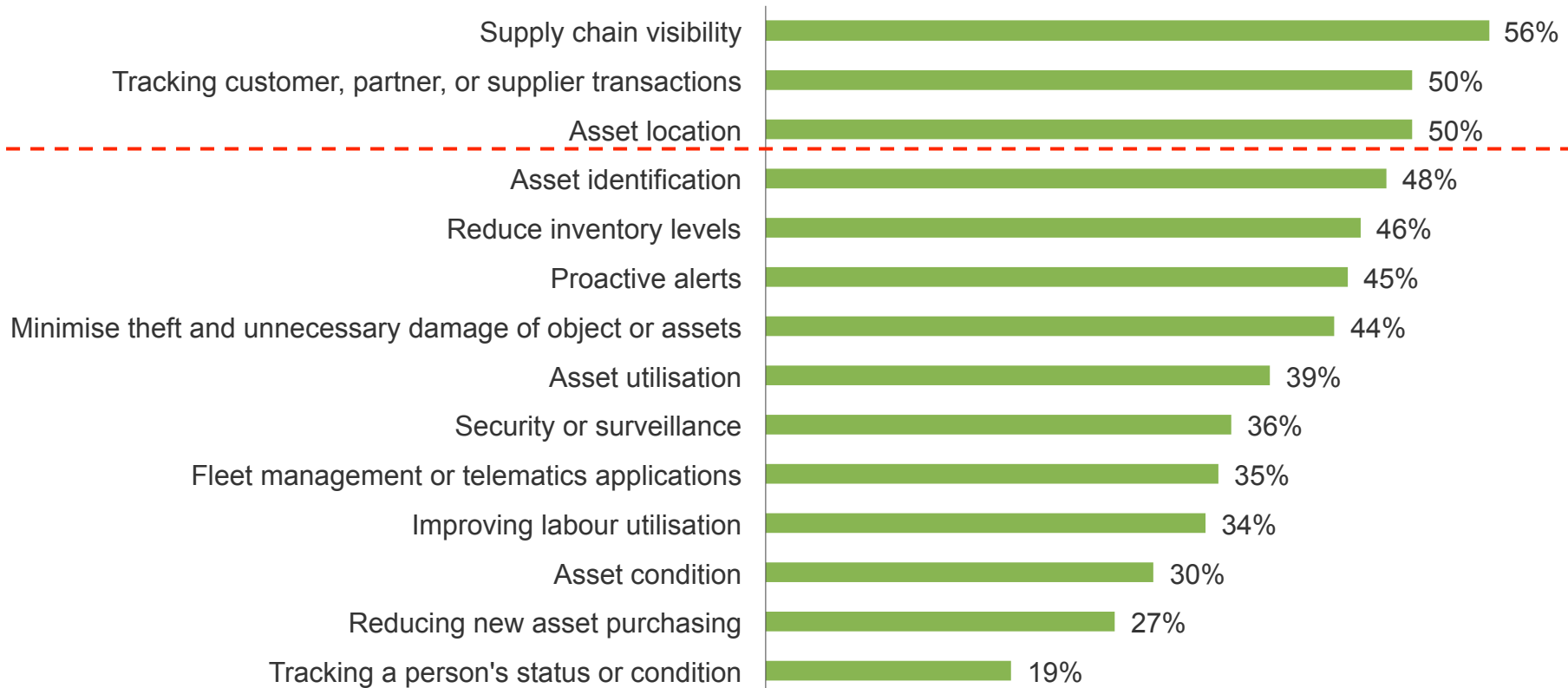
Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012



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# SUPPLY CHAIN VISIBILITY, TRANSACTION TRACKING AND ASSET LOCATION ARE ISSUES ADDRESSED BY IOT SOLUTIONS

Which of the following issues, if any, would your organization address by implementing Internet of Things solutions?



Base: 646 Global enterprise IT decision makers

Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012



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# A WIDE RANGE OF BENEFITS CAN BE ACHIEVED FROM “INTERNET OF THINGS” SOLUTION IMPLEMENTATION

What are the business benefits that can be achieved by implementing Internet of Things solutions?



Base: 646 Global enterprise IT decision makers

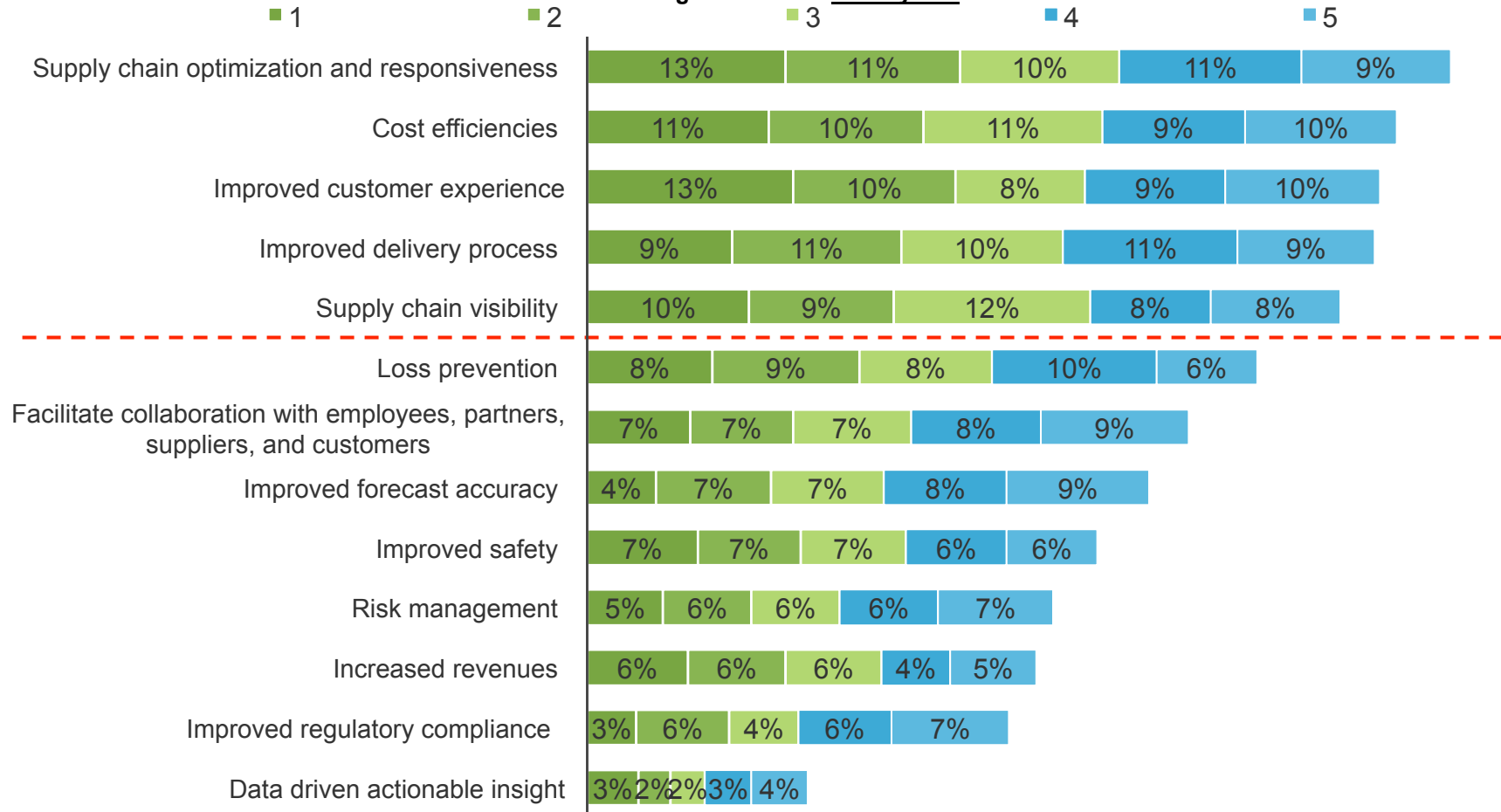
Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012



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# KEY BENEFITS INCLUDE SUPPLY CHAIN OPTIMIZATION, COST EFFICIENCIES, AND IMPROVING CUSTOMER EXPERIENCE

Based on the following definition, please select the top 5 categories in which your company will benefit from using the Internet of Things in the next 1 to 2 years?



Base: 646 Global enterprise IT decision makers

Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012

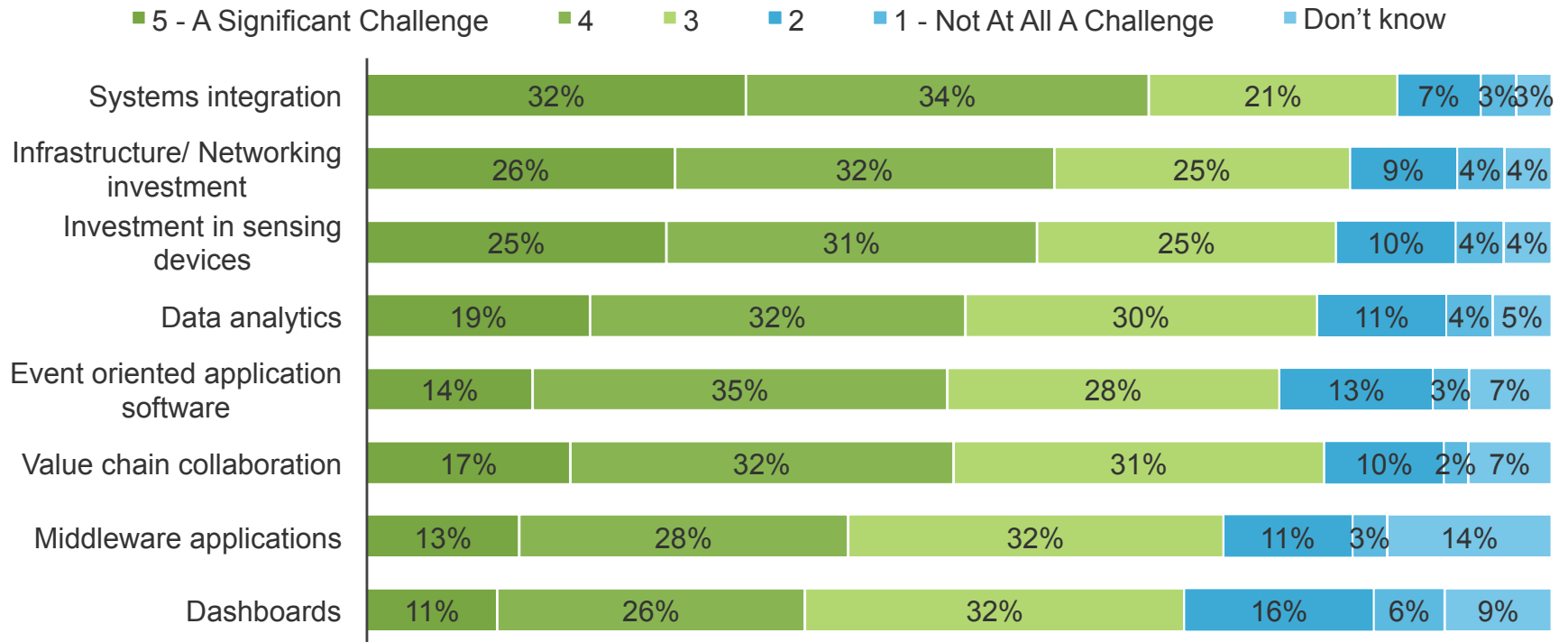


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# SYSTEM INTEGRATION, INFRASTRUCTURE, AND DEVICE INVESTMENT ARE TECHNICAL CHALLENGES TO IMPLEMENTATION

Looking at the technical implementation of an Internet of Things solution for your organization, on a scale of 1 to 5, with 1 being not at all a challenge and 5 being a significant challenge, please rate the following on how much of a challenge each will be for implementing an Internet of Things solution.



Base: 646 Global enterprise IT decision makers

Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012

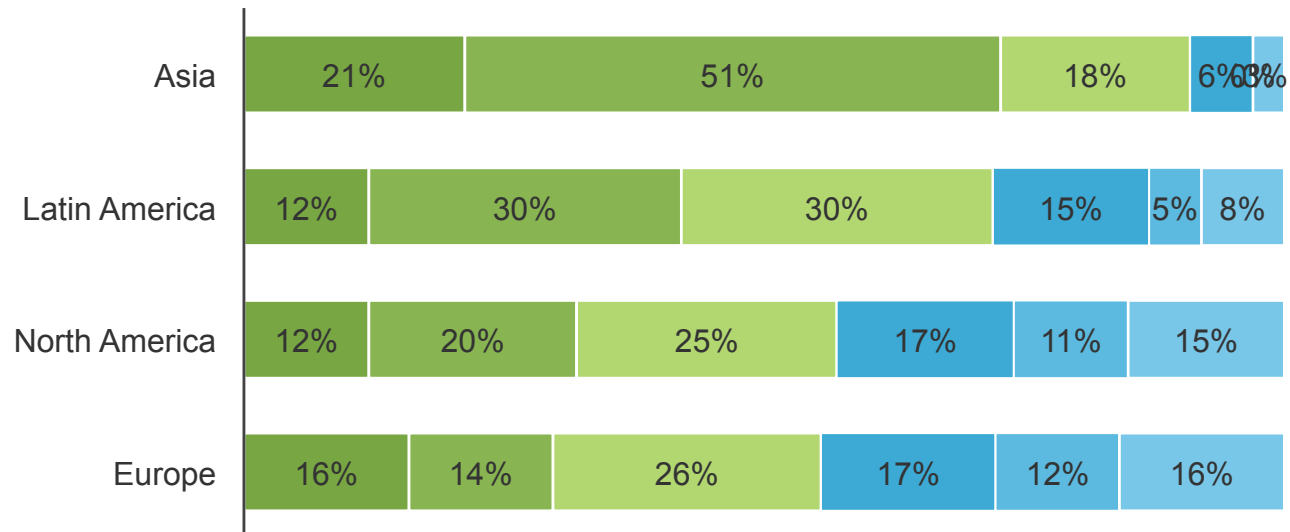


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# FIRMS IN ASIA AND LATIN AMERICA HAVE MORE AGGRESSIVE “INTERNET OF THINGS” IMPLEMENTATION TIMELINES

In the following timeframes, please indicate when you are most likely to implement an “Internet of Things” solution for your organization? (please select one)

- We already have a solution in place
- We are planning to implement an Internet of Things solution in the next 12 months
- We are planning to implement an Internet of Things solution between 12-24 months
- We are planning to implement an Internet of Things solution between 2-5 years
- We are not planning to implement an Internet of Things after 5 years
- Not sure/don't know



Base: 646 Global enterprise IT decision makers

Source: A commissioned study conducted by Forrester Consulting on behalf of Zebra, June, 2012



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