



IoT, IoT Everywhere...

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IoT is a revolutionary technology that has unlimited potential. The market is exploding with new products and services. Why then do we not see widespread deployment of such products and services?

About the author: Rajesh Abbi has over 25 years of experience in the telecom and networking industry, covering strategy consulting, product management, system architecture, and software development roles. Rajesh earned a master's degree in computer engineering from North Carolina State University and an MSc in physics and BE in electrical and electronics engineering from BITS Pilani, India. You can reach Rajesh at rajesh.abbi@duketechsolutions.com



Background

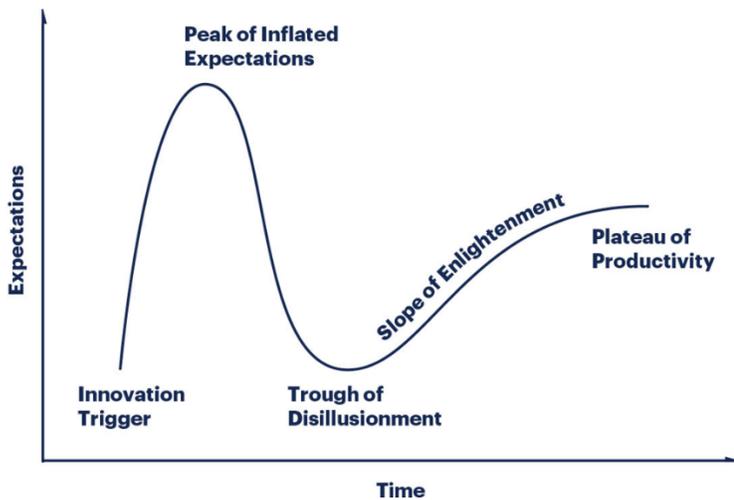
The Internet-of-Things (IoT) market is growing by leaps and bounds – with billions of devices deployed and with a market size of over \$150 B. But looking at the current MSO play in this space, one wouldn't know that.

The "Smart Home" revolution started a few years with the advent of new IoT technologies promising to automate just about everything in the home from security systems, to thermostats, to lights and fans. MSOs – who already dominated the communication and entertainment space in the homes – saw an easy opportunity to expand into this new space and "own the home".

Many years have passed now, and the MSOs are nowhere close to their dream of owning the smart homes. It seems IoT is everywhere, but barely in most MSOs portfolios. So, what happened?

The Hype Cycle

IoT is a relatively new technology. The IoT market is following the typical lifecycle of any new technology illustrated beautifully by the [Gartner Hype Cycle](#) (see chart below).



With the introduction of any new technology the market explodes with anticipation of unlimited possibilities. It's a proverbial "gold rush". This is illustrated by the "Peak of Inflated Expectations" in the chart.

IoT has applications in just about every sphere of human existence – so the possibilities here are endless. No wonder almost every business out there is exploring IoT possibilities. The market today is teeming with new IoT products and services promising to revolutionize our lives. The expectations are huge.

The Reality

The market today has a vast array of IoT products and services vying for the consumers pocketbook. But that is precisely the problem. Every product or service promises to make life easier for their user - but in reality - most products and services offered today are just that – promises. Many products available today are simple prototypes that provide some basic capability to attract customers. While consumers have many choices, it often leaves them paralyzed. Most products and services do not interoperate. Most have serious security flaws. Many are hard to use and only the tech-savvy consumers can use them. No wonder, therefore, widespread adoption of these products and services is severely lagging.

In the product lifecycle chart above, this is illustrated by the "Trough of Disillusionment". But before we despair – there is hope.

Where to Next?

The industry is beginning to understand many of the challenges facing IoT adoption and efforts are under way to resolve these. Various standards organizations are trying to consolidate their work and develop interoperability specifications. Product and service vendors are refining their early prototypes to produce versions that are more usable and secure. They are also expanding their portfolios to include support and interoperability with additional products and services out there. This represents the "Slope of Enlightenment" in the chart above. Just like the slope, this work will be slow and painful. But ultimately it will bear fruit in the form of the "Plateau of Productivity". Till then, hang tight to the dream of an interconnected future.

What is the problem?

IoT is a revolutionary technology that has unlimited potential. The market is exploding with new products and services. Why then do we not see widespread deployment of such products and services?

Key Takeaways

- IoT is still relatively immature
- It is facing growing pains
- That is limiting adoption
- Current issues are being resolved
- Future of IoT is still bright

