Channel Guide to IoT and M2M 2017

Deadline for Submissions: **24ᵗʰ March 2017**

Introduction

The IoT (Internet of Things) has been heralded as the next major revenue source for the Channel by many of the industry's mouth pieces. To now, the Channel has been hesitant to jump in and get involved in an area which they are not familiar with. However, as the opportunities start to become clearer and the propositions emerge the Channel is now starting to wake up to IoT.

The guide will focus broadly on the following areas: We will be looking to interview and accept comment from a range of suppliers and vendors which operate across the IoT value chain:

BUSINESS BENEFITS – For IoT to work in the Channel there has to be a clear business benefit. Here, will look at defining that benefit and quantifying it with real world examples. In this section we will be looking at IoT platforms, alongside data analytics, and how extracting data from solutions has changed how businesses are approaching their chosen markets.

THE VALUE CHAIN – Where is the money in IoT? The IoT value chain is complex and it is important that resellers understand where the money is and how it flows between each part of the chain. From this point it then becomes clear whether IoT is a viable option for a reseller and if so, where they should be concentrating their efforts to maximise their revenues in this area.

THE SOLUTIONS – How do you build an IoT solution for your market? Here, we will take a look at what kind of solutions are doing well for the Channel which are pre-packaged and ready for resellers to sell. We will also attempt to look at those solutions that resellers have managed to sell that are more bespoke and angled to a customer's specific needs.

SELLING IOT – How do you sell IoT? In this section we will address challenges and solutions to selling IoT to customers. There is little chance of success after on boarding an IoT product but then not adjusting your sales commission structures or training your staff appropriately. So what should resellers be implementing into their business to ensure their foray into IoT is a success from the get-go?

TRENDS/ FUTURE – The predictions in the IoT market keep coming thick and fast but which trends are likely to affect the Channel the most? In this section we will look to analyse current market trends and take a look at the horizon to see where resellers should be looking to capitalise.

We will be accepting: case studies, by-lines, insights, opinion pieces (particularly from resellers, VARS and SI's)

CONTACT: For interview opportunities and all other content enquiries please contact **David Dungay**

Email - david@commsbusiness.co.uk

Tel - 01892 559398 or 07889184186