The IoT Software Market and OEM Ecosystem: Opportunities, Challenges, and Forecast 2015 - 2020

Description: The Internet of Things (IoT) will be a driver of substantial software development in infrastructure, platforms, devices, security, applications and services. Original Equipment Manufacturer (OEM) represents an important go-to-market aspect of IoT for early distribution and as a value-add to IoT product capabilities and/or service offerings. IoT also raises Importance of Value-added Resellers (VAR), Systems Integrators (SI), and Independent Software Vendors (ISV).

Most of the products for both hardware and software in IoT will be OEM, meaning that it is developed or built to integrate/embed into infrastructure, device, product and/or service or to extend an IoT enabled product/service portfolio. In 2015, software developers for IoT will have generated revenue of roughly $197 billion through platforms, APIs, applications, controlling systems, security solutions, management and operations. Substantial growth is anticipated through the year 2020.

Target Audience:
- OEM software developers
- IoT service and app developers
- Network operators and other CSPs
- Big Data and data management companies
- IoT software, platform, and infrastructure providers
- ISV, SI, and VAR channels for software implementation

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