simetric.

Drowning in information
How to manage the flood of IoT data and save money
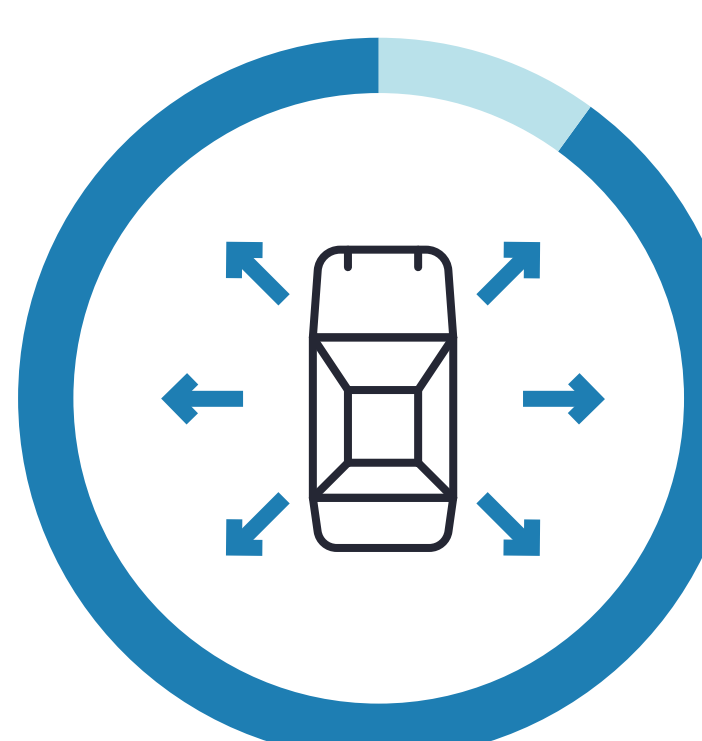
IoT is growing exponentially

127 new devices connecting to the Internet every second[1]

THAT'S A FLOOD OF ACTIVITY ON THE HORIZON

35 billion IoT devices active worldwide by 2021[2]

152,000 IoT devices connecting every minute by 2025[3]

41.6 billion global internet-connected devices in 2025[4]

94% of businesses will be using IoT by the end of 2021[1]

90% of cars will be connected to the web and generating data[2]

5.5 BILLION
cellular IoT connections will be installed[5]

A rising tide of information is headed your way

Need some perspective?

The amount of data these IoT devices will generate is

800 Zettabytes[6]

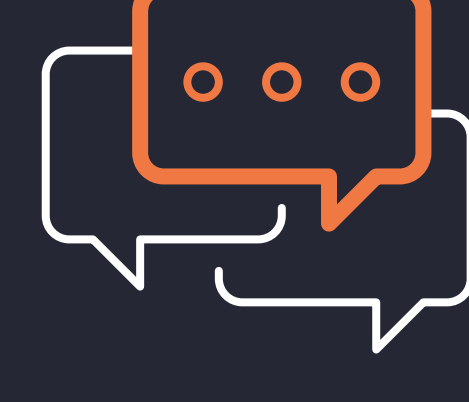One zettabyte $= 10^{21}$ (1,000,000,000,000,000,000,000 bytes)

OR

1 SEXTILLION BYTES	1 TRILLION GIGABYTES	1 BILLION TERABYTES	1,000 EXABYTES

It's an unprecedented volume and variety of data that's bound to stir up a lot of questions.

1. Who's going to manage this flood of information?
2. With this wave of data, how do I keep operations and costs predictable?
3. What's the operational cost of not managing IoT data?
4. How can I monitor a sea of different devices and platforms?

Unmanaged data can sink your budget. Managed data can save you up to **50%**

OPERATIONAL EXPENSE COSTS*

	Unmanaged ✕	Managed ✓
NETWORK COMMUNICATION	$900k	$630k
ADMINISTRATION LABOR	$3.3 million	$1.8 million
TECH SUPPORT	$726k	$205k
ANNUAL COST	$5 million	$2.6 million

Based on managing 100,000 devices

Surge ahead! Anomalies lurking in your network can cost a fortune

CUSTOMERS USING SIMETRIC DISCOVERED DEVICE ANOMALIES COSTING THOUSANDS

$60,000
Sudden foreign roaming charge (one weekend!)

$80,000
Un-regulated device usage

$50,000
Rogue device behavior

$30,000
1.6M SMSs sent after firmware update

$65,000
300k devices connecting once every 20 seconds vs once a day

$3,000
Fraud — 5 SIMs removed from devices and put into iPads

Grab on to this

Simetric helps you rise above this sea of information by simplifying complex data streams from large-scale, connected devices into a single-pane format you can access, understand, and act on with ease.

Rise to the top with real-time, actionable insights that help you avoid unnecessary expenses

Operate efficiently by automating cost management and data usage across devices and carriers

Optimize operations by ensuring all devices are active and being used properly

Save money by quickly establishing and fixing problems in real time

Invest in budget and performance predictability

Discover the value of having unprecedented insight into your IoT ecosystem.

Schedule a demo today at simetric.com

simetric.

[1] https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/unlocking-value-from-iot-connectivity-six-considerations-for-choosing-a-provider
[2] https://securitytoday.com/articles/2020/01/13/the-iot-rundown-for-2020.aspx
[3] https://www.forbes.com/sites/michaelpatrickkoteras/2021/05/03/03/10200-smart-devices-every-minute-in-2025-iot-outlines-the-future-of-smart-things/?sh=6d6d8284e669
[4] https://www.forbes.com/sites/forbestehcouncil/2020/05/20/why-now-is-the-time-for-industry-to-unlock-the-full-potential-of-iot/?sh=10fb4fc7586f
[5] https://www.whoisnewsretail.com/84-percent-businesses-will-use-iot-end-2021-according-microsoft-report/:~:text=Microsoft%20releases%20its%20new%20IoT%20angh%29Sialbrt%20oworker%20into%20IoT
[6] https://www.vecteap.com/blog/iot-statistics
[7] cloudgear.com: The Hidden Costs of Delivering IoT Services