

How can we develop an IoT remote monitoring strategy and what benefits would it bring?



What the study involved

Our client is a global provider of manufacturing and processing equipment to companies in the food and beverage, chemicals and industrial sectors. They were developing an IoT remote monitoring strategy, a process which we were called in to support.

Technologies

- IoT (sensors, cloud architecture, data analytics)
- Voice of the customer (VOC) interviews
- Competitor analysis
- Value proposition development
- Portfolio prioritisation
- Technology roadmapping
- Development of proof of value

Domain expertise

- Food and beverage
- Chemicals
- Industrial



Our client asked:

Our brief was to support and challenge our client's strategy work and to develop a proof of value that would demonstrate to senior management the benefits they could expect.

Many of the company's ~20 product lines are leaders in their field, but our client was not an early adopter of IoT and was facing growing competition from larger players who were promoting remote monitoring and preventative maintenance services.

Senior management had given the R&D team responsibility for developing an IoT strategy and technology roadmap.

The project story:

Our primary aim was to understand how IoT could best create value for customers – improving machine uptime or optimising performance, for example.

We used this analysis to develop high-level value propositions, which we prioritized by assessing market potential, competitive landscape, strategic importance to client and ease of execution.

In parallel, our technology team developed a high-level technology architecture and roadmap – backed up by a proof of value to demonstrate how propositions would work in practice.

Results: deliverables and outcomes

Our client had strong strategic and commercial expertise but was new to the world of remote monitoring and IoT.

Our role was to help them navigate this space, creating a clear strategy and roadmap around which multiple stakeholders could align.

Our technical expertise – and IoT experience – ensured the client had confidence in our proposed plans, again enabling the organisation to align behind a single coherent technology vision.

This work provided a first step in a longer journey and we continue to provide technology support. The long-term goal is for the client to take full ownership of the process.

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