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

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Report in a Nutshell

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 value-addition 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.

This research publication, "The IoT Software Market and OEM Ecosystem: Opportunities, Challenges, and Forecast 2015 – 2020", identifies opportunities for software in IoT including Other Equipment Manufacturers (OEM) providers. We also evaluate the market opportunities and outlook for OEM channels and quantify the markets and business for IoT software. The report includes detailed forecasts for 2015 to 2020. All purchases of our reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

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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