

DO THE RIGHT THING WHEN IT COMES TO IOT DEVELOPMENT STRATEGIES

Aberdeen research has shown that businesses actively developing for the Internet of Things and utilizing effective integrations have the most capabilities and see the greatest benefits with their IoT deployments.

Organizations developing solutions for the IoT are:

65% more likely to see improved SLA compliance

45% more likely to have a dedicated platform for analysis of IoT data

40% more likely to see improved customer retention

35% more likely to integrate IoT data with their business-critical systems

28% more likely to see increased revenue

as compared to All Others.

➔ [Read the full report: How Leaders Are Effectively Building Applications and Services to Succeed with the Internet of Things, March 2017, Aberdeen Group](#)

The bottom line: Businesses that use application and integration development tools with the Internet of Things are more likely to leverage processes and capabilities to help them better understand and manage their IoT investment — with clear benefits in reliability, revenue, and customer satisfaction.