



Mid-market 60-second survey results: April 2016

Deloitte Growth Enterprise Services regularly conducts brief, anonymous online surveys designed to assess the views of mid-market professionals on business trends — this time on the Internet of Things. This survey was conducted in April 2016, with 260 respondents.

How would you describe your company's level of IoT engagement?

Mature (effective integration of IoT into business operations)

4.6%

Building (in the integration phase)

18.5%

Experimenting (pilot projects started or being planned)

22.7%

Investigating (interested in the potential of IoT applications)

27.7%

Waiting (no action taken yet)

18.1%

No action planned (not relevant to our business strategy)

8.5%

Which of the following IoT capabilities is most relevant to your company's operations?

Management of identities, privileges, access and trust

30.0%

Supply chain and operation innovation

21.2%

Monetizing and managing emerging technologies to spur new business growth

18.5%

Development and expansion of new business models

15.4%

Not applicable/None of the above

15.0%

How likely is it that IoT will have an impact on your business in the next 12 months?

Very likely

20.0%

Quite likely

19.6%

Somewhat likely

31.2%

Not likely

19.6%

Highly unlikely

9.6%

Which of the following technology-related trends have the greatest potential to produce productivity gains for your company? (#1 ranked choices shown)

Analytics	28.9%
Information security (cyber intelligence)	15.8%
Mobility	9.6%
Predictive analytics	9.2%
Big data	8.9%
Digital and social strategy	7.3%
Cloud computing	6.2%
Sales force automation	6.2%
Cloud ERP	3.5%
3D printing (additive manufacturing)	1.9%
Internet of Things (IoT)	1.5%
Wearable technologies	0.4%
None of the above	0.8%