Title of Webinar: **IoT Series [Ep.2]: Current State – Maturity & Success**

Presenter: **Johna Till Johnson, CEO & Founder, Nemertes Research**

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Reviewed by: **Miyoba F Sichimwi**

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Purpose and Hypothesis

The purpose of the webinar was to raise awareness of the application, success and maturity of Internet of Things (IoT) in different types of Industry, the presentation was reporting on a research study conducted by an Advisory and Research company called Nemertes Research.

The methodology applied for the collection of data in this research was interviews and surveys of employees of the sampled companies, which belong to different industries, categorized by their revenue around the world. Most of the respondents were in traditional Information Technology companies and Industrial related companies.

The question: what the importance of IoT to the organisation and why would implement IoT for their organisations?

Hypothesis: How do people perceive IoT for their organisation, how they would be affected by IoT, and if the thought IoT was critical.

The research question and objective was very clear and well formulated. The selection of companies might have been conducted better than looking at the revenue, I would have preferred a random sample of say the Fortune 500. This would have eliminated any bias in selecting a company completely.

Research Finding

1. Most of the companies sampled were in the Proof of Concept (POC) phase of IoT implementation and there was a considerable intetrest in the technology.
2. The reason for IoT interest or implementation was the following; drive revenue, reduce of doing business and improve business processes.
3. The employee perception about IoT was different to what the research company had earlier conceived, actually the employees of these companies implementing IoT were embracing new technology such as IoT, and sceptical as earlier perceived by the research team.

4. The companies that adopted IoT were using them for Asset tracking and management, system health monitoring and living health monitoring, mostly, and;
5. The reason for adoption was firstly, senior executives found a need for IoT, secondly; the company found a need but has financial constraints, among other reasons.

Quality and Presentation

The procedures for the research study have been presented well enough to enable the audience like to duplicate the presentation. All the necessary tasks were carried out to the best ability considering the major task of researching a large number of companies in such a short period of time.

I was satisfied with the statistical presentation as most of the graphs were very easy to interpret as exhibited with the sample slides, I included in this critique.

I did not find any repetition of data, so the presentation was very well articulated.

Relevance and Importance

The discussion that resulted into this research study is relevant and important, considering that the Fourth Industrial Revolution (I.R 4.0) has brought some transformation in any type of industry. This transformation has either created opportunities for both the organisation and employees or reduced chances of survival. A technology such Internet of Things (IoT) has disrupted business in an unprecedented manner. This discussion is continuing and further such research will have to be conducted in future.

Underlying Assumptions:

The presenter admitted to having underlying assumptions, especially that the employees of the companies implementing IoT would be very sceptical of the introduction of the technology, however, this was not the case , under the slide entitled "Existential Importance of IoT" shows that most employees appreciate IoT by rating how critical the technology is to the business.

Conclusion

Researchers must always clear themselves of any perception before any research study to ensure that they are influenced into certain line of thinking. This is very important for the objectivity of the research study.

I would suggest that in future another method of sampling should be used. And the defining of the population should be taken from an already established group of companies such as Fortune 500, Listed companies, etc. A random sample should be

picked from such a list using a random sampling method to ensure that all companies stand an equal chance of being picked.

Additional Information

There is sufficient information for this particular research study and can be found on the link below:

https://www.brighttalk.com/webcast/288/324601?utm_campaign=knowledge-feed&utm_source=brighttalk-portal&utm_medium=web