

# **AIoT Platforms Market by Offering (Solutions (Device Management, Application Management, Connectivity Management) and Services), Vertical (Manufacturing, Healthcare, Retail) and Region - Global Forecast to 2028**

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## **Abstracts**

The AIoT platforms market is estimated at USD 5.0 billion in 2023 and is projected to reach USD 24.9 billion by 2028, at a CAGR of 37.7% from 2023 to 2028. The presence of various key players in the ecosystem has led to competitive and diverse market. Government initiatives to establish smart cities is expected to drive the adoption of the AIoT platforms market in the future.

“By Solutions, device management segment to hold the largest market size during the forecast period”

The device management platform assists organizations in managing, tracking, securing, and sustaining the abundant devices that are used in the organization. It also helps in managing devices' content, and configuration; and assists in policy and compliance management. The policy and compliance management feature of the device management platform helps enforce corporate policies on the devices used so as to ensure the required level of security. The configuration management feature of the device management platform helps in configuring new devices to the system and regularly monitoring the system. In June 2022, SmartCow launched FleetTrackr, an AIoT device management platform for central management of edge AI systems to simplify deployment. This platform enables administrators to safely and completely provision, manage, check on, and upgrade thousands of devices.

Based on services, the support and maintenance services is expected to register the

fastest growth rate during the forecast period.

Support and maintenance services involve the assistance provided to the installed software. These services are offered by third-party service providers as well as vendors, who facilitate clients to upgrade and maintain their AI-based IoT ecosystem post-implementation. Support and maintenance include providing upgradations to AIoT platforms and assistance for solving issues in products, among other functions. As the number of AIoT deployment increases, the demand for support and maintenance services is also expected to increase. Vendors, such as GE and PTC, offer support services to enterprises in the market.

“Asia Pacific to register the highest growth rate during the forecast period”

Asia Pacific comprises nations with rapid technological development, such as China, Japan, and India. Asia Pacific is home to several developing countries that are experiencing rapid urbanization. This offers enormous business opportunities for AIoT platforms vendors even while presenting grave challenges for sustainable development. Verticals, such as transportation and mobility, energy and utilities, and healthcare and life sciences, are expected to adopt AIoT platforms and software solutions and services at the highest rate in the region.

#### Breakdown of primaries

The study contains insights from various industry experts, ranging from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 40%, and Tier 3 – 25%

By Designation: C-level – 35%, D-level – 25%, and Others – 40%

By Region: North America – 30%, Europe – 35%, Asia Pacific – 25%, Middle East- 5%, and Latin America-5%.

The major players in the AIoT platforms market are IBM (US), Sharp Global (Japan), Google (US), AWS (US), Microsoft (US), Oracle (US), HPE (US), Cisco (US), Intel (US), Tencent Cloud (China), NXP (Netherlands), SAS (US), Hitachi (Japan), SAP (Germany), AxiomTek (Taiwan), Autoplant Systems India Pvt. Ltd. (India), Williot (Israel), Cognosos (US), Relayr (US), Terminus Group (China), Semifive (South Korea),

Uptake (Chicago), Falconry (US), and Sightmachine (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches and product enhancements, and acquisitions to expand their footprint in the AIoT platforms market.

## Research Coverage

The market study covers the AIoT platforms market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offerings (solutions, services), vertical and region. The study further includes an in-depth competitive analysis of the leading market players, along with their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

## Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the global AIoT platforms market and its subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and to plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (edge-computing-powered artificial intelligence of things, integration of ai-based solutions in iot projects, reduced maintenance cost and downtime), restraints (lack of skilled workforce, security and compatibility issues), opportunities (real-time operational decision-making, increasing investments in iot), and challenges (data security and privacy issues, maintenance and update issues) influencing the growth of the AIoT platforms market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AIoT platforms market. Market Development: Comprehensive information about lucrative markets – the report analyses the AIoT platforms market across varied regions Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AIoT platforms market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players

like IBM (US), Sharp Global (Japan), Google (US), AWS (US), Microsoft (US), Oracle (US), HPE (US), Cisco (US), Intel (US), Tencent Cloud (China), NXP (Netherlands), SAS (US), Hitachi (Japan), SAP (Germany), AxiomTek (Taiwan), Autoplant Systems India Pvt. Ltd. (India), Williot (Israel), Cognosos (US), Relayr (US), Terminus Group (China), Semifive (South Korea), Uptake (Chicago), Falconry (US), and Sightmachine (US).

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\*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Key strengths, Strategic choices, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

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