

# **United States Internet of Things (IoT) Market Segmented by Component (Hardware, Software, and Services), By Platform (Device Management, Application Management, Network Management, Data Management, and Others), By Application (Consumer Electronics, Smart Mobility & Transportation, Building & Home Automation, Connected Logistics, Smart Retail, and Others), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

The United States Internet of Things (IoT) market was valued at USD 96.53 billion and is anticipated to project robust growth in the forecast period with a CAGR of 18.71% during the forecast period. The United States Internet of Things (IoT) market is a thriving and multifaceted ecosystem that has been at the forefront of global IoT innovation and adoption. Spanning across industries, technologies, and applications, the U.S. IoT market reflects the nation's dynamic economy, its commitment to technological advancement, and its role as a key player in shaping the future of IoT.

One of the fundamental driving forces behind the growth of the U.S. IoT market is its widespread adoption across industrial sectors. Industries such as manufacturing, logistics, and agriculture are increasingly harnessing the power of IoT to optimize operations, enhance productivity, and reduce costs. In manufacturing, IoT-enabled sensors and automation systems have transformed traditional production lines into intelligent, connected environments. Predictive maintenance, one of the hallmark applications of IoT in manufacturing, ensures that machinery is serviced proactively, reducing costly downtime and preventing unexpected breakdowns. Meanwhile, in

logistics and supply chain management, IoT solutions provide real-time tracking and visibility into the movement of goods, optimizing routes, inventory management, and delivery times. In agriculture, farmers leverage IoT technologies to access real-time data on soil conditions, weather patterns, and crop health, enabling data-driven decision-making and precision agriculture practices. These applications not only bolster operational efficiency but also contribute to sustainability and resource conservation.

Smart cities are another prominent domain of IoT deployment in the United States. From coast to coast, urban centers like New York, Chicago, San Francisco, and Los Angeles are embracing IoT solutions to improve public services, infrastructure management, and environmental sustainability. Traffic management systems employ IoT sensors and real-time data analytics to optimize traffic flow, reduce congestion, and enhance road safety. Waste management is becoming more efficient through smart bins equipped with sensors that signal when they need to be emptied, reducing costs and improving the cleanliness of cities. Furthermore, energy-efficient street lighting, smart parking systems, and environmental monitoring are integral components of IoT-driven smart city initiatives. These projects not only enhance the quality of life for urban residents but also address critical urban challenges such as traffic congestion and resource utilization.

The healthcare sector in the U.S. is experiencing a revolution driven by IoT technology. The COVID-19 pandemic accelerated the adoption of remote patient monitoring, telemedicine, and wearable health devices. IoT-enabled medical devices and wearables continuously track vital signs, medication adherence, and chronic disease management, allowing healthcare providers to deliver more personalized and proactive care. Telemedicine platforms provide patients with convenient access to healthcare services, reducing the need for in-person visits and improving healthcare accessibility, especially in remote or underserved areas. The integration of IoT in healthcare not only enhances patient outcomes but also helps manage healthcare costs and improves the overall efficiency of healthcare delivery. IoT is also playing a pivotal role in transforming the energy landscape in the United States. Smart grids, powered by IoT technologies, enable more efficient energy distribution, grid stability, and the integration of renewable energy sources. IoT-enabled energy management systems allow consumers to monitor and control their energy usage in real time, reducing waste and promoting energy conservation. This evolution in energy infrastructure is not only environmentally responsible but also economically advantageous, providing consumers with greater control over their energy consumption and costs.

Moreover, the proliferation of consumer IoT devices has reshaped the way Americans

interact with technology in their everyday lives. Smart home systems, connected appliances, voice-activated assistants, and wearable technology have become increasingly popular. Smart homes offer homeowners enhanced convenience, energy efficiency, and security through the integration of IoT devices that can be controlled remotely via smartphones or voice commands. Connected appliances, from refrigerators to thermostats, enable users to monitor and adjust their home environment for optimal comfort and energy savings. Wearable technology, including fitness trackers and smartwatches, provides individuals with real-time health and activity data, encouraging healthier lifestyles. Despite the remarkable growth and potential of the U.S. IoT market, it is not without its challenges. Security and privacy concerns are paramount as the proliferation of IoT devices leads to an exponential increase in data generation and transmission. Ensuring the protection of sensitive data and safeguarding against cyberattacks are critical challenges that both government and industry stakeholders are addressing through regulations, security protocols, and the development of IoT security standards.

In conclusion, the United States IoT market stands as a vibrant, innovative, and transformative force, contributing to advancements in various industries and enhancing the quality of life for its citizens. As IoT technologies continue to evolve and become more deeply integrated into the fabric of American society, the U.S. is poised to remain a global leader in IoT innovation and adoption. The nation's continued commitment to technological advancement and its ability to navigate challenges will shape the future of IoT in the United States and its impact on the world.

## Key Market Drivers

### Industrial IoT Revolutionizing Manufacturing in the United States

One of the primary drivers propelling the United States Internet of Things (IoT) market forward is the transformative impact of Industrial IoT (IIoT) on the manufacturing sector. The integration of IoT technologies in manufacturing processes has ushered in a new era of efficiency, cost-effectiveness, and productivity. Smart factories equipped with IoT sensors and connected devices enable real-time monitoring of machinery and production lines, leading to predictive maintenance, reduced downtime, and optimized resource allocation. IoT-driven automation and robotics enhance precision and speed in manufacturing operations, contributing to higher product quality and faster time-to-market. This digital transformation not only boosts competitiveness in the global market but also secures the U.S. manufacturing sector's position as a leader in innovation and efficiency.

Moreover, the United States is leveraging IIoT to enhance supply chain management. IoT-enabled tracking and monitoring systems provide end-to-end visibility into the movement of goods, reducing delays, minimizing losses, and improving overall supply chain efficiency. This has significant implications for various industries, from e-commerce and retail to pharmaceuticals and automotive manufacturing. As IIoT continues to revolutionize the manufacturing landscape, its widespread adoption serves as a powerful driver fueling the growth of the IoT market in the United States.

### The Proliferation of Smart Cities and Urban IoT Solutions

The growth of smart cities and urban IoT solutions is another significant driver shaping the IoT market in the United States. Urbanization is a global trend, and U.S. cities are embracing IoT technologies to address the challenges and opportunities it presents. Smart city initiatives, ranging from New York City to San Francisco, are deploying IoT sensors and data analytics to optimize transportation, reduce energy consumption, enhance public safety, and improve overall quality of life.

IoT-enabled smart traffic management systems use real-time data to mitigate congestion, improve traffic flow, and reduce air pollution. Connected streetlights adjust brightness based on pedestrian and vehicular presence, contributing to energy conservation. Smart waste management solutions optimize garbage collection routes, reducing operational costs and environmental impact. Public safety is bolstered by IoT surveillance systems that monitor urban spaces, enabling rapid response to emergencies and enhancing security. In addition to improving the daily lives of residents, these smart city initiatives contribute to the United States' sustainability goals. Energy-efficient buildings, smart grids, and IoT-powered environmental monitoring promote resource conservation and reduce carbon emissions. As the trend toward urbanization continues, the demand for IoT solutions in smart city projects is expected to rise, making it a prominent driver of IoT market growth in the United States.

### Healthcare Transformation through IoT

The United States healthcare sector is undergoing a profound transformation driven by IoT technologies. Healthcare providers and organizations are increasingly adopting IoT solutions to enhance patient care, streamline operations, and improve the overall healthcare experience. One of the primary applications of IoT in healthcare is remote patient monitoring, which allows healthcare professionals to monitor patients' vital signs and chronic conditions in real-time. Wearable IoT devices, such as smartwatches and

health trackers, collect and transmit data to healthcare providers, enabling early intervention and personalized treatment plans. Telemedicine, another significant driver in the healthcare IoT market, has gained immense traction, especially considering the COVID-19 pandemic. IoT-powered telemedicine platforms facilitate remote consultations, enabling patients to access healthcare services from the comfort of their homes. This not only enhances healthcare accessibility but also reduces the burden on healthcare facilities, particularly during times of crisis.

Moreover, IoT is optimizing healthcare operations. Hospitals and clinics are employing IoT-connected devices for asset tracking, inventory management, and environmental monitoring. These solutions enhance operational efficiency, reduce waste, and ensure the availability of critical resources. The United States' commitment to healthcare innovation and technology adoption positions IoT as a vital driver in revolutionizing the healthcare sector. The ongoing expansion of telemedicine services, the growth of wearable healthcare devices, and the integration of IoT in healthcare infrastructure underscore its significance in shaping the healthcare landscape.

### Energy Efficiency and Sustainability Initiatives

Energy efficiency and sustainability initiatives are driving the adoption of IoT technologies across various sectors in the United States. As the world grapples with climate change and the need to reduce greenhouse gas emissions, IoT plays a pivotal role in achieving energy conservation and environmental sustainability goals. Smart energy management and IoT-enabled solutions are revolutionizing the way energy is consumed and distributed. Smart grids, equipped with IoT sensors and automation, optimize energy generation and distribution, reducing losses and improving grid stability. IoT devices installed in residential and commercial buildings allow consumers to monitor and control their energy usage, resulting in significant energy savings. Moreover, IoT is facilitating demand response programs, where energy consumption can be adjusted in real-time to match supply, minimizing the need for fossil fuel-based power generation during peak periods.

In addition to energy efficiency, IoT is instrumental in promoting sustainability across industries. In agriculture, IoT sensors and precision agriculture techniques enable resource-efficient farming practices, conserving water and minimizing the use of pesticides and fertilizers. Environmental monitoring through IoT helps track air and water quality, wildlife conservation, and the management of natural resources. Furthermore, IoT plays a vital role in the transition to electric and autonomous vehicles, contributing to reduced emissions and a greener transportation sector. The growing

emphasis on environmental responsibility and energy sustainability positions IoT as a driving force in achieving an eco-friendlier future, making it a prominent driver of IoT adoption in the United States.

## Key Market Challenges

### Security and Privacy Concerns in the U.S. IoT Landscape

One of the most pressing challenges facing the United States Internet of Things (IoT) market is the ever-increasing concern over security and privacy. As IoT devices become more ubiquitous and interconnected, they create a vast attack surface that can be exploited by malicious actors. Security vulnerabilities in IoT devices and networks can lead to data breaches, unauthorized access, and even physical harm in critical applications, such as healthcare and industrial control systems. One significant issue is the lack of standardized security protocols and practices across the IoT ecosystem. Many IoT devices are manufactured with limited security measures, making them susceptible to hacking and compromise. In some cases, manufacturers prioritize cost and time-to-market over robust security, leading to devices that lack essential security features, such as regular firmware updates and secure authentication mechanisms.

Furthermore, IoT devices often collect sensitive personal and business data, raising serious privacy concerns. The mishandling or unauthorized access to this data can result in severe consequences, including identity theft and financial losses. Consumers and businesses are becoming increasingly aware of the potential risks, leading to a growing demand for improved security and privacy measures in IoT solutions. The complex regulatory landscape in the United States further compounds these challenges. IoT operates across various sectors, each subject to different regulations and standards. Harmonizing these regulations to ensure comprehensive security and privacy measures can be a formidable task.

### Interoperability and Fragmentation

Interoperability and fragmentation pose significant challenges to the United States IoT market, hindering its full potential and causing complexity in IoT deployments. Interoperability refers to the ability of different IoT devices and systems to communicate and work together seamlessly. The lack of standardized communication protocols and interfaces among IoT devices often results in fragmentation, where devices from different manufacturers cannot easily exchange data or collaborate, leading to inefficiencies and limited scalability. One key issue contributing to this challenge is the

proliferation of proprietary IoT ecosystems. Major technology companies often create closed ecosystems that are compatible only with their own devices and platforms. This approach can lock consumers and businesses into a specific vendor's ecosystem, limiting their flexibility and choice. The lack of interoperability between these ecosystems complicates IoT deployments, as users may struggle to integrate devices from different manufacturers into a unified system.

Additionally, the diversity of IoT applications across industries further exacerbates interoperability challenges. IoT solutions in healthcare, transportation, agriculture, and manufacturing, for example, have unique requirements and standards. Achieving seamless integration and data exchange between these disparate systems is a complex endeavor. The absence of standardized communication protocols and data formats also impedes interoperability. IoT devices often use different communication technologies, such as Wi-Fi, Bluetooth, Zigbee, LoRa, and cellular networks. Ensuring these devices can communicate with each other and share data effectively is a formidable task.

## Key Market Trends

### Expansion of IoT in Healthcare

The United States Internet of Things (IoT) market has witnessed significant growth in recent years, with one prominent trend being the expansion of IoT applications in the healthcare sector. IoT technology is being utilized to improve patient care, streamline operations, and enhance the overall efficiency of healthcare systems. IoT devices and sensors are being integrated into medical equipment, wearable devices, and even patients' homes to monitor health conditions in real-time. This trend has led to the development of remote patient monitoring systems, which allow healthcare providers to keep track of patients' vital signs and chronic conditions without the need for frequent in-person visits. This not only improves the quality of care but also reduces healthcare costs.

Additionally, hospitals and healthcare facilities are using IoT to manage their assets more effectively. By tagging and tracking medical equipment and supplies, healthcare providers can optimize inventory management and reduce waste. IoT-powered smart facilities are also becoming more prevalent, with features like automated temperature control, lighting, and security systems to enhance patient comfort and safety. Furthermore, pharmaceutical companies are using IoT for supply chain management, ensuring the integrity and safety of drugs and vaccines during transportation and storage. This trend in healthcare IoT is expected to continue growing as the industry

recognizes the potential for improved patient outcomes and cost savings.

### Industrial IoT (IIoT) Driving Manufacturing Efficiency

Another significant trend in the United States IoT market is the adoption of Industrial Internet of Things (IIoT) technologies in manufacturing and industrial sectors. IIoT is revolutionizing traditional manufacturing processes by enabling greater automation, real-time monitoring, and data-driven decision-making. Manufacturers are increasingly incorporating sensors and IoT devices into machinery and production lines to collect valuable data on equipment performance, energy usage, and product quality. This data is then analysed using advanced analytics and artificial intelligence to identify inefficiencies, predict maintenance needs, and optimize production schedules. One key aspect of IIoT is predictive maintenance, which helps manufacturers reduce downtime and minimize costly equipment breakdowns. By continuously monitoring equipment health and analyzing data patterns, manufacturers can schedule maintenance activities when necessary, preventing unexpected failures and maximizing operational efficiency.

Furthermore, IIoT plays a crucial role in supply chain management, enabling better tracking and visibility of goods throughout the production process. This enhances inventory management, reduces lead times, and minimizes excess stock, ultimately lowering costs and improving customer satisfaction. As more manufacturers recognize the benefits of IIoT in terms of cost savings, productivity improvements, and quality control, the adoption of IoT technologies in the industrial sector is expected to continue growing.

### Smart Cities and Sustainable Urban Development

The concept of smart cities is gaining momentum in the United States, driving IoT adoption for urban planning and sustainable development. Smart cities leverage IoT technology to enhance the quality of life for residents, improve infrastructure, and optimize resource utilization. One aspect of this trend involves the deployment of IoT sensors and devices for traffic management, waste management, and energy efficiency. Smart traffic management systems use real-time data to reduce congestion, improve public transportation, and enhance overall mobility within cities. Smart waste management systems optimize garbage collection routes and schedules, reducing fuel consumption and emissions.

Additionally, IoT is being used to monitor and control energy consumption in buildings and public spaces. Smart lighting, heating, and cooling systems adjust automatically



based on occupancy and environmental conditions, leading to significant energy savings. Moreover, IoT sensors help cities monitor air quality, detect pollution, and respond to environmental challenges more effectively. Furthermore, public safety is a critical aspect of smart cities. IoT-enabled security systems, including surveillance cameras and gunshot detection sensors, enhance law enforcement capabilities and improve emergency response times. The development of smart cities aligns with the growing emphasis on sustainability and reducing carbon footprints. As climate change and urbanization continue to be major challenges, IoT will play a pivotal role in transforming cities into more efficient, resilient, and environmentally friendly urban centers.

## Segmental Insights

### Platform Insights

Based on platform, the application management segment emerges as the predominant segment in the United States Internet of Things (IoT) market, exhibiting unwavering dominance projected throughout the forecast period. This steadfast dominance can be attributed to the pivotal role that application management plays in unleashing the full potential of IoT ecosystems. Application management solutions enable seamless orchestration, monitoring, and optimization of IoT applications and services, ensuring their efficient and secure operation. With the exponential growth of IoT devices and applications across industries such as healthcare, manufacturing, transportation, and smart cities, the need for robust and scalable application management platforms has become paramount. As organizations seek to harness the transformative power of IoT to drive efficiency, enhance customer experiences, and gain competitive advantage, the application management segment will continue to thrive, cementing its status as the linchpin of IoT innovation and implementation in the United States.

### Application Insights

Based on application, the consumer electronics segment in the United States Internet of Things (IoT) market emerges as a formidable frontrunner, exerting its dominance and shaping the market's trajectory throughout the forecast period. This segment's formidable dominance stems from the ever-expanding ecosystem of connected devices that have become an integral part of modern consumer lifestyles. From smart thermostats and wearable fitness trackers to voice-activated assistants and connected home appliances, consumer electronics have revolutionized how individuals interact with technology in their daily lives. The convenience, efficiency, and enhanced user

experiences offered by IoT-enabled consumer electronics have fuelled their widespread adoption. As consumers continue to embrace these smart devices, manufacturers and innovators are actively working on enhancing interoperability, security, and user-friendliness, ensuring that the consumer electronics segment remains at the forefront of IoT advancements in the United States. Consequently, its unwavering dominance will significantly influence the IoT market's trajectory, driving innovation, and reshaping the way Americans live and interact with their connected world.

## Regional Insights

West Region firmly establishes itself as a commanding presence within the United States Internet of Things (IoT) market, affirming its preeminent position, and highlighting its pivotal role in shaping the industry's course. Encompassing tech-centric states such as California, Washington, and Oregon, this region has long been a global epicenter for technological innovation. It serves as the beating heart of IoT development, housing a flourishing ecosystem of tech giants, startups, and cutting-edge research institutions. California's Silicon Valley is a hotbed of IoT activity, with companies at the forefront of hardware, software, and platform development, pushing the boundaries of what connected technologies can achieve. The West Region's dominance extends across diverse IoT applications, including smart cities, autonomous vehicles, healthcare innovation, and more. Its strategic location on the Pacific Coast also positions it favorably for IoT-related advancements in supply chain and logistics management. As a result, the West Region not only reaffirms its preeminent status within the United States IoT landscape but also plays a pivotal role in shaping the global IoT industry, setting the standard for innovation and technological progress.

## Key Market Players

Microsoft Corporation

Amazon Web Services, Inc.

Google LLC

IBM Corporation

Intel Corporation

Cisco Systems, Inc.

Siemens Corporation

GE Digital

Oracle Corporation

SAP SE

Report Scope:

In this report, the United States Internet of Things (IoT) market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Internet of Things (IoT) Market, By Component:

Hardware

Software

Services

United States Internet of Things (IoT) Market, By Platform:

Device Management

Application Management

Network Management

Data Management

Others

United States Internet of Things (IoT) Market, By Application:

Consumer Electronics

Smart Mobility & Transportation

Building & Home Automation

Connected Logistics

Smart Retail

Others

United States Internet of Things (IoT) Market, By Region:

Northeast United States

Southwest United States

West United States

Southeast United States

Midwest United States

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Internet of Things (IoT) Market.

Available Customizations:

United States Internet of Things (IoT) market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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