Embracing the Internet of Everything To Capture Your Share of $14.4 Trillion
More Relevant, Valuable Connections Will Improve Innovation, Productivity, Efficiency & Customer Experience

Key Insights

The next wave of dramatic Internet growth will come through the confluence of people, process, data, and things – the Internet of Everything.

Between 2013 and 2022, $14.4 trillion of value (net profit) will be “up for grabs” for private-sector companies and industries globally – driven by IoE.

The bottom line is that the IoE Economy is about enabling people to be more productive and effective, make better decisions, and enjoy a better quality of life.

Key Insights

- Cisco estimates that 99.4 percent of physical objects in the world are still unconnected. With only about 10 billion of the 1.5 trillion things currently connected globally, there is vast potential to connect the unconnected via the Internet of Everything.

- The Internet of Everything (IoE) brings together people, process, data, and things to make networked connections more relevant and valuable than ever before – turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunity for businesses, individuals, and countries.

- Cisco estimates that IoE will create $14.4 trillion of Value at Stake for companies and industries over the next 10 years (2013-2022).

- Value at Stake is the potential bottom-line value (higher revenues and lower costs) that can be created or that will migrate among private-sector companies and industries based on their ability to harness IoE.

- There are five main drivers of the $14.4 trillion in Value at Stake: 1) asset utilization, $2.5 trillion; 2) employee productivity, $2.5 trillion; 3) supply chain and logistics efficiencies, $2.7 trillion; 4) customer experience, $3.7 trillion; and 5) innovation (including reduced time to market), $3.0 trillion.

- To receive the most value from IoE, business leaders should begin transforming their companies based on key findings from the use cases that deliver the most Value at Stake.

- The three use cases that create the most Value at Stake are: 1) next-generation workers (BYOD, mobile collaboration, telecommuting, VDI), $2.16 trillion; 2) smart factories, $1.95 trillion; 3) connected marketing and advertising, $1.95 trillion.

- From an industry perspective, four out of 18 industries make up more than half of the total Value at Stake. The amount includes manufacturing at 27 percent, retail trade at 11 percent, information services at 9 percent, and finance and insurance, also at 9 percent.

- Business leaders should take the following steps so that their companies can capture a share of the IoE Value at Stake:
  - Determine where their businesses are today with regard to IoE.
  - Understand the role of IT in enabling their companies to benefit from IoE.
  - Take steps now to maximize capabilities in the areas of security and privacy.
  - Pay attention to the cultural changes that are necessary to embrace IoE.

- The game is on. Preparing for IoE is not a question of if, but of when. Given that $14.4 trillion of value is at stake, the time to act is now.

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