The Four Keys to Mastering and Unlocking IoT Expansion

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Abstract: Digital transformation in the enterprise has taken off in every direction. From artificial intelligence to robotic process automation, there has been a massive adoption of next generation technologies to help companies become more efficient, connected and optimal in their day to day operations.

To make mass adoption and expansion of the IoT possible, certain factors have to be considered. Here are the four keys needed to unlock the true potential of IoT and support it on a large scale:

Cost

IoT is all about extracting data from the physical world and using it efficiently to make a difference.

This extraction comes with a cost (device, connectivity, maintenance, installation, etc…) and you always need to ask yourself if this cost makes sense, if your use case has a positive ROI.

Energy

Sigfox is by design for small messages. It has tailored a lightweight protocol to handle small messages. Less data to send means less energy consumption, hence longer battery life.

Global

The third key is offering a global network with a huge capacity. When you talk massive and large corporations, you automatically think of multinational companies. With Sigfox, when your device travels to one of the more than 72 countries we cover, your device will be seamlessly sending data to the same Sigfox cloud.

Simplicity

The fourth key is simplicity. The basis of the 0G network is to be a simple technology to use. Sigfox offers a software based communications solution, where all the network and computing complexity is managed in the cloud, rather than on the devices.

Our customers do not have to set up and maintain the network, with IoT becoming their IT team's nightmare. They also do not need to go through complicated pairings between their devices and the network. Basically, they just turn the device on and it starts communicating.