

# Go To Market Strategy Industrial Internet of Things (IIoT)

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**COMPANY OVERVIEW:** Iguazio, located in Hertzliya Israel is a next generation data management platform provider allowing for real-time synchronization of data, providing edge computing solutions.

**PROBLEM STATEMENT:** All markets today are being disrupted by tech innovations and the need to process and distribute data continues to grow. Today, Iguazio has a product but struggles to find what problem it is trying to solve in the market, for whom, and how to reach them.

## APPROACH

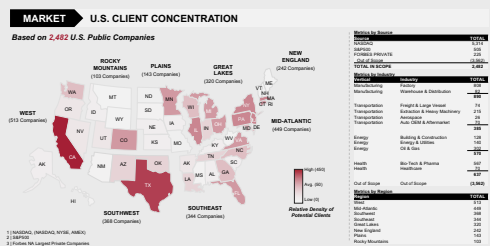
## ACCOMPLISHMENTS

### 1 Characterized the Market



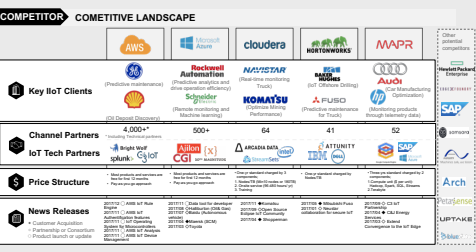
- Researched the current landscape and the future trends of IIoT disruption in the US market
- Identified **top 4 industries** consisting of **11 verticals**, and **30+ potential use cases** across verticals
- Conducted **3 phone calls** with SMEs in our network, and **researched pricing models for 3 competitors**
- Explored **5,000+ potential customers**, **5+ direct competitors**, and **100+ potential partners** in the US market
- Categorized potential partners into four main groups and evaluated the pros and cons for each
- Identified **25+ IIoT Events & Conferences**, their keynote speakers, and competitor attendance

### 2 Identified Client Concentration



## RECOMMENDATIONS

### 3 Assessed Competitive Landscape



- Industry Focus:** Target industries with significant signs of IIoT adoption. Additionally, industries with fast sales cycles that are quick to change to remain competitive within their markets.
  - Connected Manufacturing is more mature and delivers tangible results.
  - Connected Transportation is natural extension.
- Target Market:** Target on high client concentration of manufacturing (NY, CA, IL) for local sales and technical support, reducing management and overhead costs.

### 4 Explored Channel Options

**CHANNELS PARTNER ANALYSIS (Connected Equipment & Machinery Providers)**

Company	Global Presence	HQ Location	Industry Coverage	Equipment Offerings	IT Capabilities	Use Cases	Range of Existing Partners
Rockwell Automation	✓	USA	✓	✓	✓	Manufacturing, Energy	Large Fortune 500
GE	✓	USA	✓	✓	✓	Energy, Transportation	Large Fortune 500
Siemens	✓	Germany	✓	✓	✓	Manufacturing, Energy	Large Fortune 500
Bosch	✓	Germany	✓	✓	✓	Manufacturing, Automotive	Large Fortune 500

- Channel Approach:** Go to market by providing an end-to-end IIoT solution – achieved through a series of strategic partnerships to complete the tech-stack.
  - Connected Equipment Providers allows reach to a broad market of small/medium/large businesses.
  - Service Integrators such as consulting firms gains access to fortune 500's looking to innovate.

