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

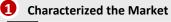
### MIT Israel Lab '17 Team:

Jason Wehrs, Peipei Qiu, Nattapat Thanesvorakul, Kohta Kumagai

**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**

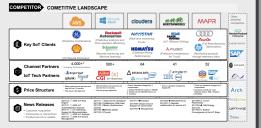




## 2 Identified Client Concentration



## Assessed Competitive Landscape



# 4 Explored Channel Options

Equip Provider	Global Share of Factory Control	HQ Location	Industry Coverage				Equipment Offerings					IT Capabilities						Sample of
					4	4	1		1	1	4	di	1	1		4	Use Cases	Existing Partners
SIEMENS	30.7%	Munich, Germany	~	~	~	~	v	~	~	V	V	V	V	v	v	~	Connected Warehouse for Statesh	ISM, SAP, Huseni, Alos, Huseni
Reckmell Automotion	21.6%	Milwauken, Wacansin	~	~	~	V		V		~	V	V	V	✓	✓	~	Smart Manufacturing for Days	Microsoft
A MIRROR	13.6%	Tokyo, Japan	7	7	7		v	7	7	7	7	7	~	7	7	7	Freddise Martenance for Stationate Rotenburg	BM, Oracle, NEC, Exhetin
Solgreider	85%	Ruel Materialson, Streets	1					V	V		V		V	V	V	4	Swart Grid for Transpower	Microsoft, Casa, Star
omnon	66%	Kyoto, Japan	~															Mosest, SM, Crack NTT
<b>63</b> 3	4.0%	Boston , Massachusetts	~	~	4	4	4	4	4	~	4	4	4	4	4	4	Asset Mgrt for NRG power	Mosest, Oade, Cass, Del
Section 1	<1%	Minautes, Wessesin	~	v	v	~	v	~		v	V		V	v	v	v	Smart Building for Methodic Le Bonheur	Clean
Honeywell	<1%	Marridown, New Jestey	~	~		V	~	V	V	~	V	~	V	✓	✓	~	Smart Factory for Tata Chemicals	SOI, SM, Huberi
EMERSON	<1%	Ferguson, Masouri	~	~			V	v	V		V	V	V	v	v	v	Predictive Maintenance for Chevron	Mosest, Dell, ESP Modes
TOWN DOWN	<1%	Datas, Yeas	~	V	v				V	v	V	V	V			V	Smart Grid for an undisclosed company	Anazon, Google, Moreut, SM
ABB	<1%	Zurich, Switzerland	~	~	v		V	v	V		V	V	V	v	v	v	Inventory Mingl for Autodesk	Class, HPE, GE, Haneywell
возен	<1%	Sader-Wirtenberg, Germany	~	V	V		V	V	V	V	V	V	V	V	V	V	Converted Home for Deutsche Teleson	AND, NW, GE, IRM DISCH
NEGONAL TO	<1%	Auste, Texas	~	~	v				V		V		V	v	v	v	Design Optimization for Jacobs Land Rover	Proteoid, Cyth
CHOSANA .	<1%	Tokyo, Japan	1			V		V			V		V	V	V	4	Sonart Manufacturing for an undisclosed company	Moseot, Ceco, Fodeon, Telt

### ACCOMPLISHMENTS

- 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

#### RECCOMENDATIONS

- 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.
- 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.

