

STATE OF IOT

Retail

By 2019, 79% of retail organizations will have adopted Internet of Things (IoT) technology and 77% believe it will transform the retail industry. But, how are business executives using IoT today and what do they expect from it in the future? Here's what they told us.



How is IoT being used?



68%

Monitoring and maintenance



57%

Location-based services



71%

Plan to connect their IoT devices using Wi-Fi

Benefits from IoT



81%

Improved customer experience



78%

Improved visibility across the organization



74%

Increased profitability

The most common IoT technology today



68%

Barcode readers



56%

Personal mobile devices



52%

Building systems e.g. refrigeration and security

Threats from IoT



76%

Have suffered an IoT-related security breach



41%

Malware



31%

Spyware



25%

Phishing

"In the future IoT will allow us to..."



56%

Increase productivity



37%

Expand into new markets



29%

Receive more customer referrals