

# THE 3 PHASES OF AN EFFECTIVE IoT STRATEGY

IoT is revolutionizing organizations across the world. Yet many businesses—public and private alike—sometimes struggle when designing their strategy and implementation roadmaps.

## PHASE 1: CONNECT YOUR DEVICES

The first (and often most difficult) phase of implementing an IoT solution is connecting your devices. During this phase, it's critical to procure an environment—such as Microsoft IoT Central—in which to connect devices, ingest their data, control devices remotely, and manage device models and applications over time. Ideally, your environment should provide:

### Device connectivity

Connects a variety of devices to the cloud through an open platform

### Telemetry ingestion

Facilitates a consistent flow of data

### Device management and bi-directional communication

Enables control and optimization of your assets

### Model management with codeless configuration

Streamlines product setup and decreases time-to-value with codeless configuration

### App manager

Combines all apps into a single-pane-of-glass view and enables greater scalability

## PHASE 2: ANALYZE DATA TO OBTAIN INSIGHTS

Once you have your devices set up and transmitting data, the next part of IoT maturity is analyzing your data to transform it into actionable insights. To accurately transform your data into a deeper understanding of real-world performance and conditions, you'll need the following tools:

### Analytics and dashboards

These provide intuitive reports and visualizations that can ideally be viewed on multiple device formats

### Time-series insights

Identify trends among millions of IoT events to provide a global understanding of assets in near real time

### Simulations

Guide technicians on the best course of action for servicing critical physical assets

## PHASE 3: ACT ON INSIGHTS WITH AUTOMATION

Finally, a mature IoT solution enables you to take intelligent actions and fulfill your organization's objectives. The goal in this stage is to create sophisticated workflows while delivering the simple, intuitive experience that you can expect from fully managed SaaS solutions. Your tasks here will include:

### Monitoring rules and triggered workflows

Automate actions to optimize operations and business processes

### User and identity management

Automate actions to optimize operations and business processes

### Intuitive discoverability

Eases navigation leading to valuable insights for end users and analysts alike

