

# 3 Myths About IoT in Logistics (IoTiL)



# Executive Summary

**The next big thing after the internet is the internet of things (IoT).**

## Things in Logistics



## Serving 7B+ People



**Connecting 'things' to serve people better is the next big opportunity.**

**If your business makes, buys, sells, moves or services physical goods, IoT is already at work.**

**What is real? What is a myth?**

**Separating the myths from reality can help your business realize the potential value of IoT.**

## 3 Myths About IoT in Logistics



**IoT benefits advanced countries**



**We mean the same thing by *'internet of things'***



**IoT data is big data**



# IoT benefits advanced countries

**Reality:** Emerging markets can realize higher benefits with IoT

All countries have a common goal: *grow the economy.*  
Supply chain logistics is the foundation for economic growth.



Africa



Americas



Asia

Advanced countries have legacy investments to consider while transforming themselves using IoT. Emerging markets can skip legacy technologies. This is similar to going wireless in emerging markets instead of investing in land lines. Using the latest IoT technologies both advanced countries and emerging markets can collaborate & innovate new win-win business models for faster economic growth.

## 2

# We mean the same thing by *'internet of things'*

**Reality:** *'internet of things'* means different things to different people

**Internet of things in logistics serves people by delivering the right thing, at the right time, at the right place, at the right cost.**



**There are many things and many people involved in making and delivering things. Different types of devices automate the collection of data from or about these things. Connecting the data from all resources used to deliver faster, cheaper and better service is the potential value of *'internet of things'* in logistics.**

# 3 IoT data is big data

**Reality:** IoT data is not big data for every enterprise

Data is the new 'gold rush'. Collecting all data in the hope of finding gold nuggets, caters to FOMO (fear of missing out).



Most data captured by devices in logistics is redundant and does not require to be propagated. Smart device and device data management can localize data. Intelligent software providing actionable event information, instead of data, can be provided as a cloud based service and communicated machine-to-machine without human touch.

# Recommendations

1. Prepare to think different
2. Determine a value target that IoT can deliver to your business
3. Architect your future business to realize the value
4. Develop an implementation strategy
5. Use IoT technologies to overcome barriers to growth in emerging markets
6. Use solutions as a service and minimize device management complexities
7. Design for continuous technology improvements

## Use trusted advisors to review & validate your:

1. Strategy
2. Architecture
3. Systems integration
4. Technology selections
5. Product selections
6. Services selections

# Contact Information

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What you cannot see can cost you