



# IoT M2M Council

## 2016 Annual General Meeting

1 December 2016  
Marriott Copley Place  
Boston (MA) USA



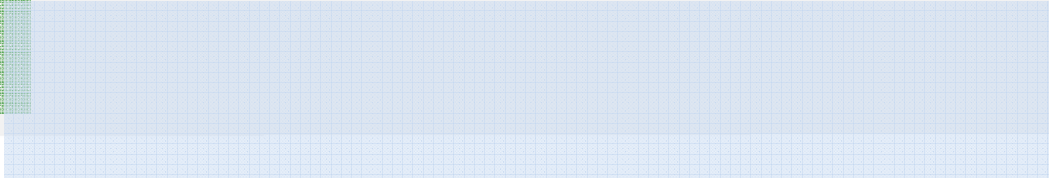
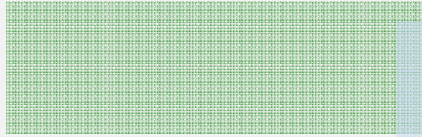
# IoT M2M Council

**Mission: increasing volume deployments of M2M technology by proving the business case for the Internet of Things.**

The IMC is operational since early 2014 and already counts 20,000 OEMs and enterprise users that deploy IoT solutions as Adopter Members, gaining almost 300 of these individual associates weekly, making it the largest and fastest-growing professional group serving the IoT/M2M sector.

The IMC brings together M2M Solutions Providers – its Sustaining Members – with Adopters of IoT/M2M technology on every continent of the globe. IMC Adopter Members come from operations, product design, sales & marketing, or IT, and across vertical markets like energy, healthcare, automotive, logistics, building & construction, manufacturing, and more.





# **IMC Adopter Membership**



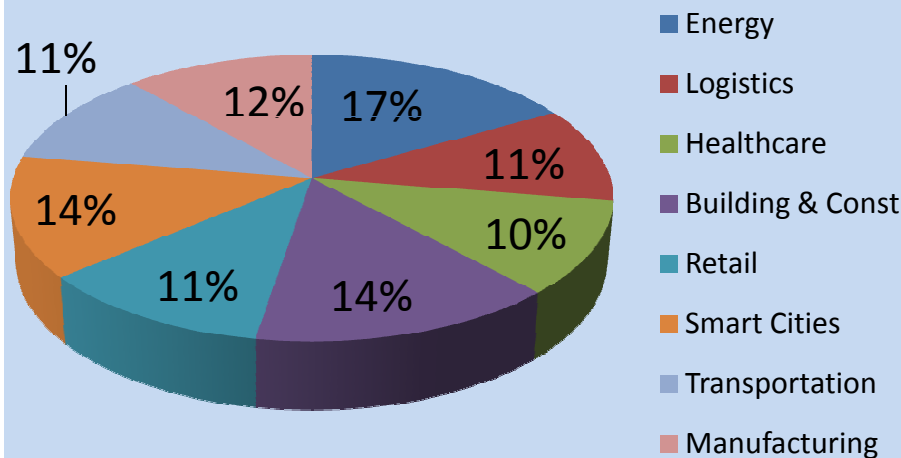
## IMC Adopters – IoT Buyers

- 20K self-identified IoT buyers (enterprise users, OEMs) recruited.
- Content channels provided are vertical-market oriented – we speak to Adopters in their own language – we don’t talk a lot about “IoT”!
- Often over 300 new members apply weekly, some filtering done.
- This built community is the “Big Asset” of the IMC.

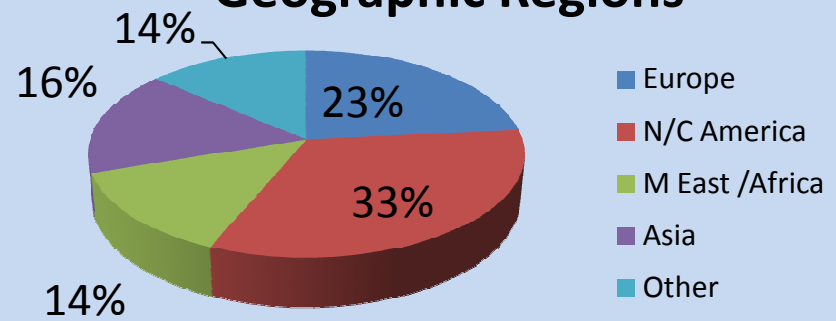
# IMC Adopters – IoT Buyers

Fully 77% of IMC Adopter Members state that they have direct influence on the buying process for IoT solutions, including connectivity, hardware, software, and integration services.

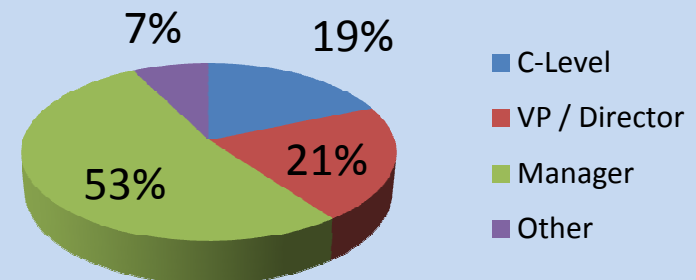
## Vertical-Markets



## Geographic Regions



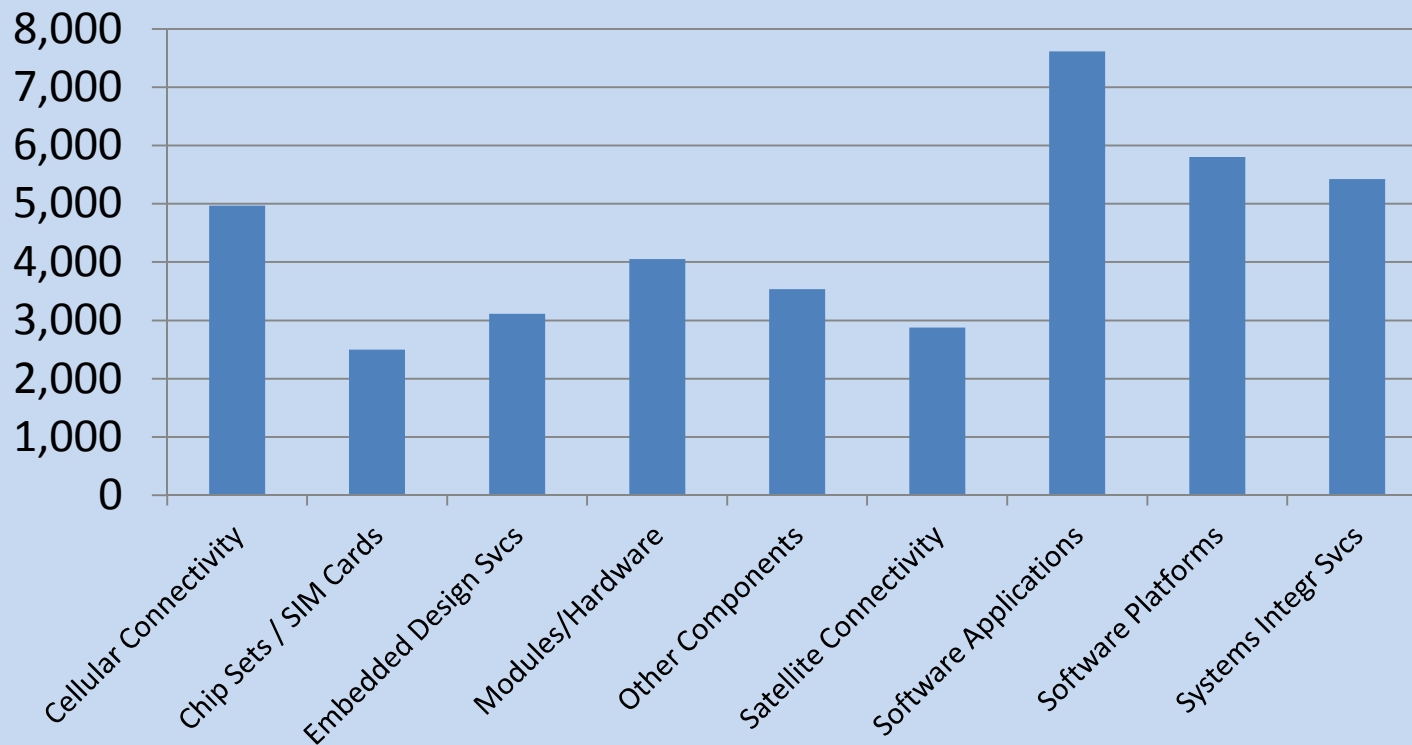
## Organisational Level



All numbers based on tallies of 19,997 IMC Adopter Members in November 2016.

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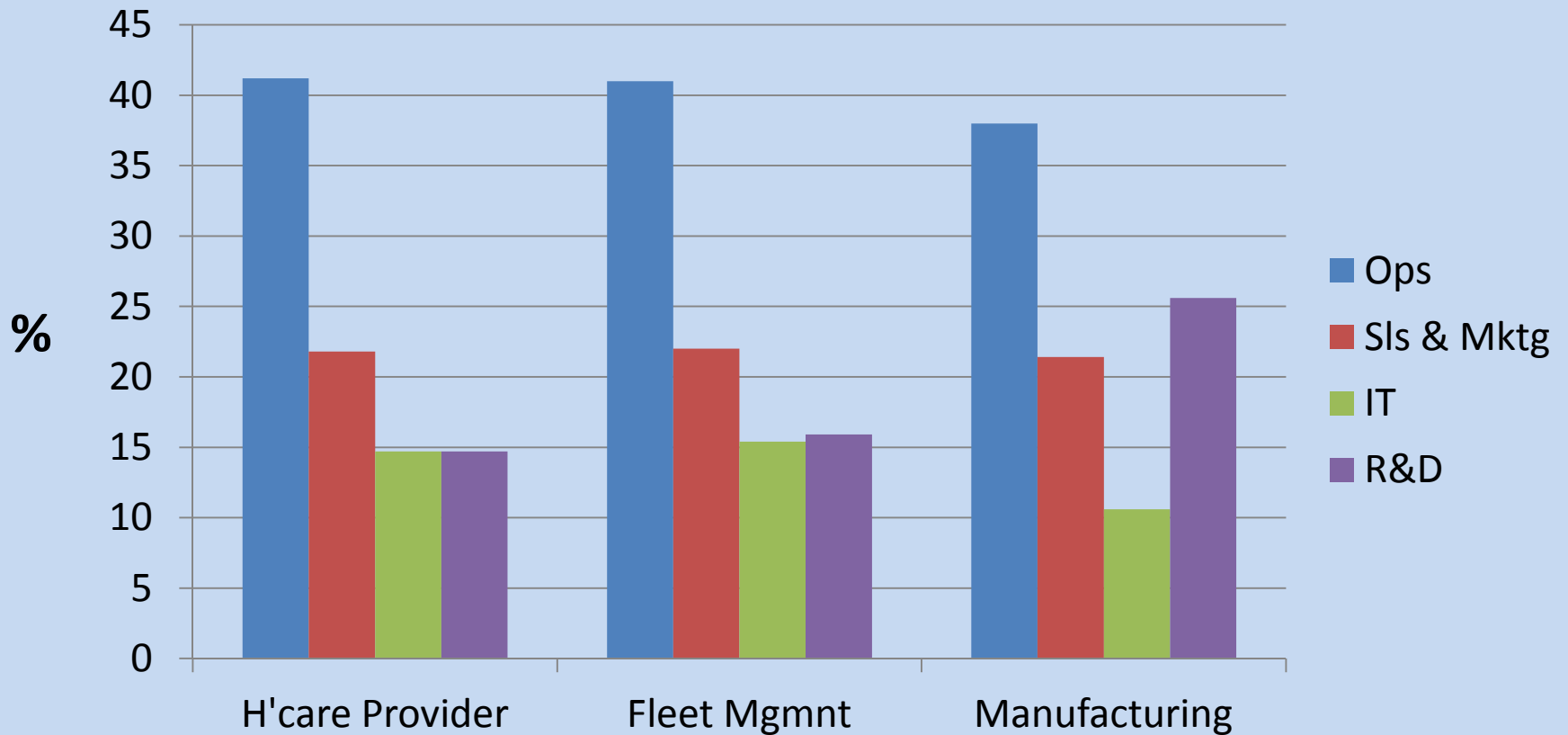
## Products Specified



All numbers based on tallies of 19,997 IMC Adopter Members in November 2016.

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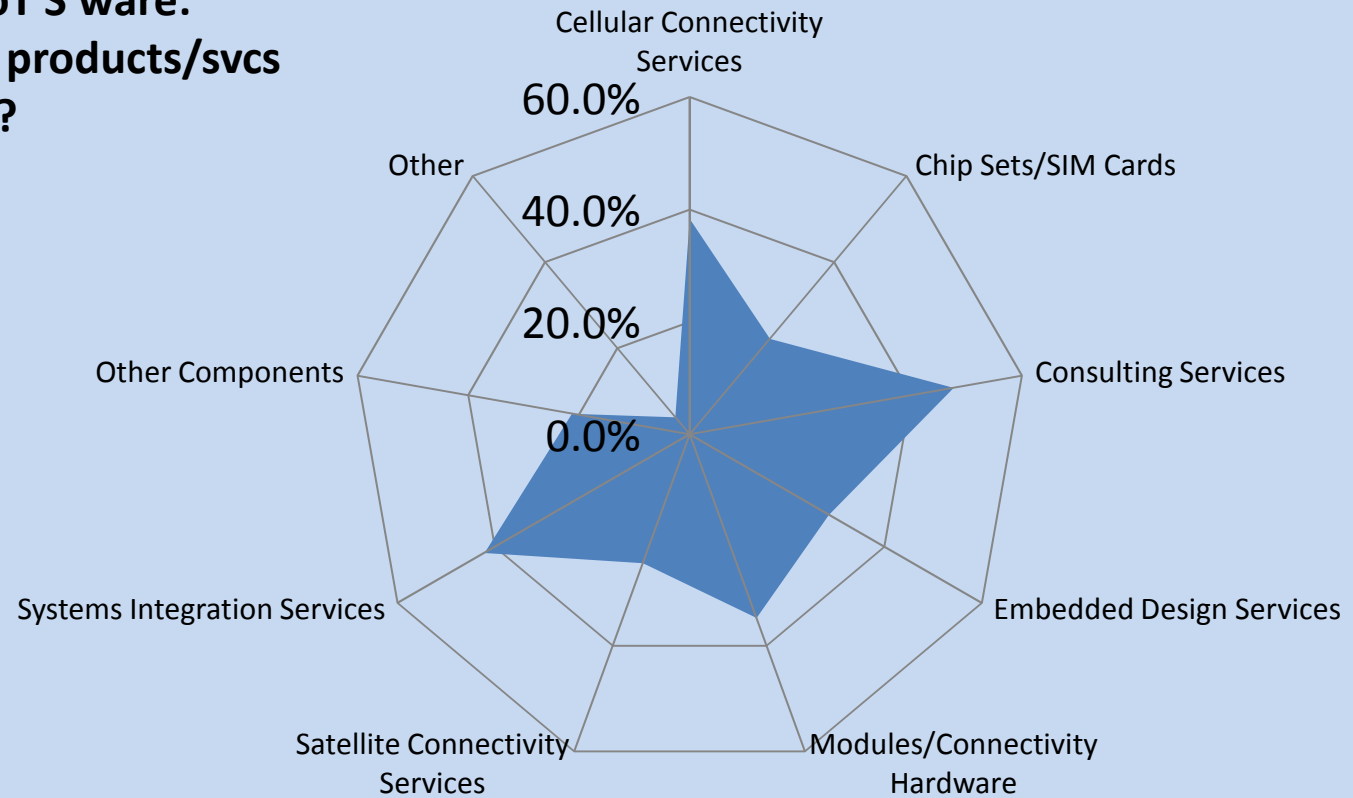
## IoT Buyers in Diverse Vertical-market Segments



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**Buyers of IoT S'ware:  
what other products/svcs  
do you buy?**



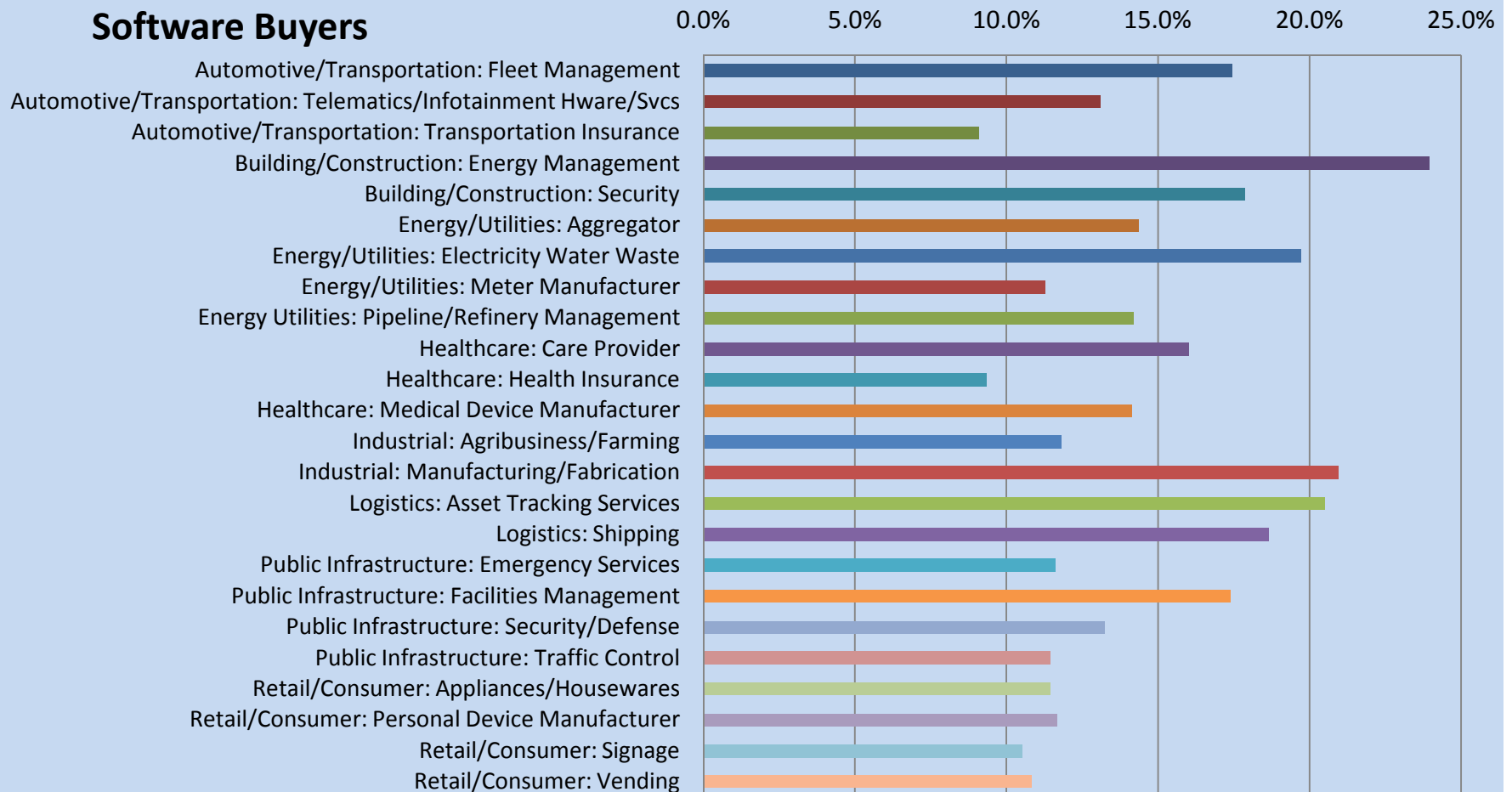
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# IMC Adopters – IoT Buyers

## Software Buyers



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## IoT M2M Council: please join us!

**IMC Sustaining Members** are the only IoT solutions providers granted access to the IMC community of 20,000 enterprise users, OEMs and apps developers for purposes of thought leadership, lead-generation, promotion and research.

**IMC Adopter Members** receive unique content tailored to the needs of the markets they serve – we don't talk a lot about IoT! They also get the chance to interact with their peers and the most influential solutions providers in the IoT sector.

Help set the agenda for the IoT industry!



Thank you!

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