

# Turn IoT data into action and achieve success with your IoT projects



## IoT adoption is key to digital transformation

# 74%

of global executives say IoT is a competitive differentiator in their markets

Source: Harvard Business Review Pulse Survey: Accelerating the IoT Timeline

**But, challenges and barriers to adoption persist. Customers cite:**

# 1

### Need to Innovate

"We need to revisit our business model to stay competitive"

# 2

### Disparate data

"Our IoT data is siloed. We can't act on it or integrate it with other workflows."

# 3

### Disconnected operations

"Processes are disconnected and manual."

**In a ServiceNow survey, respondents wanted an IoT solution that:**



Boosts customer satisfaction



Optimizes asset performance and management



Innovates operating model

**To get started or keep trucking on your IoT journey:**



Identify key business outcomes



Select initial 1-2 use cases

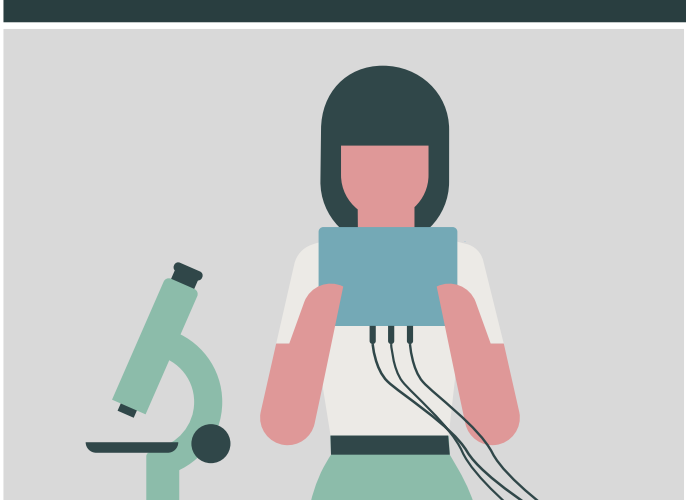


Get your IoT data out of silos and into proactive, actionable workflows

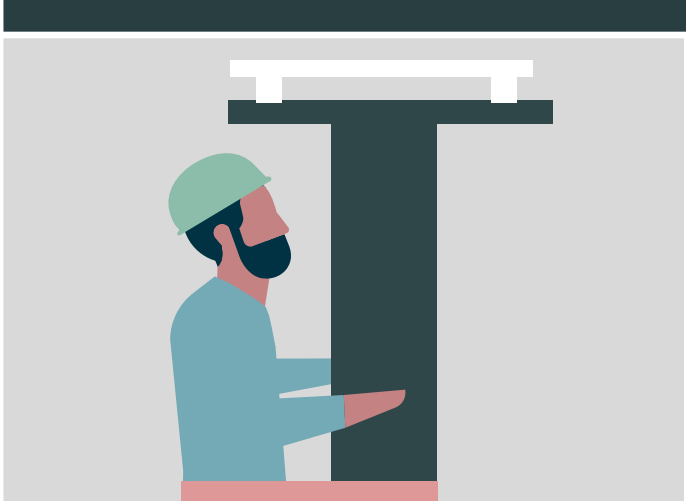
**ServiceNow has the only integrated system of action for IoT. With ServiceNow Connected Operations:**



Move beyond dashboards to automate issue resolution



Connect teams on a single platform



Combine IoT data with digital workflows to proactively resolve issues

Is your IoT data siloed from your critical business workflows? Move beyond dashboards to automate issue resolution with ServiceNow® Connected Operations.

[www.servicenow.com/connectedops](http://www.servicenow.com/connectedops)

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