

ACHIEVING IoT-READY NETWORK CONNECTIVITY

The **Internet of Things** (IoT) refers to the interconnection of day-to-day home or industrial objects through the Internet.

Growth of IoT Devices

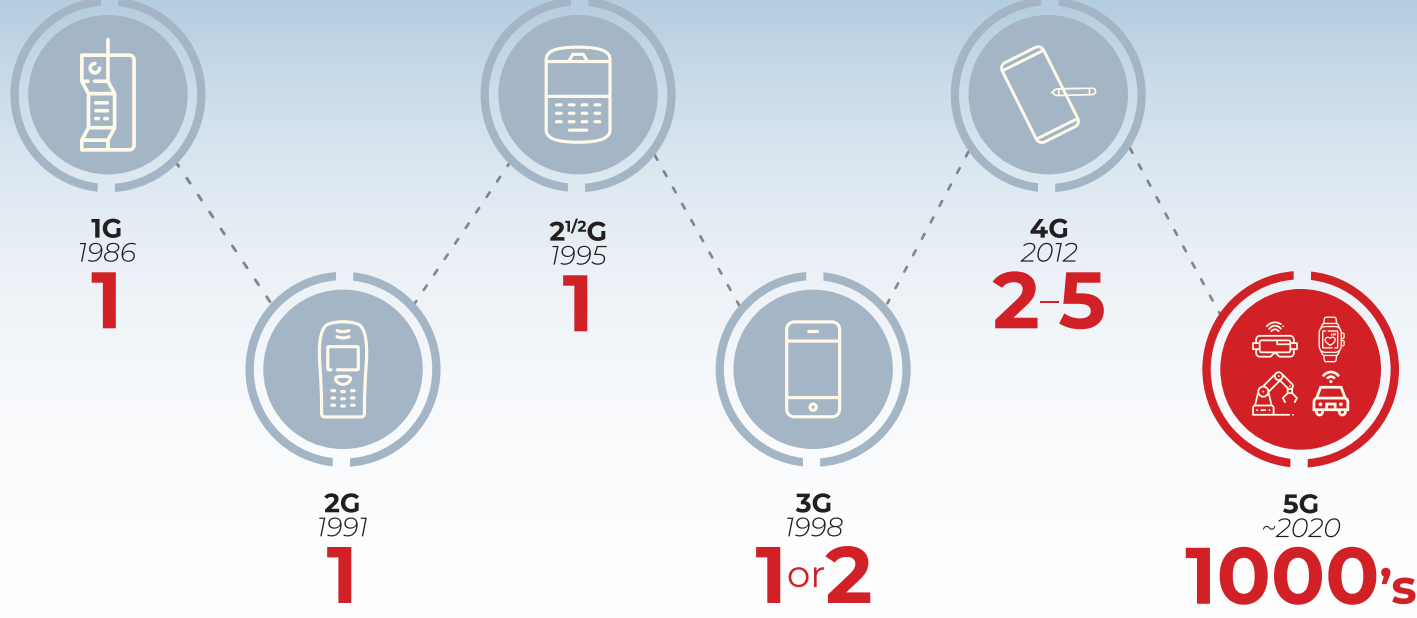
There were **8 BILLION** connected devices in **2017**

There are expected to be over **20 BILLION** by the year **2020**

and over **75 BILLION** connected devices by **2025**

DEVICES PER HUMAN

As more and more devices require consistent **AND** constant connectivity, demands on the network skyrocket. This can lead to network instability and potentially for unexpected downtime and service quality inconsistencies.



WHAT ARE WE DOING TODAY?

Managing the Demands of Real-Time Services on Networks



FAST FORWARD...

LEADING IOT APPLICATIONS

IoT touches many areas of the market including:



MANUFACTURING



SMART CITIES



HEALTH CARE

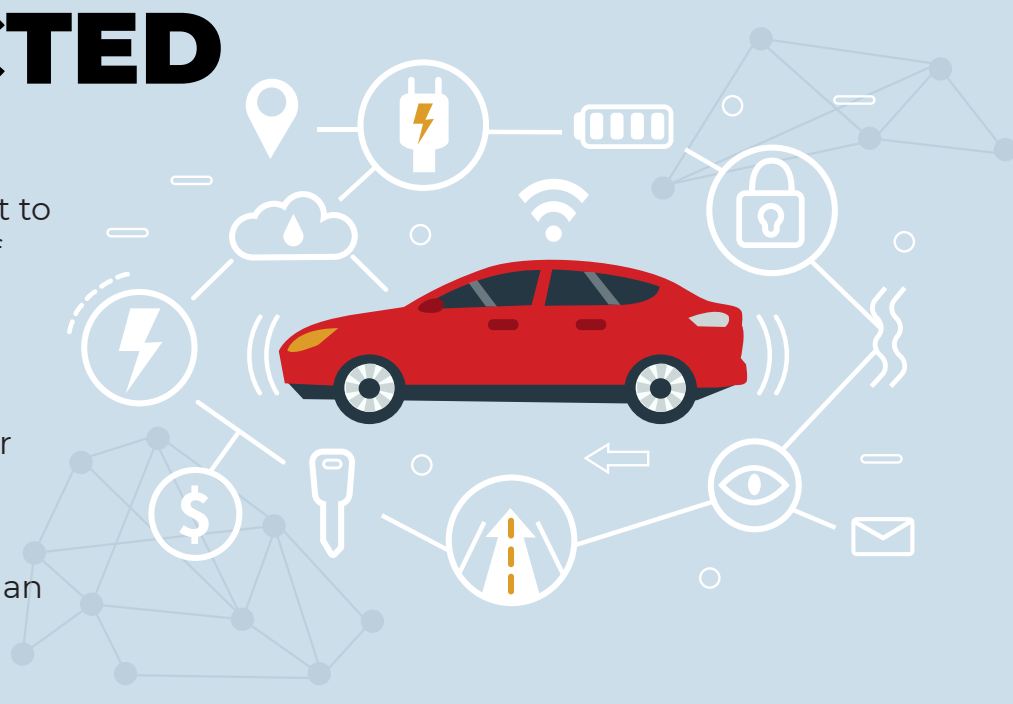


HOTELS

THE CONNECTED CAR

As autonomous vehicles start to hit the road, the challenge of connectivity increases.

Maintaining network connectivity between two variable points - a moving car and a cell tower - is critical because even a two second delay in decision-making for an autonomous vehicle can be catastrophic.



Using solutions that optimize and prioritize network connectivity ensures performance.

WHAT ARE THE CHALLENGES OF IoT?

IoT is different than traditional networks that have static capacity and variable demands. With IoT applications, both capacity and demand are variable, which poses challenges for networks. It makes it difficult to detect and allocate resources, manage capacity and deliver performance.



WHAT'S THE IMPACT?

With all these devices fighting to connect to the internet, it can be difficult to:

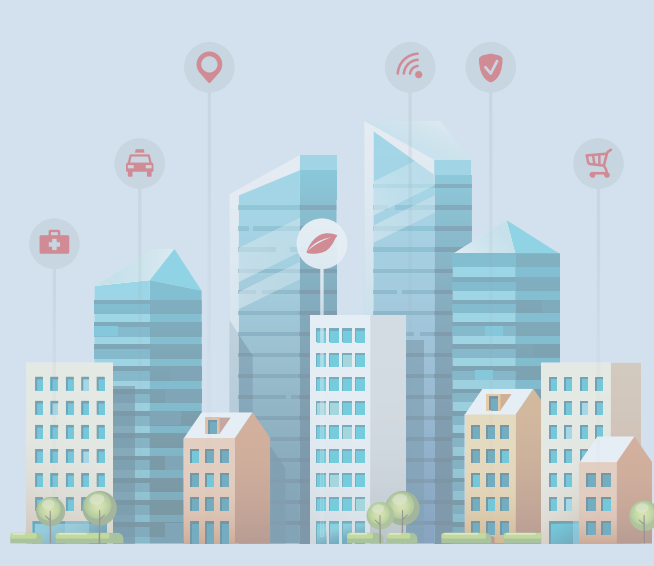
DETECT AND ALLOCATE RESOURCES

MANAGE CAPACITY

DELIVER PERFORMANCE

THE SOLUTION:

Service-Aware networks are the solution to this particular challenge. Performance analytics and testing are used to identify faults, while SD-WAN is used to optimize utilization and performance of system and network resources in near real-time.



Ready to learn more?

Get in touch with one of our experts to learn more about how Martello helps things run smoothly in a connected world.

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Source: <https://www.information-age.com/data-forecast-grow-10-fold-2025-123465538>