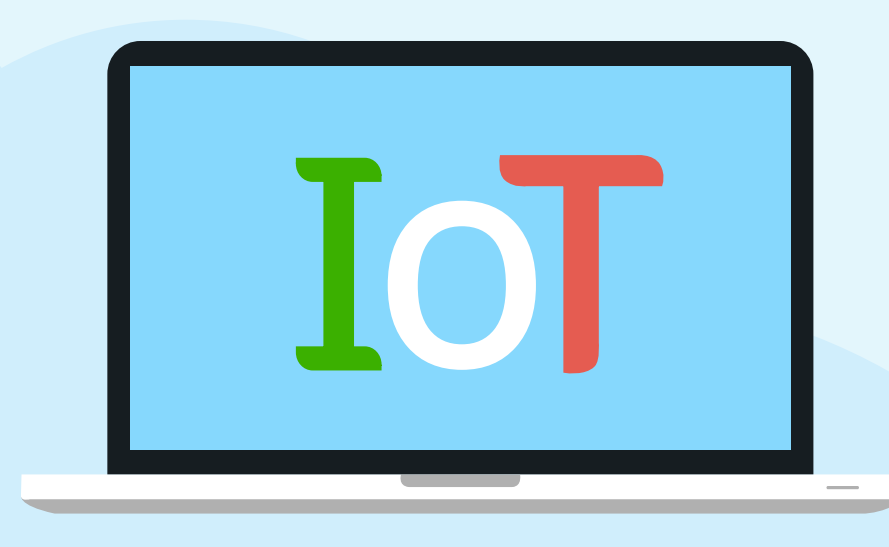


5 Top



Internet of Things Trends for SMBs



By Sarah Lahav
CEO of SysAid Technologies

Top IoT Trends for SMBs

1 An improved customer experience



2 Reduced costs



3 Better information leading to better decisions



4 New products and services



5 Improved business operations



An Improved Customer Experience (CX)

IoT devices not only allow SMBs to deliver a better CX, they will also collect customer touchpoint data to help companies improve.



Reduced Costs

Remove the need for manual, human labor elements – and the associated costs – with IoT and other smart devices.



Better Information Leading to Better Decisions

SMBs can use the wealth of collected data – with the help of a business intelligence tool and/or machine learning – to drive a multitude of business decisions.



New Products and Services

IoT devices can be embedded into existing products and services or be used to create brand new business opportunities – with the power in the “connectedness” and the opportunities this brings.



Improved Business Operations

By removing the reliance on people – with IoT devices – SMBs can speed up business processes and reduce the delays, and potential fallout, from human errors.

