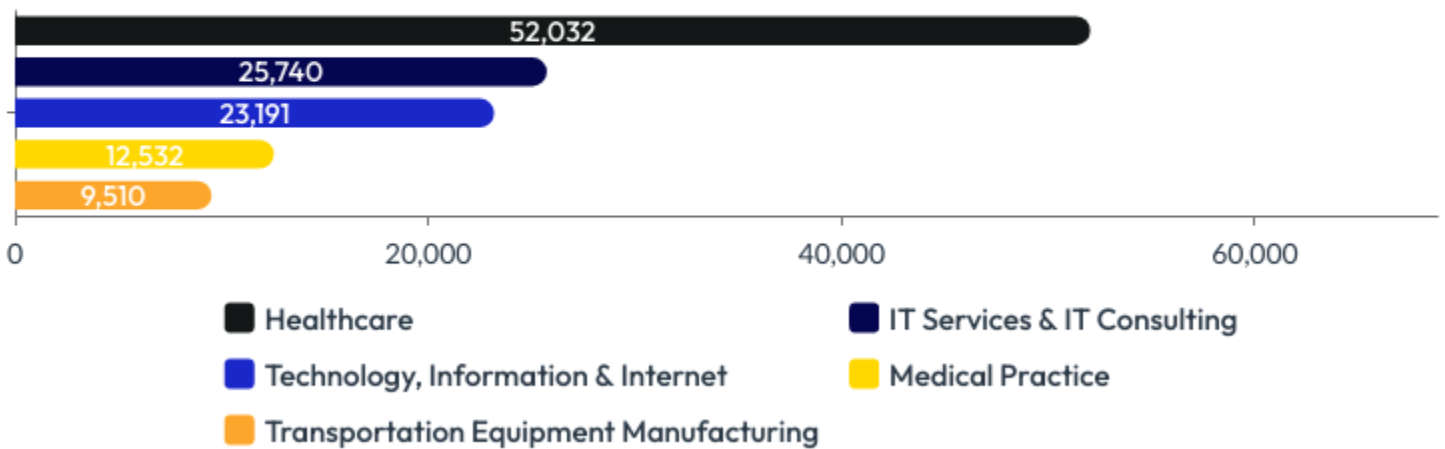# Lighthouse Labs

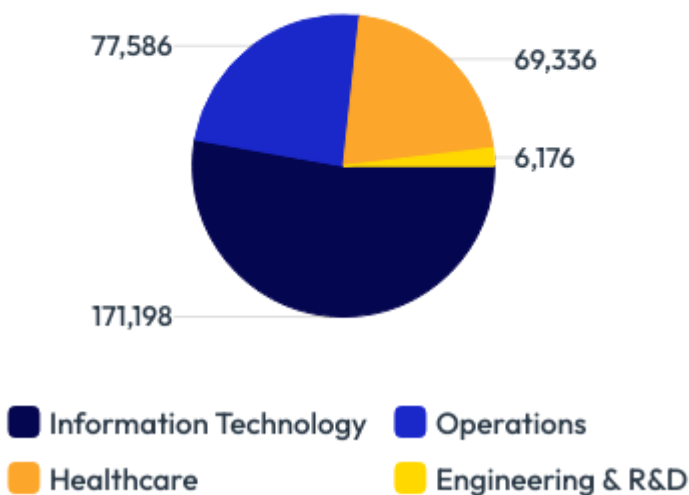## IoT Management Software Trends

July 2024

Overview

As the Internet of Things (IoT) landscape continues to evolve, Lighthouse Labs have analyzed down funnel content consumption and engagements relating to IoT Management software and solutions. Summarized below is the basic categorization data collected about engagements to enable filtering and analysis of the data.
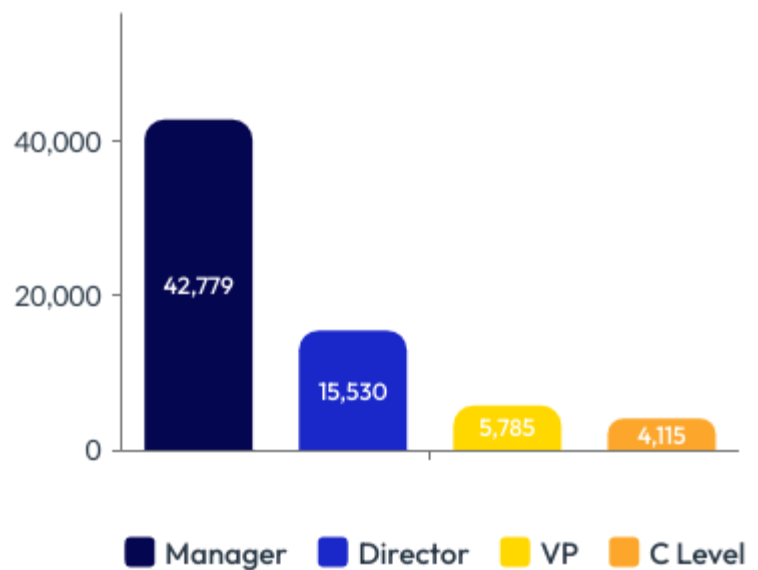
pharosIQ

Industry Engagement
IoT Management Engagement By Industry

Industry	Engagement
Healthcare	52,032
IT Services & IT Consulting	25,740
Technology, Information & Internet	23,191
Medical Practice	12,532
Transportation Equipment Manufacturing	9,510

- ■ Healthcare
- ■ IT Services & IT Consulting
- ■ Technology, Information & Internet
- ■ Medical Practice
- ■ Transportation Equipment Manufacturing

Functional Engagement
IoT Management Engagement By Function

- 77,586
- 69,336
- 6,176
- 171,198

- ■ Information Technology
- ■ Operations
- ■ Healthcare
- ■ Engineering & R&D

Seniority Engagement
IoT Management Engagement By Seniority Level

Seniority	Engagement
Manager	42,779
Director	15,530
VP	5,785
C Level	4,115

- ■ Manager
- ■ Director
- ■ VP
- ■ C Level

Leveraging atlasIQ, this trend report utilizes these data-backed insights to identify crucial advancements in four strategic areas driving IoT Management software and solutions: edge computing, AIOps, IoT security and, integrated network monitoring.

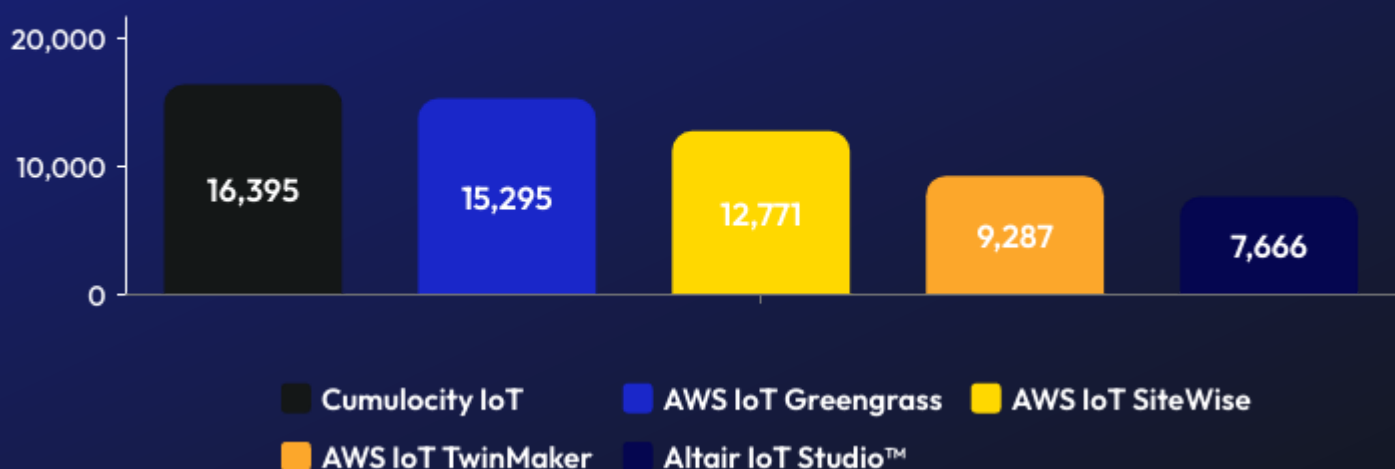pharosIQ

AI Is A Tailwind For IoT Edge

IoT remains a top corporate priority on the back of the current Edge computing wave.

According to the latest State of IoT – Spring 2024 report, IoT remains a top-three corporate technology priority, with AI now taking the top spot. As AI technology advances, companies are increasingly leveraging AI at the edge, driving demand for real-time data analytics. This results in edge AI equipment capable of performing parallel computations and training algorithms with minimal computational latency.

Our analysis reports over 60,000 engagements with research reports and case studies related to AI and ML models within IoT over the last 6 months. Several key AI trends in IoT Management are emerging including hyperscalers and vendors pivoting their edge strategies to innovate and secure their IIoT market position. This engagement has also been supported by the consumption of comparison guides related to the following products:

Performance by Product
Top Vendor/Products Generating Engagement Across Last 6 Months

Product	Engagements
Cumulocity IoT	16,395
AWS IoT Greengrass	15,295
AWS IoT SiteWise	12,771
AWS IoT TwinMaker	9,287
Altair IoT Studio™	7,666

Lighthouse Labs: IoT Management Trends,
July 2024 Edition

The Convergence of AIOps and IoT

Managing the complexity of connected devices across industries.

AIOps has emerged as a transformative force in the realm of IoT. As we venture into the second half of 2024, the integration of AIOps with IoT heralds a new era of intelligent device management. Through Automated Anomaly Detection, AIOps platforms continuously monitor data streams from IoT devices, swiftly identifying and rectifying irregularities to ensure uninterrupted operations. Through Predictive Maintenance, AIOps can analyze historical and real-time data to forecast potential device malfunctions, prompting timely interventions and minimizing downtime.

Integrating AI/ML in IoT operations is not just enhancing efficiency but also paving the way for innovative practices in sectors like healthcare, and manufacturing. Our analysis reports over 120,000 engagements with case studies and peer review guides related to optimizing operations, network reliability and maintenance across healthcare and manufacturing industries:

Performance by Asset

Top Industry Specific Assets Generating Engagement Across Last 6 Months

Asset	Engagement
Report: Healthcare & IoT - The Benefits, Complexities & Use Cases	33,750
Case Study: Securing Healthcare IoT to Protect Patients and Care	33,689
Report: Digital Transformation in Manufacturing	19,619
Case Study: Reasons Why Manufacturing IIoT Projects Fail	18,714
Guide: The Ultimate Guide to Industrial IoT for Manufacturers	18,694

Lighthouse Labs: IoT Management Trends,
July 2024 Edition

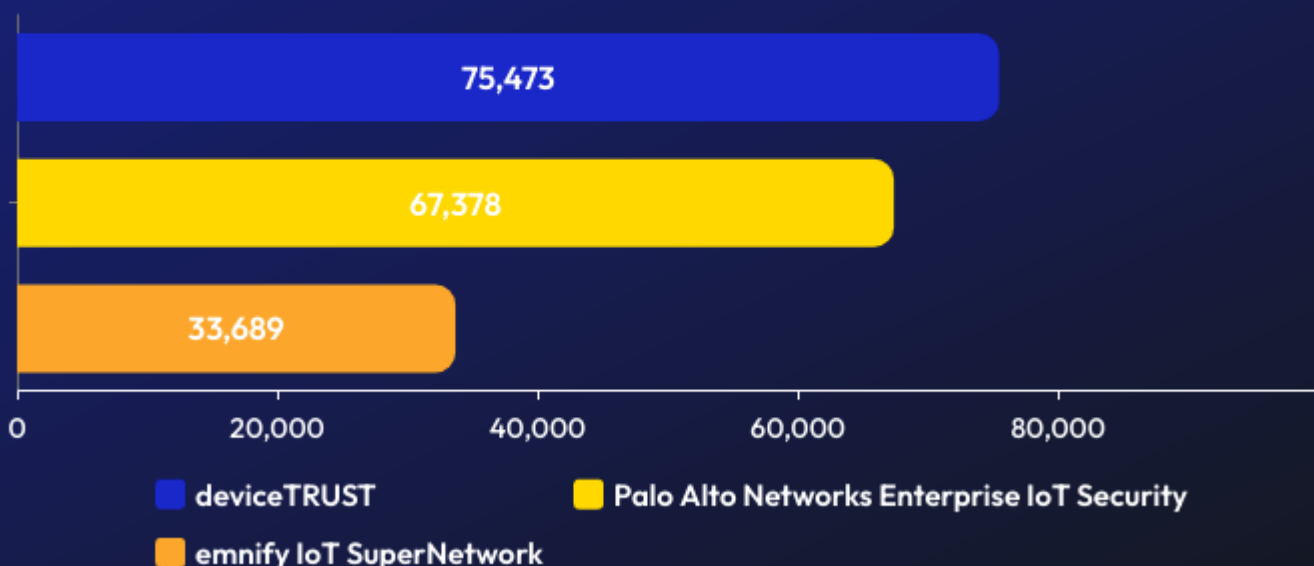# The Critical Role of IoT Cyber Security

Keeping data safe in a connected world.

The rapid adoption of IoT has become a significant business enabler, but it also introduces new security challenges for network and security teams. Traditional network perimeter defenses and legacy processes are inadequate for addressing the influx of IoT security issues. With IoT devices now comprising over 30% of all network-connected enterprise endpoints, CISOs and security leaders must move beyond legacy solutions.

Key themes from our most popular research formats within the last 6 months have demonstrated over 175,000 bottom of funnel engagements relative to IoT network security. This trend represents a shift adopting a comprehensive IoT lifecycle approach is essential for creating a security posture that both enables IoT functionality and protects the network from existing and emerging threats.

Performance by Product

Top Vendor/Products Generating Engagement Across IoT Security Management

Product	Engagement
deviceTRUST	75,473
Palo Alto Networks Enterprise IoT Security	67,378
emnify IoT SuperNetwork	33,689

Legend:
- deviceTRUST
- Palo Alto Networks Enterprise IoT Security
- emnify IoT SuperNetwork

Lighthouse Labs: IoT Management Trends, July 2024 Edition
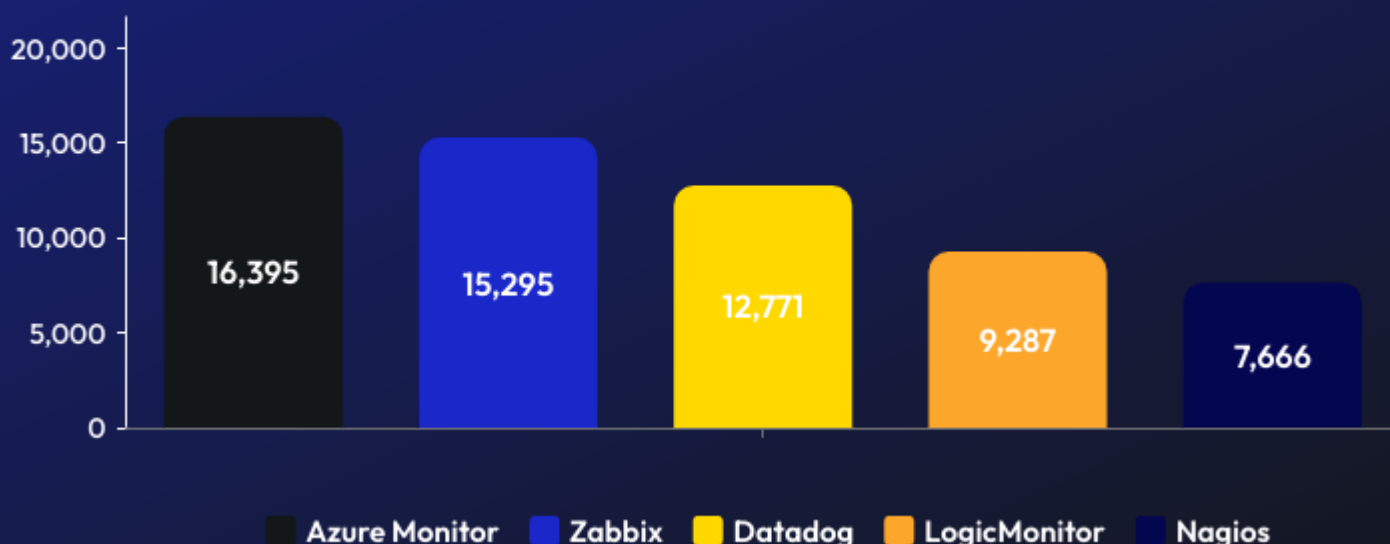
IoT and Cloud Add Complexity

Complexities in IoT- and cloud-driven landscape introduce the need for real-time insights.

In the IoT- and cloud-driven landscape, the need for real-time insights and automation is critical for organizations to proactively analyze and monitor their networks, detect issues, and respond swiftly. Embracing advanced network monitoring technologies has become essential, providing a strategic advantage in staying ahead of emerging challenges and maintaining robust network performance.

Our analysis reports over 60,000 engagements with research reports and case studies related to network monitoring within IoT over the last 6 months. Several key trends in IoT monitoring are emerging including the growing necessity for integration with AIOps for effective network management. This engagement has also been supported by the consumption of comparison guides related to the following products:

Performance by Product

Top Vendor/Products Generating Engagement Across Last 6 Months

Azure Monitor	16,395
Zabbix	15,295
Datadog	12,771
LogicMonitor	9,287
Nagios	7,666

Lighthouse Labs: IoT Management Trends, July 2024 Edition

This Lighthouse Labs Trends Report underscores the pivotal advancements and strategic areas that are shaping the future of IoT management. As IoT continues to evolve, these trends provide a roadmap for organizations building intelligent, sustainable, and resilient organizations capable of thriving in a dynamic global landscape.

Organizations are embedding IoT into their operations, aligning it with strategic objectives, and fostering resilience and integrity. Trends like the rise of edge computing, AIOps, the focus on securing data, and real-time insights and automation are transforming the IoT management landscape, enhancing efficiency and agility.

pharosIQ

Lighthouse Labs

Lighthouse Labs, powered by pharosIQ, is the definitive source for data-driven insights and industry trends. By analyzing down-funnel content consumption across multiple industries, we provide executives and senior managers in technology, financial services, manufacturing, marketing, and sales with actionable intelligence and comprehensive understanding of market dynamics.

pharosIQ

pharosIQ is a leading global provider of "intent-to-purchase" signal-driven lead generation solutions, delivering essential insights and demand for B2B organizations' sales and marketing success. With over four decades of expertise, pharosIQ converts proprietary intelligence into impactful engagements, driving global revenue efficiently. Powered by first-party audience engagement data, pharosIQ connects B2B software and services vendors with in-market buyers, transforming sales and marketing strategies worldwide.

For more information visit pharosIQ.com