

Digital Connectivity: The Power to Drive Your Business

Imagine a world where your fridge notifies you when you are almost out of eggs, or where your toaster and kettle fire up when your morning alarm beeps — a world connected for your convenience. This may sound like a ridiculous sci-fi fantasy, but the Internet of Things is starting to happen.

Bear in mind only twenty years ago most people did not own a mobile phone. Fast forward two decades and everyone owns at least one. And now they are not merely mobile phones, but smart phones — handheld computers, connecting you to everything from your parent's landline to your personal bank account.

The Internet of Things is emerging and it's changing the way we communicate, the way we live and the way we work.

So, what exactly is the Internet of Things?

The Internet of Things is basically the connection of physical devices. And as a result, the connection of people and processes. Do you own a Fitbit, a smart phone or a smart meter? Then you're already part of the Internet of Things.

This mass digital connectivity means massive gains in efficiency and flexibility across all areas of our lives. Consider the smart meter. Smart meters are great because we can gather information about our usage and turn our heating on or off with the touch of a button when away from home, meaning we are more energy efficient and our energy costs are reduced.

Around the world, local & central governments, as well as other public sector & private organisations, are leading the way in bringing the Internet of Things to life.

The healthcare sector demonstrates how connectivity is not only highly efficient, but potentially lifesaving. It allows for the collecting of important and more in-depth, real-time data about health issues, which will improve the health care and treatments of the future.

The Internet of Things will produce endless opportunities across all areas of our lives. With some analyst firms predicting that by 2020 there will be as many as 125 billion connected devices.

As the Internet of Things fast becomes a reality, how will our increasingly plugged-in world affect your business?

Get smart, get connected

As digital connectivity develops it will fundamentally change the face of business, facilitating smarter decisions, smarter products and smarter procedures.

The Internet of Things promises to be a £15 trillion global opportunity over the next decade. With private sector companies having the ability to create as much as £11 trillion worth of value by identifying how they — along with their customers and partners — can do more across the internet. Imagine all the ways your business would benefit if all your devices communicated.

Intelligent connectivity has the potential to transform your business, making it more efficient, more productive and more profitable.

To find out how you can better utilise your technology to drive business growth, deliver business efficiencies and provide better customer service, call **Pure Cloud Solutions** for a free Internet of Things assessment on **0333 150 1614**, today.


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