



5 simple steps  
to launching  
**IoT projects in  
Asia Pacific**



# Asia Pacific: The epicentre of IoT growth

Comprising up to 48% of global spending on Internet of Things (IoT) technologies by 2023, the Asia Pacific (APAC) region is fast becoming the global epicentre for IoT industry growth. The region is unleashing unprecedented new opportunities for technology providers to enable established businesses across a variety of industries to benefit from IoT's improved efficiencies and decision-making capabilities.

This year, APAC regional spending in IoT technologies will return to double-digit growth after a slower growth rate in 2020 due to the impact of the Covid-19 pandemic. According to a recent International Data Corporation (IDC) report, the Asia-Pacific region will rebound in 2021 to reach \$288.6 billion at a compound annual growth rate of 11.7 percent. China, Korea, and India will account for more than three-quarters of overall IoT spending in the region in 2021, followed by Australia and Indonesia.



# Drivers of IoT growth in APAC

There are number of sectors which are expected to drive IoT growth in Asia Pacific over the coming years.

Manufacturing firms in particular are expected to be the biggest adopters of IoT in the region, while resources and primary industries will see the most aggressive growth in IoT spending, according to IDC.

Meanwhile, previous boom industries that include healthcare, life sciences and retail will continue their IoT charge, with spending increasing over the next few years. However, spending in these growth sectors is expected to plateau by 2023.

## IoT investment is expected to focus on the following areas:

- IoT services; including IT, installation and Content-as-a-Service
- Hardware; including module or sensor purchases
- Software; will be the fastest growing segment, with a focus on application and analytics software purchases



# Challenges of launching IoT in the APAC region —

Yet despite all of the impressive growth figures, launching IoT initiatives in a single country is already fraught with challenges, never mind launching an IoT service across the APAC region where countries have different languages, markets and market characteristics, diverse business and telecom regulatory frameworks and different distribution and sales channels.

Challenges associated with launching IoT initiatives across the APAC region include:

## 1 Fragmentation

Many IoT systems have been developed using a vertical service model. As a result, interoperability between service domains, different countries and regions represents a challenge. For this to be overcome, IoT providers need to adopt a “horizontal service” mindset between participating linked internet “things”. Partnering with an IoT service solutions provider already with experience of providing services across multiple industries and the APAC region is the fastest and most obvious solution to this challenge.

## 2 Gaining insights rather than data

Simply connecting IoT devices together to provide extensive data does not necessarily result in information and insights that improve efficiencies or decision-making capabilities. The amount of data that can be provided across different countries in a region can be even more extensive - making knowing what insights are necessary even more important.





### 3 Data privacy & device security

While the Internet in general has always been prone to security risk, the adoption of IoT devices across multiple countries and networks poses even more challenges. In addition, since many industrial devices were historically designed to be secure by virtue of their isolation, connecting them securely can be a tricky proposition. Even if the data provided by IoT devices is not especially sensitive, the fallout from a data security breach can still be both extensive and costly, as well as representing a significant legal liability. From a network security perspective, partnering with a service provider with a proven track record in the APAC region is critical to reducing such security, data protection and related challenges.

### 4 Inadequate infrastructure

Any IoT implementation is only as effective as the network upon which it is deployed. While a provider may have a strong presence in one APAC country, it's critical for a broader IoT implementation to be successful that the underlying network infrastructure extends across the whole region. Regional IoT service rollouts are best served by those with their own network with appropriate security and redundancy as well as regional 3G and 4G networks or reliable partners for device connectivity.

### Tips

- Partner with an experienced, reputable connectivity provider with a proven track record in providing IoT services in the APAC region and platforms with the ability to provide business insight rather than raw data.
- Identifying “turnkey” IoT service providers serving the APAC region will go a long way to mitigate regulatory challenges.
- Engage with IoT service providers that have experience both in rolling out IoT solutions in the APAC region and are backed up by their own secure regional IP network as well as 3G and 4G coverage.
- IoT technologies are advancing rapidly. Ensure those you partner with are committed to keeping up with the latest developments in the industry and are large enough to make the necessary investment in technology infrastructure now and in the future.

# Five steps to launch IoT in the APAC region

## 1 Prioritise target countries or markets in the APAC region

Since the challenges of rolling out IoT service to just one country or market are already significant, it makes sense to prioritise target APAC countries or specific regional markets first. Once services have been successfully launched in these markets, services can be expanded to additional APAC countries and regions.

## 2 Partner with a regional network player

In almost all cases, choosing the right network player with both a proven IoT track record and its own regional network will go a long way to mitigate the challenges associated with rolling out an IoT service initiative across the APAC region.

## 3 Develop a network strategy for security, mobility, private network and cloud services

While your chosen regional network partner should be able to assist with security challenges that may arise at a network level, it's critical that any device software, machine-to-machine coding and cloud service integration is also secure.






## 4 Join a community or partnership programme

Joining a community or partnership programme can put key development personnel in contact with others who can assist with both technology and business challenges associated with rolling out a regional APAC IoT initiative. For example, Console Connect for IoT partner program connects vendors, solution providers, system integrators and platform owners to jointly promote the use of IoT applications to different industries and markets - including the APAC region.

## 5 Go digital and embrace automation

Develop your systems and work with partners that embrace network automation. For example, Console Connect for IoT has the ability to seamlessly, reliably and securely bring people and machines across APAC, or any other region, together. From real-time activation and deactivation of devices, service configuration and traffic monitoring, Console Connect provides end-to-end control and visibility of global IoT assets.

## Tips

-  Create a multi-year strategy, especially if it has different equipment platforms and processes.
-  Sell the IoT strategy to all stakeholders inside and outside the company. Those who benefit first hand from an IoT implementation will likely be key proponents of the project.
-  Take a step-by-step approach to IoT development and rollout.
-  Develop and launch IoT solutions that are scalable and sustainable for a long-term digital transformation journey.
-  Identify and appoint the most suitable and credible network partner with extensive experience and credibility in the APAC region.



# Introducing Console Connect IoT

Console Connect IoT is transforming how businesses experience and manage their global IoT connectivity, giving them real-time activation and deactivation, traffic usage monitoring, and customisable rules, using a unique self-service model.

As end-to-end IoT connectivity becomes increasingly complex, Console Connect IoT simplifies the ordering, deployment and change management of your entire global IoT network.

Using Software Defined Interconnection® technology, Console Connect IoT allows businesses to orchestrate and manage their IoT connectivity – from edge to cloud – across our own private, high-performance global network.

The platform is fully integrated with the world's leading cloud providers, enabling businesses to manage both their global IoT connectivity and direct cloud connectivity through one easy-to-use management portal. Businesses can also explore and directly connect with a global ecosystem of IoT, carrier, SaaS and other Network-as-a-Service partners.





# Why Console Connect IoT?\_

- **One SIM, ubiquitous coverage**

With Console Connect IoT, devices will work with our physical or eSIM anywhere in the world without the need to swap for a local SIM.

- **One connectivity management interface**

Benefit from one unified connectivity management portal and/or API to integrate Console Connect IoT with your own systems to access management and reporting functions.

- **Globally resilient and secure infrastructure**

We manage device connections end-to-end, combining 3GPP compliant 2/3/4/5G networks via 800+ global roaming partners with our extensive, secure MPLS network and private links to destination public or private clouds.

- **Global IoT partner program**

Connecting vendors, solution providers, system integrators and platform owners to jointly promote the use of IoT applications to different industries and markets.

Contact us

Data sheet



# How do I **sign up**?

- Take control
- Cut complexity
- Make interconnection effortless

Easy as a click! Try it for free:

**Register now**

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## **United Kingdom**

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## **France**

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Have other questions we didn't cover?

**Join our community** of experts.



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