



## IoT Solutions and Your Communications Services: *a Match Made in the Cloud*

According to the Oxford Dictionary, “connected” is defined as “brought together or into contact so that a real or notional link is established.” In today’s world, it seems that everything is connected – well, almost everything. But with the continued growth of the internet of things (IoT) – a network of internet-connected objects able to collect and exchange data – soon, everything will be able to connect. In fact, according to [Business Insider](#), there were approximately 8 billion IoT devices in 2019 with a forecast for more than 41 billion by 2027.

This growth will occur across all industries – utilities, government, automotive, healthcare, and more – with some expecting to see more than others.

A [Gartner report](#) shows the expected IoT endpoint growth rate for each industry in 2020. The building automation market segment is forecasted to see the largest change (42%) followed by government (32%) and automotive (31%).

**Global IoT Endpoint Market by Industry (Units in Billions)**

	2018	2019	2020
Utilities	.98	1.17	1.37
Government	.40	.53	.70
Building Automation	.23	.31	.44
Physical Security	.83	.95	1.09
Manufacturing & Natural Resources	.33	.40	.49
Automotive	.27	.36	.47
Healthcare Providers	.21	.28	.36
Retail & Wholesale Trade	.29	.36	.44
Information	.37	.37	.37
Transportation	.06	.06	.08
	<b>3.96</b>	<b>4.81</b>	<b>5.81</b>

Source: Gartner (August 2019)

## IoT + Communications Services = Benefits

IoT solutions help connect devices, manage tasks, identify opportunities, and transfer information in a safe and secure environment. With the proper communications services, a company can utilize IoT solutions to increase efficiency, solve issues, discover underlying problems, and more.

By implementing IoT solutions, companies that rely on human monitoring and data collection can redirect the time spent on those activities to ones that are more valuable to the business. You eliminate the inevitable “human error” with collected data so your reports are more accurate, but this doesn’t mean people are completely taken out of the equation. By integrating with your communications services, the data collected is sent to someone (email, text, etc.) who can review it and make appropriate decisions more quickly and efficiently.

For example, restaurants have required intervals in which the temperature of the food must be taken. During busy mealtimes, this can be a challenge. But by placing sensors in specific locations throughout the restaurant, the manager can receive alerts letting them know if any items are not being kept at temperatures within the pre-determined range. This ability allows the restaurant staff to always focus on the customer while having the peace of mind that mission-critical, behind-the-scenes activities are not falling by the wayside.

With the proper communications infrastructure, IoT solutions automate a business’s most menial tasks. These solutions include:

- ✓ Sensors on air conditioning/heating units that can determine when they should operate. Users don’t have to tinker with or check a thermostat.

- ✓ Exterior lights that can be programmed and/or managed to automatically adjust to seasonal and/or time changes. Users don't have to worry about adjusting timers if there are power outages.
- ✓ A monitor on a refrigerator that sends alerts notifying users that a compressor is running more often than normal. Users can address the issue before it becomes more obvious of a problem.

According to Clayton Banka, Product Engineer at BullsEye Telecom – the leading, national, multi-location communications solutions provider – it's not just menial tasks that IoT solutions can help with. Custom deployments based on a company's need or services are possible as well. Banka explains,

*"BullsEye is developing an IoT solution, which will provide the client with a carryout order notification system. When a customer pulls into a designated parking spot, a camera sends a photo via text to an employee – alerting them that the customer has arrived. And because the type of car was included in order details, the employee will know which order to take out to the car."*

### Safe and Secure

IoT solutions require connectivity through broadband or cellular, which may raise the concern of security of information for some. Most sensors have a built-in layer of security –

a proprietary frequency and data encryption. But keep in mind, adding a layer of IoT to your communications services will only provide monitoring features. There's no control aspect to the data collected and shared. If a hacker does infiltrate a system, they can only see – not manipulate – data. Of course, the situation changes if you have proprietary and/or confidential data involved. In this case, you or your communications provider need to have the proper security protocol to secure your data.

### Finding the Right Partner

When looking for a communications provider to help you identify, launch, and manage your IoT solutions, you want someone who is willing to find the best solution for you – not just what they use for everyone. That's the difference between a vendor and a partner. A partner acts as an extension of your team – operating with your business goals in mind. Are they willing to develop something custom for you, or do they have a cookie-cutter approach?

At BullsEye, everything we do is engineered to improve your business, and we have a proven track record of providing successful IoT solutions to clients. If you'd like to learn more about how IoT could benefit your business, contact us at **877-438-2855** or **[sales@bullseyetelcom.com](mailto:sales@bullseyetelcom.com)**.