

IIoT Impact on the Transportation Industry

The transportation industry, with both heavy-duty equipment manufacturers and operators, is embracing Industrial Internet of Things (IIoT) to connect their critical assets, extract meaningful data, and keep business in motion.



The Current State of IIoT Adoption in the Transportation Industry

Based on present use, IIoT is already making a difference in many transportation businesses:



93% currently have an IIoT solution in place



58% have used IIoT for 12 months or more



42% established their IIoT solution in the past 12 months



99% of adopters indicate their solutions are very or somewhat important for their company

6% plan to implement an IIoT solution this year

Solution implementation is based on business needs

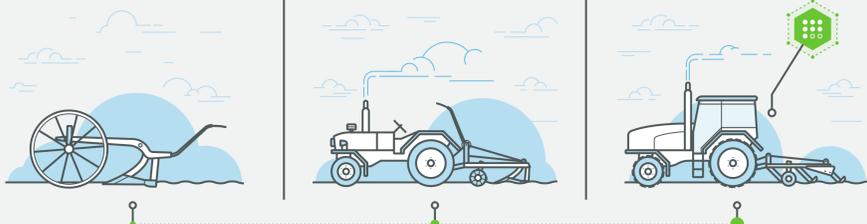


68% Cloud-based
Preferred method, likely due to ease of use and lower costs



32% On-premise

Evolution of the Transportation Business Model: IIoT Integration—To a Point



The Bsquare Maturity Model identifies a framework for IIoT advancement and ROI realization in industrial environments.

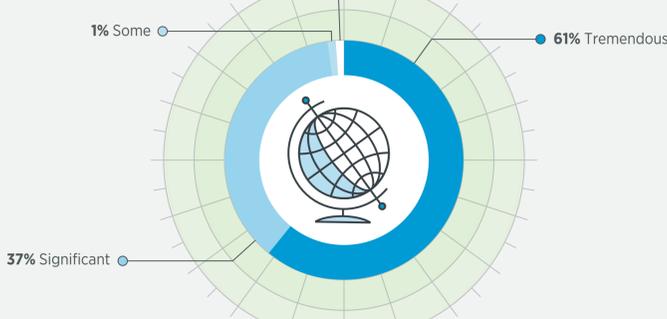
Here's how the transportation industry sits:

IIoT Maturity Model



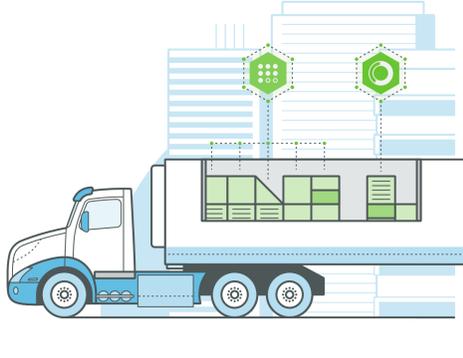
IIoT ROI shines once businesses apply machine learning to identify data correlations in real-time assets. Based on this industry snapshot, transportation companies have significant opportunity to advance their IIoT capabilities—with impactful results.

Considered Industry Impact at a Global Level



Enhancing Operations Performance with IIoT

IIoT helps service centers, truck manufacturers, and fleet operators improve equipment performance and health.



Current adopters cite these top business challenges targeted by IIoT solutions:



95% Vehicle performance



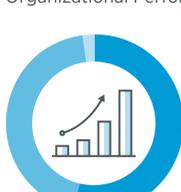
65% Logistics



23% Operating costs

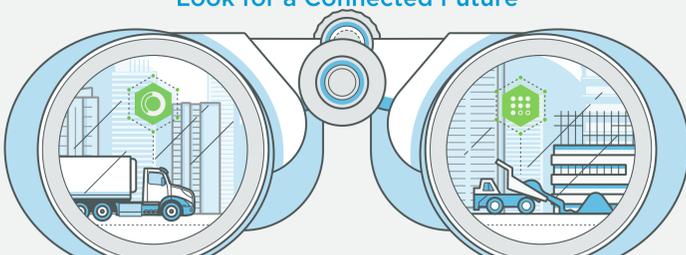
96% consider their IIoT solutions to be extremely/very effective

Organizational Performance Improvement:



- 54%** Significant
- 44%** A Fair Amount
- 2%** Don't know/Not applicable

Look for a Connected Future



The future of IIoT is bright for transportation businesses.

12-month projections:

With no investment decreases, the ROI of IIoT is clear.



85% Investment will increase

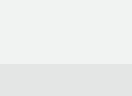


15% Investment will not change



0% Investment will decrease

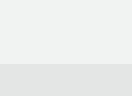
12-month IIoT business priorities include:



24% Orchestrating single-step actions (such as service ticket requests)



6% Automating alerts



6% Using data scientists

Bsquare software solutions have been created to optimize business outcomes for diverse industries.

Download the Bsquare 2017 Annual IIoT Maturity Survey, and learn more at Bsquare.com.

All data is from the Bsquare 2017 Annual IIoT Maturity Survey, spanning Manufacturing, Transportation, and Oil and Gas industries. The online survey was conducted in the US between August 15, 2017, and September 1, 2017, and reached 310 respondents with functional operations responsibilities and roles of manager level or higher at companies with annual revenues of more than \$250 million for Transportation/Manufacturing and in excess of \$400 million for Oil and Gas.