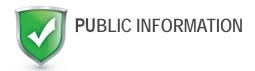


## **Industrial Automation IoT Market**

David Brandt, Cliff Whitehead







## **Industrial Automation Legacy**

Rockwell Automation

Industrial automation has been inter-networking "things" (sensors and actuators) with control and decision support systems since the 1970's so IoT is not a new concept to our market. The requirements of Industrial Automation are not exclusive and are important to the overall IoT market and technology space.

## Rockwell Automation

## Industrial Automation IoT Market

- In their report "Industrial Internet of Things 2014", industry market analysis firm IHS Technology forecasts that there will be:
  - 50B node installed base at 13% connected (sensors, actuators, controllers, interface modules, operator interfaces, IT infrastructure, instrumentation, servers, etc.)
  - 6B new node shipments at 31% connected
  - 1.8B new wired nodes with 11.7% CAGR
    - Predominant connectivity via wired networks followed by WLAN then WPAN and WWAN
  - Approaching 50% Ethernet in Process Industry (related IHS report)
  - Other portions of installed base can tolerate less Ethernet overhead
  - Reduced PHY is a significant factor in further penetration