

## IBM Bets \$3bn on IoT

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IBM announces a \$3 billion investment in the creation of an Internet of Things (IoT) unit, whose task is the building of a cloud-based open platform for enterprises with plans for IoT solutions.



According to the company, the platform offers industry-specific cloud data services and developer tools for the integration of data from an "unprecedented" amount of sources, both IoT and traditional, all in the name of designing IoT-optimised connected devices.

"Our knowledge of the world grows with every connected sensor and device, but too often we are not acting on it, even when we know we can ensure a better result," Big Blue adds. "IBM will enable clients and industry partners apply IoT data to build solutions based on an open platform. This is a major focus of investment for IBM because it's a rich and broad-based opportunity where innovation matters."

Furthermore IBM wants enterprises to analyse all the data the world's connected devices generate, since currently 90% of such data is, ultimately, lost. And such analysis has to happen as soon as possible, as 60% of said data loses value within milliseconds of being generated.

Big Blue's IoT plans also involve partnerships with a number of "ecosystem leaders," including AT&T, ARM, Semtech and ESRI, as well as team-ups with a number of cities and public entities as part of the Smarter Cities and Smarter Buildings initiatives.

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