Three takeaways to confidently move projects ahead:

- When CEOs lead, projects thrive
- Without strong leadership, projects wither;
- A fragmented landscape

IoT’s promise requires strong leadership

The Internet of Things (IoT) offers improved efficiencies, lower costs and brand loyalty, but bringing safe and secure IoT projects to market isn’t easy.

Without strong leadership, projects wither; the fuel of leadership is required to light the path to successful IoT projects.

CEOs need to understand the intricacies of the connected ecosystem and its impact on markets, products, services and distribution channels. Before saying yes to IoT efforts, explore the issues and ensure of buy-in from all levels of the organization.

Executives need to understand the challenges of bringing safe, secure and sustainable IoT projects to market isn’t easy.

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