

# The Dawn of a Digital Industrial Era

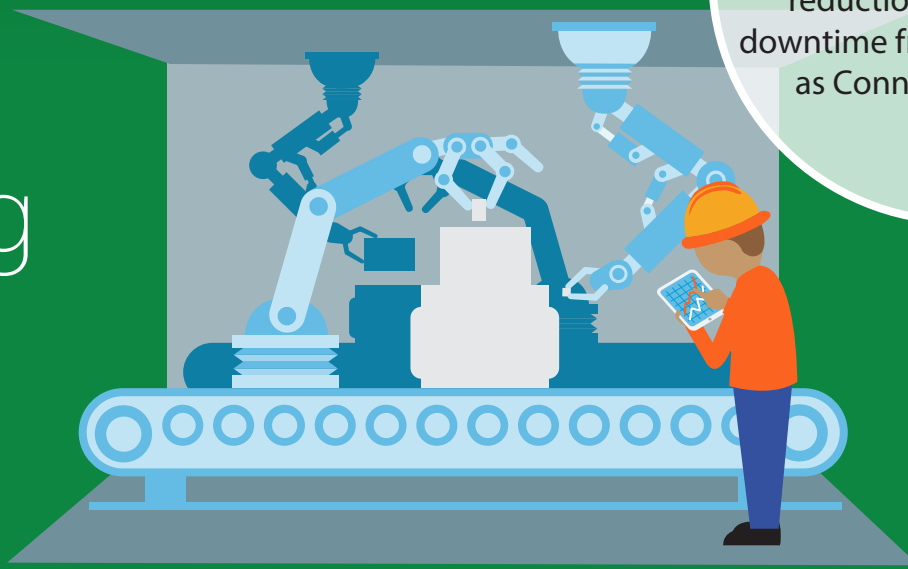
How IoT Is Evolving Three Industries

By 2025, IoT has a total potential economic impact of **\$11.1 trillion** a year.<sup>1</sup>

IoT technology is making companies more agile and productive. Now brands can get products to customers more quickly and create new revenue streams by acting on insights from their data. Industry leaders across the manufacturing, transportation, and energy industries are working on the IoT-based business opportunities of tomorrow.

## Digital Manufacturing

What happens when machines can “talk” to one another? Factories produce more and workers stay safe.

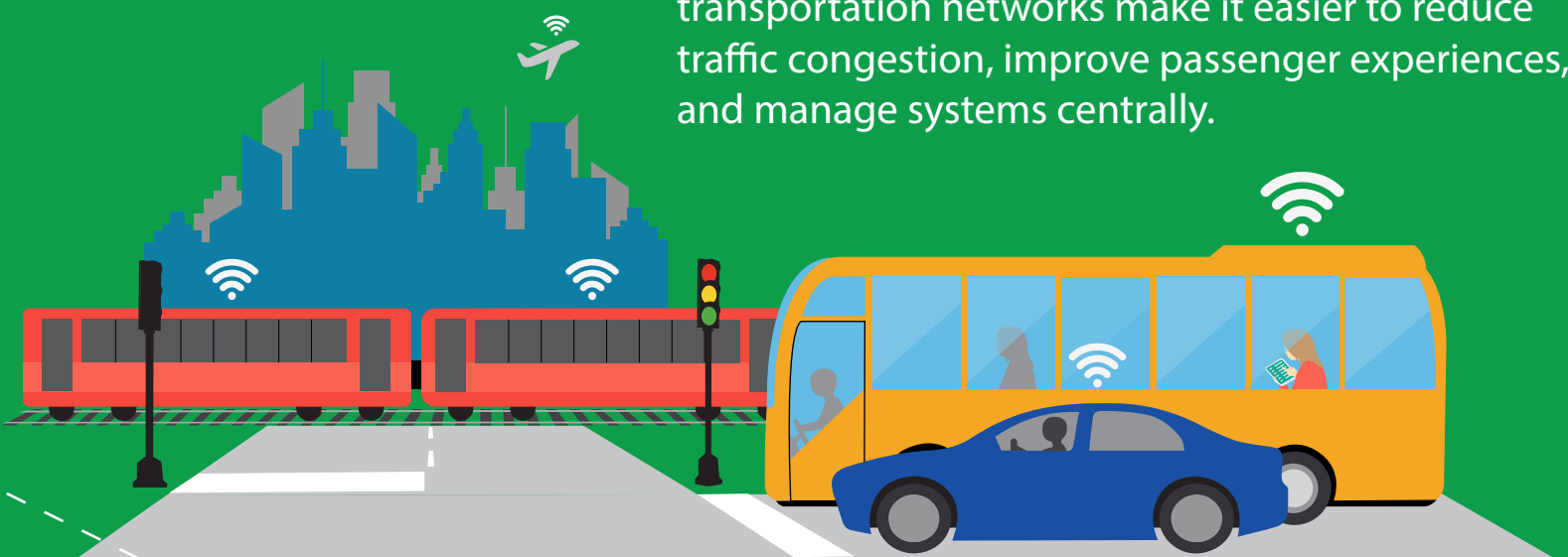


Manufacturers project a **48%** reduction in unplanned downtime from solutions such as Connected Factory.<sup>2</sup>

Drivers in the United States spend an average of **42 hours** every year sitting in congested traffic, wasting **3.1 billion** gallons of gas.<sup>3</sup>

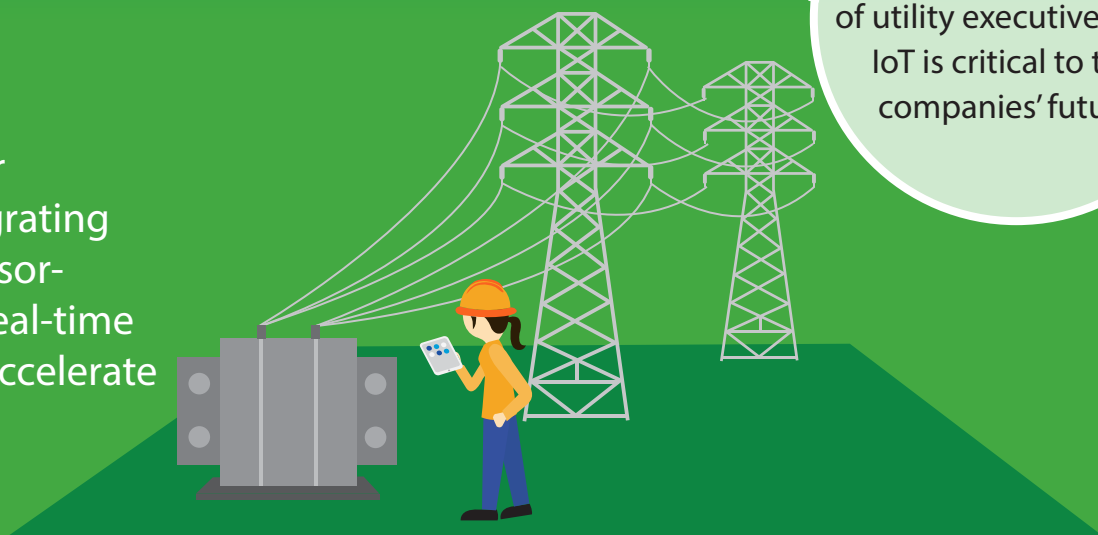
## Digital Transportation

Whether in the air or on the ground, connected transportation networks make it easier to reduce traffic congestion, improve passenger experiences, and manage systems centrally.



## Digital Utilities

Utilities are transforming their aging infrastructure and integrating diverse energy resources. Sensor-based digital solutions offer real-time visibility and control to help accelerate that pace.



**63%** of utility executives think IoT is critical to their companies' future.<sup>4</sup>

Learn more at [www.cisco.com/go/iot](http://www.cisco.com/go/iot).

Sources:

1. <http://www.mckinsey.com/business-functions/business-technology/our-insights/the-internet-of-things-the-value-of-digitizing-the-physical-world>

2. <http://blogs.cisco.com/manufacturing/connected-machines-reducing-downtime>

3. US Department of Transportation

4. <http://www.energycentral.com/community/intelligent-utility/what-utilities-expect-internet-things>