

# ✓ WHY IoTBIZ ✓™

54% of businesses state that the underlying reason for their projects' success was the collaboration between IT and the business stakeholders. With nearly **75 billion devices** by 2025 and this ecosystem of technology responsible for the largest economic growth in human history, organizations who build a culture of collaboration, expertise and understanding of IoT will benefit as part of the \$475 billion market growth by 2020. **Do your business stakeholders, decision makers, and project managers possess the knowledge they need to succeed?**

**49%**

of business leaders agree that a technology focused culture contributes to an IoT project's success.

Cisco IoT Survey, 2017

**94%**

of businesses see an ROI on their IoT investment.

Safestat 80 Mind-Blowing IoT Statistics (Infographic) by Ana Bera

**60% of global respondents** said that IoT initiatives always look good on paper, but prove much more difficult than expected

Cisco IoT Survey, 2017

## CERTNEXUS®

### ✓ COURSE OVERVIEW

IoT BIZ offers business leaders a streamlined course and associated credential to open collaboration and drive informed business decisions for their IoT strategy. IoT BIZ candidates will learn IoT terminology to understand the components of IoT infrastructure, uncover challenges for consideration, and the impact that IoT has on their organization. Successful participants will be able to identify what IoT can do for their organization and the various business and technical challenges to address.

"Business owners tend to dive head first into new trends, and the same applies to the IoT. Nearly 75% of all IoT business projects are doomed to fail", according to the Internet of Things statistics for 2019.

## READINESS ASSESSMENT

Measure your organization's level of preparedness to implement and support IoT solutions with our complimentary **IoT BIZ Readiness Assessment**. This tool was designed to measure knowledge of non-technical professionals to make decisions and support IoT implementations. You'll receive a free report including staff members' readiness results.

Learn how to redeem your free access code

( ) at [certnexus.com/iotbiz-readiness](https://certnexus.com/iotbiz-readiness)

## THINK

Empower decision makers, executives, and project managers to lead, design, and put emerging technology into practice