

INSIDER

APRIL 2017

ISSUE 66

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THE RISE
OF THE INTERNET OF THINGS

INTERNET

THE RISE OF THE INTERNET OF THINGS

BY CHRISTY GORDON, EDITOR

Chances are you've heard a lot about the Internet of Things, or IoT, in the last few years. IoT has been on the rise since the late 2000s when the number of "things" connected to the Internet grew to outnumber the amount of people on the planet. According to a study by CompTIA, more than 50 billion devices will be online by 2020 as emerging things capture a larger share of the ever-growing IoT market. And smart home products – which include home automation, improvement, and energy efficiency – are one of the fastest growing segments in the IoT space.

The Rise Of Smart Home Products

Fred Towns, president of SYNnex subsidiary and Varnex vendor New Age Electronics, believes the popularity of home control and connectivity will continue to grow and evolve beyond simple do-it-yourself projects.

"Buyers started with DIY products that turn on light bulbs with apps," Towns told *Dealerscope* in a recent interview. "Then, some added security cameras, A/C control, then monitoring and smart locks."

Towns added that home automation solutions like Nest are helping to propel the rise of smart home products, thanks to their interoperability with a growing number of compatible devices.

Here's how Nest brings home automation products together to create one seamless solution.



For more information about New Age Electronics and the products they offer – including home automation solutions from Nest, iControl Networks, Insteon, and Zmodo – visit the company's [Varnex vendor page](#). New Age Electronics will also host their annual Retail Dealer Summit July 19-21 in Las Vegas, NV.

TOP STORY

IoT Market Segments On The Rise

Smart home certainly isn't the only IoT market segment poised for growth. Opportunities abound in the global IoT market with segments covering everything from healthcare and transportation to government, industrial, and commercial buildings.

Forrester predicts the hottest areas for IoT growth will be fleet management in transportation, security and surveillance applications in government, inventory and warehouse management applications in retail, and industrial asset management in primary manufacturing.

Leveraging IoT

When it comes to leveraging IoT for business, choosing the right solution is critical says SYNnex CEO Kevin Murai.

"You have to pick the solutions that are most relevant to the business you have," Murai said in **an interview with ChannelPro-SMB**. "And for our customers that could be, 'I've got a very strong foothold in this vertical industry.' Or it could be, 'I have a specialized business in this technology platform.'"

"There are always going to be extensions to what our customers view as their core competence that they can then drive into an IoT solution or a solution that is relevant to their business," Murai continued. "The sky's the limit in terms of how big you can get this and how you can grow."

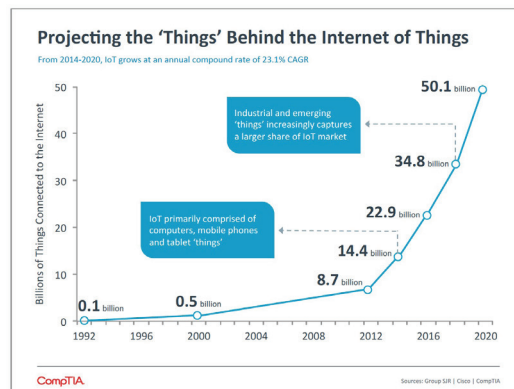
Here's a video from Gartner reporting on the business value of the Internet of things.



IoT Tech On Display At The Varnex Spring Conference

PacketViper is providing a real-time demonstration of how they can stop IoT devices that have been hacked and turned into bots that could potentially engage in cybercrime activities like DDoS attacks. Stop by booth #610 for more information.

D-Link will display connected home devices ranging from smart plugs and WiFi water sensors, sirens, and cameras. Visit booth #516 to learn how your customers can automate and control the places in their homes that are important to them.



FlexNet Code Insight enables IoT manufacturers to identify and disclose the use of open source software and third-party code in their intellectual property to minimize license compliance exposure and assess vulnerability risk. It also empowers IoT providers to simplify and manage their end-to-end open source use policy which helps them provide their customers with safe and secure solutions. Stop by booth #616 for more information.

Can't make it to the conference? Email the strategic procurement team directly at strategicprocurement@synnex.com.

For more tools and resources that can help you leverage the Internet of things, turn to Business Corner on page 22.