

# How to identify IoT opportunities

IoT offers you an unprecedented opportunity to gain entry into a fast-growing and lucrative market. But where are these opportunities and how do you identify them?

The answer is with: **2 simple questions.**

With these 2 simple questions you can quickly and easily identify whether IoT opportunities exist within your existing customer base or prospects.

1

Do you use SIMs for any device that's not a mobile phone, tablet or router?

2

What devices will the SIMs be used for?

With positive answers to these questions, you can confidently tell your customer that:

*"We have an IoT solution that provides a market-leading management platform to let you quote, order, and manage everything completely online. It has access to 6 top-tier networks and coverage in over 260 countries, giving you reliable global connectivity wherever you need it. Plus, our dedicated support team is available 24/7 to ensure your IoT deployments run smoothly, anytime, anywhere."*

## Next steps

Once you've established that you have an IoT opportunity, please contact your business development manager with details of your opportunity and they will arrange a call to discuss the IoT solution in more detail.

You can also call your business development manager to gain further insight into how to identify IoT opportunities on 0800 840 6800.

