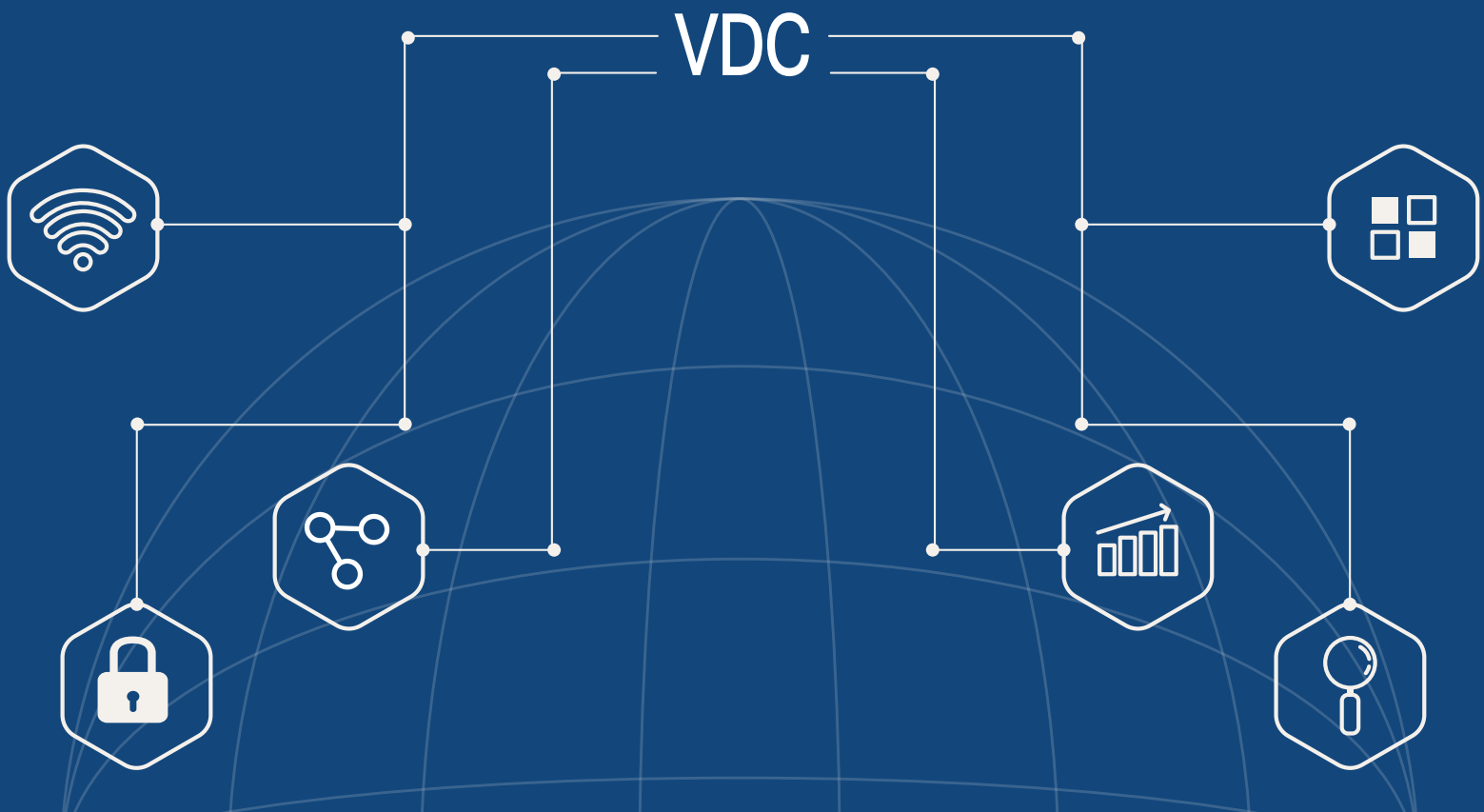


# 2020 Industrial Automation & Sensors Industrial IoT Vendor Awards



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**VDC** | Research

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October 2020  
By Jared Weiner, Senior Analyst  
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# The Situation

VDC Research recognizes the top vendors of industrial IoT solutions with the 2020 “Platinum” and “Gold” vendor favorability awards. These award winners have helped their customers begin to harness the vast potential of the IIoT, and will be instrumental in the continued digitization of industry as a whole. Understanding which vendors have the most favorable standings within different IIoT-related product categories can provide industrial organizations with a valuable head start in designing their own IIoT strategy.

VDC based these awards on vendor sentiment ratings from our annual worldwide survey of the industrial automation community.<sup>1</sup> This year’s survey garnered 251 responses from qualified professionals in engineering, IT, logistics, operations, and executive roles. Each respondent was actively working for an industrial organization—most commonly within the manufacturing space—at the time of the survey, and the survey qualified only those with personal knowledge of either continuous improvement, electronic or mechanical component selection or usage, IT networking for industrial systems, production/operations management, or supply chain management/procurement.

The awards are organized into three categories:



We first asked survey respondents to indicate their familiarity<sup>2</sup> with a randomized list of 10 suppliers within each category. Next, we asked respondents to rate their opinion<sup>3</sup> of each brand—excluding those with which respondents were not familiar—as a supplier within that specific category. We awarded the suppliers with the three highest favorability scores in each category with “Platinum” status. Vendors with a score in the next 6 highest positions received “Gold” status.



## Industrial IoT Vendor Award - Platinum Winners

IIoT Platforms	Industrial Networking	Industrial Cybersecurity

<sup>1</sup> The full dataset from this survey, which consists of more than 75 exhibits, is examined in our recently-published study [2020 Industrial Automation & Sensors Survey Dataset and Analysis](#). Contact us for more information.

<sup>2</sup> Familiarity ratings were based on a 3-point scale: 1=Not at all familiar; 2=Somewhat familiar; 3=Extremely familiar

<sup>3</sup> Favorability ratings were based on a 5-point scale: 1=Very unfavorable; 5=Very favorable



# Industrial IoT Vendor Award - Gold Winners

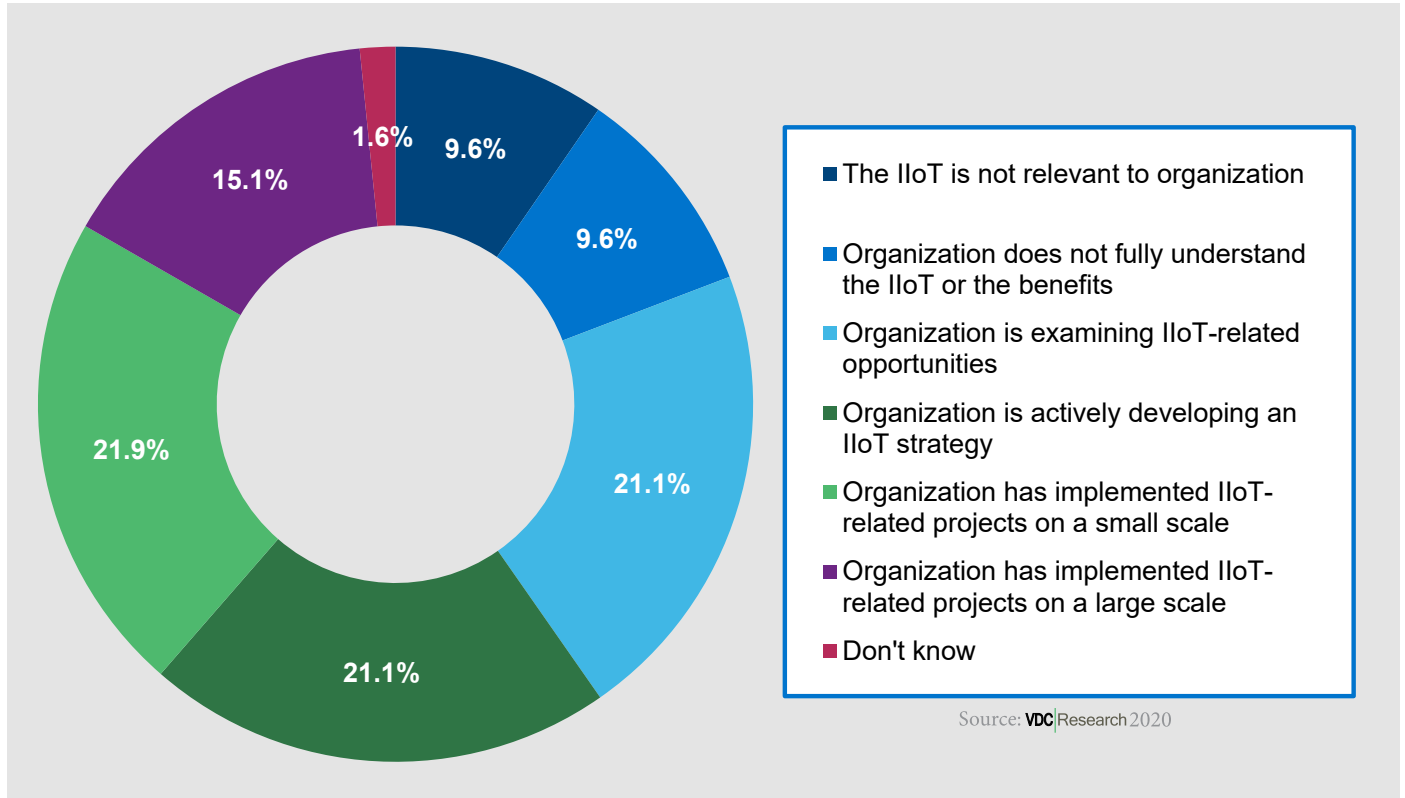
IloT Platforms	Industrial Networking	Industrial Cybersecurity

*We understand that many operational environments have unique requirements, and that there is a broad range of vendors and solutions that can effectively address those specifications. These awards are not intended to represent an exhaustive list of suppliers offering industry-leading solutions, but rather to highlight those with the best reputation for serving the unique needs of each product category.*

## IIoT Objectives Will Shape Competitive Dynamics

Despite the IIoT having gained considerable momentum—at least from a conceptual standpoint—in recent years, only 37% of survey respondents reported their organizations have already implemented an IIoT-related project [Exhibit 1]. More encouragingly, however, approximately 42% of respondents indicated their organizations have begun the process of examining or developing a formal IIoT strategy.

**Exhibit 1: Organization's Current Level of IIoT Adoption  
(Percentage of Respondents)**



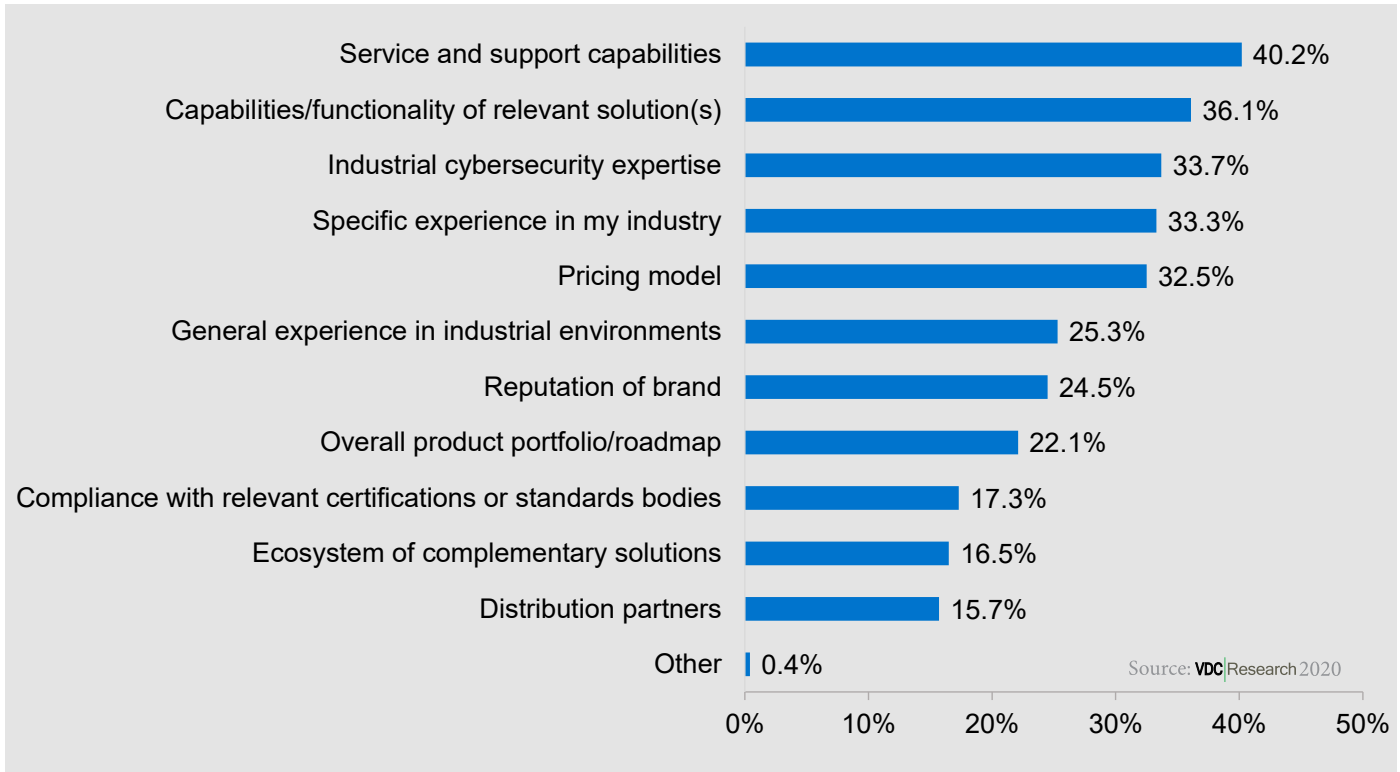
Though some industrial organizations are likely to put their IIoT initiatives on hold as they wait for coronavirus-related turbulence to subside, many others will fast track IIoT projects as a way to help optimize operations during these uniquely uncertain times. As organizations increasingly seek to leverage the IIoT to improve production output and/or efficiency, the criteria by which these organizations evaluate the industrial components to be used within their operations will begin to shift. This dynamic will afford suppliers the opportunity to improve the perception of their brand by adroitly serving industrial organizations' mounting IIoT objectives.

## Service and Support Capabilities are Vital

While the most successful IIoT suppliers will certainly be those that offer relevant solutions with the best capabilities and functionality, industrial organizations evaluate a wide range of characteristics when considering suppliers for these solutions. Survey responses indicate that service and support capabilities are the most important supplier characteristic industrial organizations consider, followed by industrial cybersecurity expertise and relevant industry experience [Exhibit 2].

Service and support capabilities will be especially critical over the next several years as industrial organizations increasingly look to the supplier community to help guide their IIoT strategy. As such, the suppliers most successful in cultivating the opinion their brand will be those that dedicate sufficient resources toward supporting and otherwise managing their customer relationships. Suppliers offering expeditious customer service and proactive customer relationship management will earn reputations as brands that can be trusted to serve not only as suppliers but also as value-added advisors.

**Exhibit 2: Top-3 Most Important Characteristics When Organization Considers Suppliers for Industrial IoT Components (Percentage of Respondents)**



Note: Percentages may sum to more than 100% due to multiple responses.

## About The Authors

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Jared Weiner

**Jared Weiner** leads all of the Industrial Automation and Sensors practice's major research programs and custom research and consulting engagements. His major areas of coverage include sensors for process and automation control, industrial cybersecurity, data acquisition, and other topics related to the Industrial Internet of Things. Jared was previously a member of VDC's IoT & Embedded Technology team, where his coverage areas included embedded operating systems, and embedded systems security, among others. Prior to re-joining VDC, Jared managed market research at Trillium Software, a supplier of enterprise data quality solutions. Jared received an MBA from Babson College in 2007, and graduated from Bentley College in 2002 with a B.S. in Information Design and Corporate Communication.

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Chris Rommel

**Chris Rommel** is responsible for syndicated research and consulting engagements focused on development and deployment solutions for intelligent systems. He has helped a wide variety of clients respond to and capitalize on the leading trends impacting next-generation device markets, such as security, the Internet of Things, and M2M connectivity, as well as the growing need for system-level lifecycle management solutions. Chris has also led a range of proprietary consulting projects, including competitive analyses, strategic marketing initiative support, ecosystem development strategies, and vertical market opportunity assessments. Chris holds a B.A. in Business Economics and a B.A. in Public and Private Sector Organization from Brown University.

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## About VDC Research

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Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC's coverage of AutoID, enterprise mobility, industrial automation, and IoT and embedded technologies is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultation, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none.

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