10 reasons to build **Windows 10 IoT devices**

The Internet of Things is creating tremendous business opportunity.

Capture your share of the projected *$1.7 trillion market the Internet of Things (IoT) will create by 2020*. IoT devices and components are poised to fuel the development of new business models for device manufacturers and enterprises alike. Rethink and rebuild your business strategy around a world of connected devices, with new product portfolios and partnerships that transform your future.

Use Windows 10 IoT to integrate with your customers' current Windows devices, provide them with valuable insights powered by Microsoft Azure, and streamline operational processes to drive return on investment.

Windows 10 IoT can help you streamline processes and accelerate time to market.

Windows 10 IoT helps you speed and simplify IT development processes. Windows 10 IoT is part of one common Windows 10 platform, designed for developing and managing devices and components, increasing time and cost efficiency. It offers one universal app platform, one security model, and one deployment and management approach.

Simplify your business and increase your agility, responsiveness, and ability to innovate. Windows connects both current and next-generation devices, making it easier and less costly for your customers to build a truly connected infrastructure.

IoT is transforming industries.

The Internet of Things can be an important part of your go-to-market business strategy for all the industries you serve.

Healthcare providers will need next-generation devices that integrate with electronic health records (EHRs) to improve patient care and outcomes, while patients will need wearables to monitor and manage their medical conditions.

Manufacturers will need innovative devices that optimize production, create smart factories, and offer new data-driven service offerings.

Retailers will need devices to help reinvent the customer journey with proactive personalization, a true omni-channel experience, and exceptional face-to-face service.

With sensor costs falling, it is now possible to connect almost everything.

Windows 10 IoT provides a common platform for developing and managing the next generation of innovative industry or line-of-business devices.

Uncover new insights that can change the trajectory of your business.

As you connect your own businesses and get closer to customers, you will acquire a wealth of insights. You can use this information to make the right strategic bets for your business. Windows 10 IoT devices integrate with your existing infrastructure to provide enterprise-wide transparency into your sales and operations, from a global level to industry and individual product line performance.

Collect, analyze, and use structured, semi-structured, and unstructured data to predict future demand, allocating investments and personnel appropriately to innovation efforts. Reconfigure your business around customers, using data visualization, digitized processes, APIs, and more to enable new product and service models.

Reduce IT complexity for yourself and your customers.

The IoT market is projected to grow to *25 billion IoT devices by 2020*, and explode to more than *1 trillion connected things by 2025*. Your enterprise customers will need help putting new capabilities to work, reducing IT complexity, and maximizing current investments. Empower your customers with Windows IoT devices that are simple to deploy and manage, universal apps that work seamlessly across devices, and real-time data and management processes that are easy to access.

Help your customers take business to the front lines with modern UWP drivers that enable them to run modern point-of-sale solutions on their devices, regardless of make or model.

Create security-hardened devices.

Cyberattacks are increasing in severity and sophistication. Your devices need to safeguard customer data—while continually evolving security to meet the latest threats. Use advanced lockdown capabilities to ensure devices are only used for their intended functions and thwart unauthorized access and app downloads.

Windows 10 IoT offers a comprehensive approach to security, including two-factor user authentication, device encryption and secure key storage, advanced malware resistance, next-generation credentials, and much more.

Improve developer productivity.

Windows 10 IoT lets you build and deploy apps using the same tools and code for PCs, phones, and other industry devices. Windows 10 IoT enables your developers to use their existing skill sets, reduces training and learning time for new employees, and improves image design time. Do more with the staff you already have.

Build on your current technology investments.

Like most device manufacturers, you have made sizeable investments in building your IT infrastructure and product lines. You can reap the full benefits of those investments with Windows 10, which provides interoperability and communication across IoT devices. Provide device-as-a-service (DaaS) offerings with device telemetry, configuration and updates, and access to Microsoft productivity solutions. Help your customers reap the benefits of Microsoft Azure and the Microsoft Cloud platform, with anywhere, anytime access to their data and resources, increasing their agility and responsiveness.

Windows 10 IoT ignites continuous innovation.

Microsoft has scanned more than 100,000 drivers to create a universal driver API set for device manufacturers. With one universal driver, you can target all Windows 10 IoT editions, and your devices will access a larger ecosystem of peripherals. Scale quickly and reap higher ROI by selling or using the same components across all Windows 10 IoT editions. Benefit from a steady cadence of Windows 10 IoT innovation that will keep your devices at the leading edge of capability and performance. Use Windows 10 IoT to manage for optimal results, while reducing your overhead.

Windows 10 IoT offers multiple versions tailored to your needs.

Windows 10 IoT offers one common platform, but is available in three editions to meet the full range of device manufacturers' needs. Pick the edition that best suits your scenario, from devices with robust functionality to single-purpose devices.

Windows 10 IoT Enterprise brings the capabilities of Windows 10 Enterprise to a wide range of industry devices, runs line-of-business applications, and performs specialized functions in a security-enhanced, reliable, and streamlined way. Windows 10 IoT Enterprise provides advanced protection against modern security threats; fully flexible deployment, updating, and support options; and comprehensive infrastructure, device, and app management features.

Windows 10 IoT Mobile Enterprise is the next generation of the leading Microsoft platform for line-of-business mobile applications built on Windows 10. Microsoft reimagines a rich user experience, improving manageability and streamlining application development and collection. Windows 10 IoT Mobile Enterprise increases productivity by providing a familiar, security-enhanced device experience, instantaneous application across devices, and excellent battery life to enable a variety of mobile scenarios.

Windows 10 IoT Core is optimized for smaller, lower-cost industry devices such as IoT gateways or micro-kiosks that run a single application. Windows 10 IoT Core extends the flexibility of Windows 10 to a wider range of specialized devices.

Use one common platform to build all your devices.

For more information, visit **InnovateOnWindows10IoT.com**

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