



# FINDING THE RIGHT IOT SOLUTION FOR YOUR BUSINESS

The Internet of Things (IoT) presents remarkable opportunities for businesses, but it's important to determine whether you need a PaaS or SaaS offering.



## WHAT ARE YOUR OPTIONS?

### Software-as-a-Service (SaaS)

solutions, like Microsoft IoT Central, enable companies to get started quickly with a fully-managed IoT solution offering

### Platform-as-a-Service (PaaS)

solutions, like Microsoft Azure IoT Suite, provide the building blocks for companies to construct customized IoT solutions

## HOW DO YOU CHOOSE?

### 1. DETERMINE WHERE YOUR BUSINESS STANDS FOR THESE CRITERIA

**Expertise:** How much support do you need to build cloud solutions?

I don't have any in-house or partner cloud solution and device expertise



I want to use my in-house or partner-driven solution and device expertise to drive the solution

**Control:** How much do you need to customize the solution?

I don't want to handle solution management overhead



My business requires total customization and control over solution architecture

**Pricing:** What structure best fits your needs?

I need a simple, predictable pricing structure



I need to fine-tune services to control my overall cost

### 2. DECIDE WHICH CRITERION MATTERS MOST TO YOU



### 3. CONSIDER WHICH OFFERING IS THE BEST FIT FOR YOUR BUSINESS

Example scenarios:

Lack expertise | Have expertise  
 Don't need control | Need control  
 Predictable pricing | Fine-tuned pricing

**Primary criterion:** No solution management overhead

**Best fit:** Fully-managed SaaS offering

Lack expertise | Have expertise  
 Don't need control | Need control  
 Predictable pricing | Fine-tuned pricing

**Primary criterion:** Total control and customizability

**Best fit:** PaaS offering driven and managed in-house

Lack expertise | Have expertise  
 Don't need control | Need control  
 Predictable pricing | Fine-tuned pricing

**Primary criterion:** Lack of in-house cloud solution expertise

**Best fit:** Fully-managed SaaS offering

Lack expertise | Have expertise  
 Don't need control | Need control  
 Predictable pricing | Fine-tuned pricing

**Primary criterion:** Ability to fine-tune services to control cost

**Best fit:** PaaS offering driven and managed by partner

## SaaS

The right fit for businesses that **do not have cloud solution and device expertise** and want a solution with **predictable pricing** without the need to **construct or manage a solution in-house**.

## PaaS

The right fit for businesses with **cloud solution and device expertise** (in-house or through partnerships) who want to **fine-tune their services** with a high degree of **control and customization**.

### Azure IoT Central

Fully-managed solution enabling connected products

### Azure IoT Suite

Customizable solutions for complex IoT scenarios