



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 predictable, simple 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

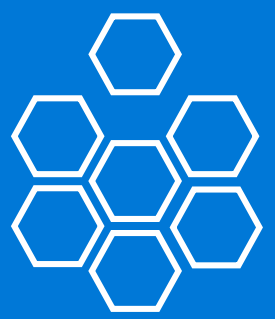


SaaS

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**.



Microsoft IoT Central

Fully-managed solution enabling connected products

Microsoft Azure IoT Suite

Customizable solutions for complex IoT scenarios