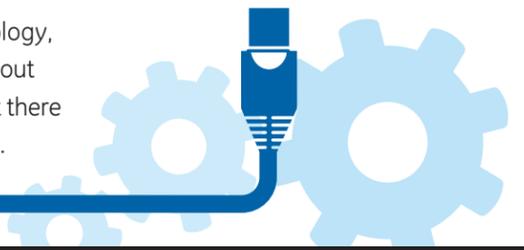




# Consumer vs. Industrial Internet

The Industrial Internet brings together brilliant machines, big data, and software platforms

The Industrial Internet has kicked off the next great revolution in business technology, much in the same way the Consumer Internet spurred technological growth throughout society. Connectivity is at the heart of both the Consumer and Industrial Internet, but there are key differences in the way they work and impact their respective communities. Here's what you need to know:



## CONSUMER INTERNET

The Consumer Internet is synonymous with functions that affect our communication, efficiency, and quality of life.

## INDUSTRIAL INTERNET

The Industrial Internet brings together brilliant machines, big data, and people at work to enable person-to-person, person-to-machine, and machine-to-machine communication.

### 1 IMPACT

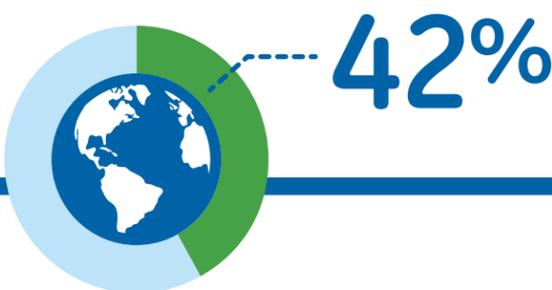
The Consumer Internet changed the way we access and share information. It revolutionized interaction, communication, and the buying experience for consumers. The Consumer Internet accounts for 3.4% of GDP in large economies, and mobility is generating \$700 billion in revenue annually.



The Industrial Internet has transformed the way information is accessed, shared, and analyzed across the industrial world, allowing for smarter decisions and increased efficiency, productivity, and profitability.

### 2 RATE OF GROWTH

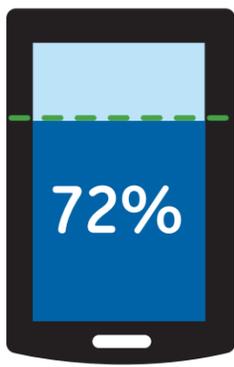
Since 1995, the Internet has grown from 16 million users to more than 3 billion or from approximately .4% to over 42% of the world's population.



The Industrial Internet is growing at twice the rate of the Consumer Internet, and will soon reach 26 billion devices.



### 3 CONNECT



#### Of Cell Phone Users Have Experienced a Dropped Call

In the U.S., connectivity is the number one complaint for cell phone users, with 72% having experienced a dropped call. While inconvenient, dropped calls aren't devastating.

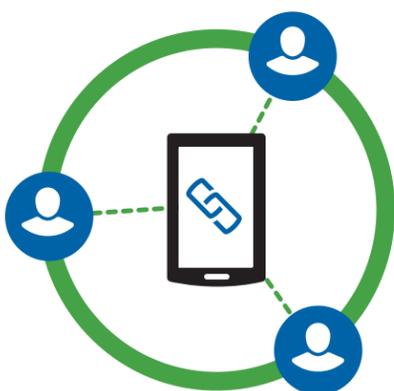
Connectivity is the foundation of the Industrial Internet. It relies on its 99.9+% availability (i.e., between jet engines and maintenance crews) when timing is critical and every second counts.

Poor connectivity can result in operations outages or even endanger equipment and lives.



99.9+% Availability

### 4 PLATFORMS



The apps on your smart phone help keep your life moving by connecting you to people, businesses, and services via the Consumer Internet. The apps you use run on a single platform to create a connected existence.

Key to the Industrial Internet is a platform that helps build connectivity into business strategy. An ideal platform brings together machines, data, and people at work.



The Industrial Internet is key to a modern industrial business strategy. Tapping into the power of the Industrial Internet starts with connectivity. Are all of your systems and machines connected securely and strategically?

To learn more about the challenges businesses face and solutions to connectivity, visit [predix.com](http://predix.com).

1. Balasch, H. (2013, February 22). The Impact of Internet on Economic Growth. 2. Bock, W., Field, D., Zwillenberg, P., & Rogers, K. (2015, February 10). The Growth of the Global Mobile Internet Economy. 3. Internet Growth Statistics - the Global Village Online. (2014). 4. Rivera, J. (2014, November 11). Gartner Says 4.9 Billion Connected "Things" Will Be in Use in 2015. 5. Mobile Technology Fact Sheet. (2014, October 1). 6. Joshi, R. (2015, February 25). How to Build the Connectivity Architecture for the Industrial Internet of Things.