## Recommended Content Strategy: Decision-Maker Focus

<table>
<thead>
<tr>
<th>Role</th>
<th>Organizational Role</th>
<th>Platform Buying Decision Role</th>
<th>Key Concerns</th>
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</thead>
<tbody>
<tr>
<td>VP of Product</td>
<td>• Responsible for P&amp;L of product or business line&lt;br&gt;• Will drive digital transformation, new services for product line, respond to competitive threats</td>
<td>• Ultimate decision maker&lt;br&gt;• Will drive budget, roadmap, business vision&lt;br&gt;• Knowledgeable about platform decisions, works closely with Chief Architect</td>
<td>• Time to market&lt;br&gt;• Early returns, demonstrable value&lt;br&gt;• Enable innovation&lt;br&gt;• Quickly adapt to rapidly changing environment&lt;br&gt;• Mitigate security risk</td>
</tr>
<tr>
<td>Chief Architect</td>
<td>• Drives and develops IT strategy for the organization&lt;br&gt;• Drives IT standards for organization</td>
<td>• Leading the evaluation and decision-making process, must ensure choice will create sustainable advantage</td>
<td>• Ability to deliver on requirements&lt;br&gt;• Compatibility with existing architecture&lt;br&gt;• Delivery of sustainable advantage&lt;br&gt;• Scalability across systems, endpoints&lt;br&gt;• Security and privacy</td>
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Persona Summary: VP of Product

**IoT Platform**

**Purchase Buyer Role**

Drives new initiatives and services by exploiting IoT assets. Will be ultimate decision maker and budget holder. Has OT background and experience. Keen interest in leveraging device data to create new services. Views IT strategy as core to business strategy but learning about IT infrastructure and processes. Works closely with chief architect.

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**Priority Initiatives:**
- Improve customer experience
- Increase operational efficiency
- New revenue streams, business model innovation

**Success Criteria:**
- Improved business results
- Value from new revenue streams
- Increased customer revenue, reach, and loyalty

**Perceived Barriers:**
- Organizational alignment (LOB & IT)
- Data integration & analytics
- Increased security risk

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**Decision Criteria:**
- Insight from IoT data, information
- Security and privacy protection
- Interoperability across OT systems
- Integration with existing IT infrastructure
- Time to market, value realization
- Cost implementation and management

**Information Sources**
- Industry peers & experts
- Business publications, conferences, blogs
- Consulting Firms
- Publications, conferences, blogs

**Organization Technical Profile**
- Enterprise systems
- Mission critical needs
- Open to supported open source
Buyer Need

How do I start with IoT and quickly prove value, future possibilities?

Realizing returns from IoT requires a solution that will deliver insight across multiple systems, devices, and environments. It will require a flexible, adaptable, and constantly changing environment. Starting with a plan to integrate, scale, and secure your solutions will help you consistently grow.

Company X Position

Company X’s open, proven, secure, and scalable technologies will help you accelerate your initial IoT efforts while you create a solution and an approach that grows with you, so that you can maximize your business goals in the near term without locking into one way of doing things.
## Content Strategy - Sample Deliverable (4 of 5)

### Buyer Journey & Content Topics: VP of Product

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity</strong></td>
<td><strong>Identification</strong></td>
<td><strong>Requirements</strong></td>
</tr>
<tr>
<td>Explore IoT Opportunity</td>
<td>Define IoT Solution</td>
<td>Evaluate IoT Options</td>
</tr>
</tbody>
</table>

### Key Question
- **What do I need to consider to unlock value from my IoT assets?**
- **How do I evaluate and assess my solution options?**
- **Which solutions are meeting/exceeding expectations and enabling future growth?**

### Buyer Need
- Understand IoT opportunities and define business objectives
- Define business requirements and business case
- Test viability of business case, understand risks

### Content Focus
- Best practices today and future trends
- Characteristics of a “Future Proof” IoT solution
- Evaluating options and required resources

### Potential Topic Areas
- Best practices for leveraging IT for OT
  - Extracting value from IoT data; making sure your data lake is useful
  - Building for Interoperability
  - How IoT platforms deliver flexibility, security
- B2B IoT opportunities
  - Industry case studies
  - Future trends and converging technologies
- Why open source for IoT
  - Innovation incorporation
  - Open source and Company X ecosystem
  - Building for longevity with IoT; begin with a lifecycle mindset
  - Integrating IoT and existing systems
- Benchmarking performance and usability
- Solution prototype
## RTInsights’ Initial Content Development

<table>
<thead>
<tr>
<th>Primary Target</th>
<th>Content</th>
<th>Awareness</th>
<th>Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>VP of Product</td>
<td><img src="image" alt="Special Report" /> Customer Success</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td><img src="image" alt="Video Vignette" /> (3)</td>
<td>✓ ✓ ✓</td>
<td>✓</td>
</tr>
<tr>
<td>Chief Architect</td>
<td><img src="image" alt="Video Vignette" /> (2)</td>
<td>✓</td>
<td>✓</td>
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For More Information

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