EXAFLUENCE
Data Driven Influence

# Competitive Positioning of AI-IoT Devices

Vinutha Janakiraman
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How the AI-IoT Revolution is transforming industries & enhancing the quality of life.

The proliferation of AI-IoT devices has transformed the way we interact with our environments and connect with technology. With billions of devices now seamlessly interconnected, AI-IoT has reshaped industries, from smart homes and healthcare to industrial automation and agriculture. As these devices continue to evolve and grow in number, they offer unprecedented opportunities for data-driven insights, automation, and improved quality of life.
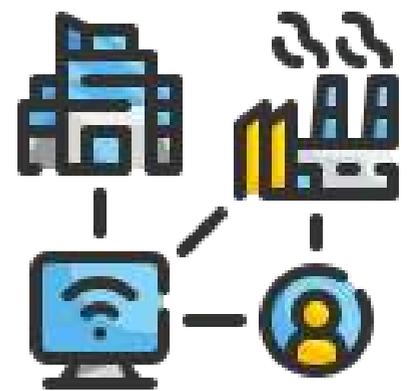
What are the common use-cases of AI-IoT devices

Smart Homes, Wearable medical sensors, Industrial devices to predict maintenance needs, Smart cities, Personalized shopping experience, Optimized routes and predicting delays in Logistics, Security Surveillance and many more. The value of an AI-IoT service can offer differs significantly by customer and use case.

How do we navigate the unique landscape of connected technologies with respect to pricing

Pricing strategies for AI-IoT devices can differ from other products due to the unique characteristics and challenges associated with the technology landscape. Pricing strategy is the ultimate game changer for profit, reputation and the way customers perceive. Dynamic pricing is a very popular model , thanks to the sky-rocketing air-tickets during the festive season. The demand pricing is very prominent in the airline , e-commerce or hospitality segments. In the AI-IoT landscape , pricing strategies are far more unique and complex and very distinct from other products/services.

What are the key parameters for pricing the AI-IoT devices?

These devices's hardware comes with varying levels of performance, capabilities and compatibility that will be reflected in the pricing. Product Differentiation and Interoperability of devices are the key parameters that contribute towards pricing strategy

What are the various parameters that contribute to the product differentiation.

Speed & Capability: Devices that have faster processors and computational capabilities have an impact on pricing. TOPS stands for Tera Operations per second is a measure of computation power (number of trillion ($10 \wedge 12$) operations that a processor can perform in a second. This metric provides the computational power of a hardware component for an AI task that involves complex matrix calculations and neural network operation.

Multiple cores and Graphical Processing Units, GPU Memory: These components are responsible for parallel processing, graphics rendering and high speed memory to store graphical data. They contribute to faster and more accurate AI computations, enabling the processing of complex algorithms and large volume datasets
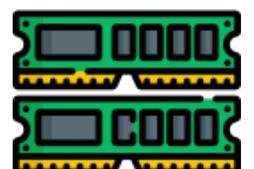
Sensors and Data Collection: The presence of sensors and their ability to capture diverse types of data can influence the value proposition of the device. Camera sensors that provide visual data can be processed by AI models for tasks like object detection, tracking and feature recognition.

Heat Map: Heatmaps are used to visualize large datasets, making it easier to identify patterns, trends and outliers. In an AI context, this can be applied to various domains such as image processing, NLP. In Image Analysis , heat maps can be used to highlight regions of interest in an image to indicate or identify the location of an object of interest.In deep learning, heat maps can be generated to show the importance of different features or pixels in a model's decision-making process. Using convolutional neural network neural networks (CNN) , a deep learning model, heat maps can show which parts of an image that are highly influential in a classification decision. Heat map can also be used in anomaly detection to highlight areas of data that deviate significantly from the norm, making it easier to identify anomalies.

The configuration of the IoT devices will have to align with the requirements of the intended application. Depending on the speed of the processor, sensor compatibility, heat map processing capabilities, GPU power & memory , the device configuration may vary to ensure optimal performance in AI space.

How does the IoT ecosystem pricing model transform the pricing strategy for inter-connected devices.

Pricing Strategy for a group of products that are interconnected and collectively deliver a comprehensive solution to the customer. Eco system pricing considers not just the individual components but also the value derived from the integration and synergy between these components. If the Eco system involves third party integration , price the integration as a value-added feature. This model aims to align the service providers' compensation with the amount of service it generates for the customer, translating 'Internet of Things' to 'Price of Things'.

There are various challenges in Regulatory & Compliance which can also add to the cost.

How Can Businesses Thrive in the AI-IoT Era
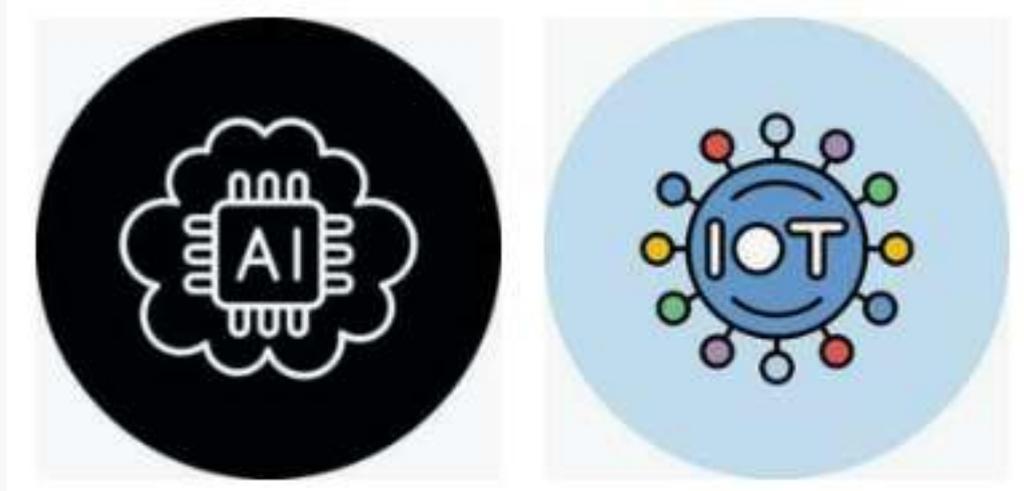
Data-driven insights, value-based pricing, ethical considerations are all central elements of successful pricing strategy in this rapidly evolving landscape.Businesses that can effectively navigate these changes will be well-positioned to thrive in the AI-IoT era, delivering value to their customers while optimizing their revenue streams.

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