

## Internet of Everything FAQ

### 1. What is the Internet of Everything?

The Internet of Everything is the intelligent connection of people, process, data and things.

### 2. Why is the Internet of Everything important?

The Internet of Everything brings together people, process, data and things to make networked connections more relevant and valuable than ever before - turning information into actions that create new capabilities, richer experiences and unprecedented economic opportunity for businesses, individuals and countries.

### 3. How does the Internet of Everything relate to the Internet of Things?

The "Internet of Everything" builds on the foundation of the "Internet of Things" by adding network intelligence that allows convergence, orchestration and visibility across previously disparate systems.

### 4. Why is the Internet of Everything happening now?

The explosion of new connections joining the Internet of Everything is driven by the development of IP-enabled devices, the increase in global broadband availability and the advent of IPv6.

### 5. What risks and challenges should be considered in the Internet of Everything?

Some important considerations in the Internet of Everything include privacy, security, energy consumption and network congestion.

### 6. What role does the network play in the Internet of Everything?

The network plays a critical role in the Internet of Everything – it must provide an intelligent, manageable, secure infrastructure that can scale to support billions of context-aware devices.

### 7. How does the Internet of Everything relate to our new brand campaign?

The Internet of Everything represents the business opportunity that the new brand campaign addresses. It is not the company vision or tagline.

### 8. Is the Internet of Everything a Cisco architecture or trademark?

No. The Internet of Everything does not describe a specific architecture and is not solely owned by Cisco.

### 9. What are the elements of the Internet of Everything?

**People:** People will continue to connect through devices, like smartphones, PCs and tablets, as well as through social networks, such as Facebook and LinkedIn. As the Internet of Everything emerges, the interaction of people on the Internet will evolve. For example, it may become common to wear sensors on our skin or in our clothes that collect and transmit data to healthcare providers. Some analysts even suggest that people may become individual nodes that produce a constant stream of static data.

**Process:** This includes evolving technology, business, organizational and other processes that will be needed in order to manage and, to a large extent, automate the explosive growth in connections—and the resultant

accumulation, analysis and communication of data—that will be inevitable in the Internet of Everything. Processes will also play an important role in how each of these entities—people, data, and things—interact with each other within the Internet of Everything to deliver societal benefits and economic value.

**Things:** This element includes many physical items like sensors, meters, actuators, and other types of devices that can be attached to any object, that are or will be capable of connecting to the network and sharing information. These things will sense and deliver more data, respond to control inputs, and provide more information to help people and machines make decisions. Examples of “things” in the Internet of Everything include smart meters that communicate energy consumption, assembly line robots that automate factory floor operations, and smart transportation systems that adapt to traffic conditions.

**Data:** Today, devices typically gather data and stream it over the Internet to a central source, where it is analyzed and processed. Such data is expected to surpass today’s largest social media data set by another order of magnitude. Much of this data has very transient value. In fact, its value vanishes almost as quickly as it is created. As a result, not all generated data can be or should be stored. As the capabilities of things connected to the Internet continue to advance, they will become more intelligent and overcome the limits of traditional batch-oriented data analysis by combining data into more useful information. Rather than just reporting raw data, connected things will soon send higher-level information and insights back to machines, computers, and people in real time for further evaluation and decision making. The intelligent network touches everything—and is the only place where it’s possible to build the scalable intelligence required to meet and utilize this new wave of ‘data in motion’. This transformation made possible by the emergence of the Internet of Everything is important because it will enable faster, more intelligent decision making by both people and machines, as well as more effective control over our environment.

Learn more and join the discussion:

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