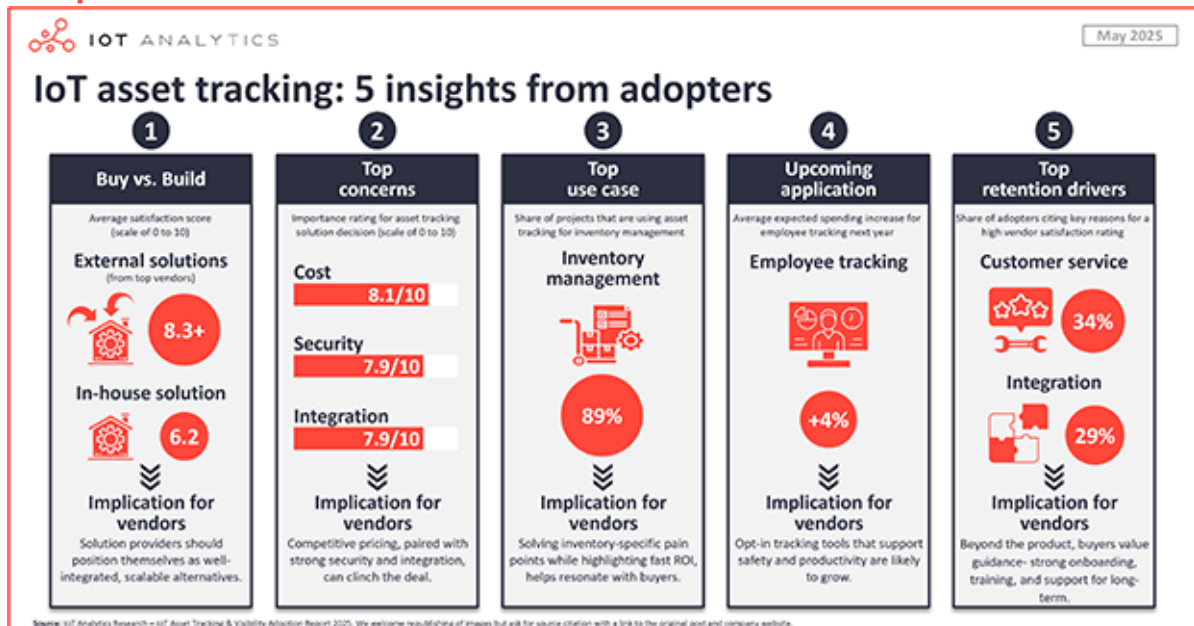FOR IMMEDIATE RELEASE

New IoT Analytics research insights: 74% of asset tracking projects meet or exceed ROI expectations

Hamburg, Germany – May 28, 2025 – Businesses adopting IoT asset tracking solutions prioritize excellent vendor support and seamless integration capabilities over an extensive list of features, according to the new "IoT Asset Tracking & Visibility Adoption Report 2025" by IoT Analytics. According to the report, organizations allocate an average of $110 per asset annually for tracking inventory, equipment, or vehicles. This investment is proving effective, as evidenced by 74% of such projects meeting or exceeding their return on investment (ROI) expectations.

The research highlights a significant gap in satisfaction between commercially available solutions and in-house developed tools. Companies relying on internal asset-tracking systems reported the lowest satisfaction scores, citing lack of reliability, poor integration, and insufficient support as key issues. This contrasts sharply with satisfaction levels for leading commercial vendors.

Dimitris Paraskevopoulos, Senior Analyst at IoT Analytics, comments that "*Asset tracking has moved from a niche IT initiative to a core operational priority. Our latest IoT Analytics research reveals a significant 74% of asset tracking projects are delivering tangible ROI. This success is fundamentally shifting buyer expectations*

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beyond just features. Today's adopters are looking for holistic value, where cost-effectiveness, security, and integration are critical decision factors. Furthermore, support services are emerging as crucial differentiators, directly impacting customer satisfaction and long-term adoption."

Key insights:

- Adopters of IoT Asset Tracking solutions want great support and integration over extensive features, according to IoT Analytics' IoT Asset Tracking & Visibility Adoption Report 2025

- 74% of asset-tracking projects either meet or exceed ROI expectations with in-house solutions underperforming external solutions

- Cost is a key consideration for adopters but security ranks nearly equally high

- Inventory management is currently the top use case but employee tracking is seen as the next growth segment

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For further reading please visit:

www.iot-analytics.com/research-blog

About IoT Analytics

IoT Analytics, founded and operating out of Germany, is a leading global provider of market insights and strategic business intelligence for the IoT, AI, Cloud, Edge, and Industry 4.0.
Our key workstreams across the tech stack include IoT applications, IoT platforms and software, IoT connectivity and hardware, and industrial IoT.
We are trusted by 1000+ leading companies around the world for our market

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