

Appendices

1 Interview Questions

Standard interview for consulting firms

Company Name:

Description of respondent:

- What function do you exercise in your company?
- Why do customers call upon your services?

Interview questions:

- What are for you the most decisive features a company needs to have in order to grasp all the benefit they can from IoT? (mindset, access to data analysis, financial resources, quantity of data, ...)
- What sectors / industry is for you the most likely to benefit the most from IOT solutions?
- In that context, what are for you the biggest hindrances/obstacles big companies/SMEs are facing?
- What is the importance of IoT ecosystem for companies? What is their purpose?
- As it is well known that information constitutes nowadays a real resource for companies, why do companies not use the entire data they have? What if they could? What would they do with it? Why?
- What are the typical uses made of data by big and small companies?
- Would you say that IoT has delivered its promises in terms of business model innovation? Yes/ no Why? Develop.
- Will SMEs be able to innovate their business models through IoT? How?
- What is the potential you see for SMEs with the IOT? How and what types of competitive advantages can they achieve with it?
- Do you think they could be able to disrupt their market compete with well established players that might be less willing to change their current business processes? How?

Figure 6.1: Interview questions used when interviewing consulting firms

2 Survey