



# Christian Renaud

Vice President

Member Profile

## Why is 451 Research a member of the Industrial Internet Consortium?

We joined the IIC to be part of the ecosystem. Industry consortia is an opportunity for the industry to self-regulate and develop pragmatic solutions. Standards groups take longer to do that so it's in the best interest of an industry to self-regulate and move the market forward. We come from an analytical perspective and provide facts and data to contribute to the dialogue. As an impartial third party we help move conversations along and accelerate working group deliverables.

The IIC helps end users and customers de-risk the purchasing process. There is less risk of going down a dead end or having vendor lock-in. There is a lot of value in using a standard set of tools. Our involvement ensures that we see where the market is going well before it gets there.

## How has 451 Research benefited from being a member of the IIC?

Being a member of the IIC gives us better insight into the industry. We're not selling at meetings. We're there to listen. What we gain is insight into the progress of how this emerging technology space is progressing so that we can inform our clients.

As observers, IIC membership allows us to see the reality of what's happening in the market. It's a great antidote for the vendor marketing materials we usual get. We can truly see how fast (or slow) a market is moving. We can see the market evolving in real-time and where it lands on the maturity curve.

## What do you participate in at the IIC?

We attend the quarterly member meetings and attend sessions in all tracks. We don't have time to be active participants in working groups so the quarterly meetings gives us an opportunity to check in each quarter on progress and see new companies. The rotation of the meetings in US, Europe and Asia gives us an opportunity to meet some of the same people each quarter and meet new people and new companies at each meeting. IIC expands our reach so that we can meet more emerging companies that we wouldn't have otherwise been exposed to.

We also speak at IIC events such as IOT Solutions World Congress.

## What advice would you give new members?

My advice is to attend new member orientation and understand the structure to figure out where you can add the most value. It could be testbeds, or one or more working groups, but it takes time to figure it out. I think some people want to jump in quickly and find immediate value but it takes time to nurture relationships and figure out where is best to apply your energy.



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