

# PERSONASA

## INTERNET OF THINGS ADVISORY BOARD (IOTAB) A

### PERSONA CATEGORIES



**Manufacturer**



**Developer**



**Implementer**



**Administrator**



**Operator**



**Consumer**

### 16 BARRIERS TO IOT ADOPTION

- Investment
- Risk
- Maturity/Complexity
- Infrastructure
- Standards
- Policies
- Access
- Transparency
- Change resistance
- Cybersecurity
- Data Privacy
- Legal / Regulatory
- Trust
- Training / Education
- Interoperability
- Environmental Factors