

Computerworld Australia: Cognizant's Country Manager, Australia, Outlines Why the Human Touch is Essential for Developing IoT



"IoT has great potential, but its benefits can be optimised only if we are focused on developing answers for real human needs," says **Narayan Iyer**. "We are building applications for people, so humans are ultimately the key to developing useful IoT applications."

Excerpts from Computerworld Australia's article:

"Many businesses have yet to realise the promised benefits or expected value of IoT, leading to lower than expected adoption rates and reduced ROI. This problem is particularly acute for those who are developing IoT for industrial applications (IIoT), where it needs to be scalable and where near-and-long-term ROI is imperative for promoting enterprise adoption.

At the heart of this problem lies the reality that too many IoT applications today are being designed without sufficient focus on human experiences, because of which, businesses cannot unlock the full potential of IoT. This fundamental flaw in the design is what is holding back businesses from delivering real value to customers, employees, partners, and other stakeholders. But before businesses set out on a course correction, they must first start from the roots of the application.

Successful IoT applications incorporate insights into human behaviour before building things, thereby reducing adoption risk, improving productivity, compressing development cycles, and more quickly realising the intended ROI."

Click [here](#) to read more.

<https://news.cognizant.com/2019-06-27-Narayan-Iyer-Outlines-Why-the-Human-Touch-is-Essential-for-Developing-IoT>

