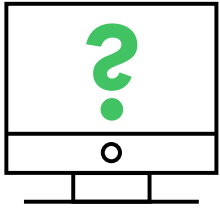


THE FUTURE OF HARDWARE

According to product developers



Avnet surveyed element14 and Hackster.io community members to understand the challenges developers face when designing new technology and bringing products to market.

What's easier?

Developing and testing prototypes, scaling production and identifying technology sources.

What's harder?

Identifying the right technology, obtaining product certification and getting financing.

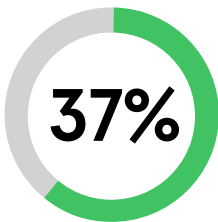
What's underrated?

By far, sensors (17%) are the most underrated technology driving innovation.

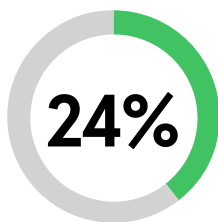


THE INTERNET OF THINGS REIGNS SUPREME

The **2** most important technologies:



IoT



Sensors



IoT was the most improved technology of 2018

At 26%, followed by Artificial Intelligence (AI) at 25%



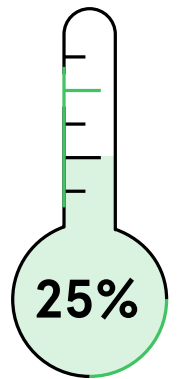
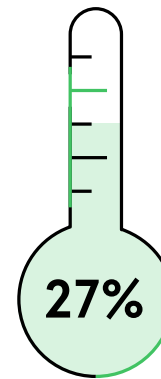
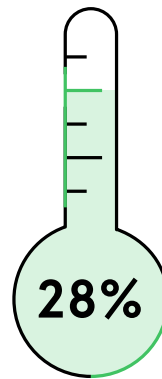
WHAT'S HOT

Product developers are designing for:

ENTERTAINMENT

IT/DATA ANALYSIS

NOT-FOR-PROFIT

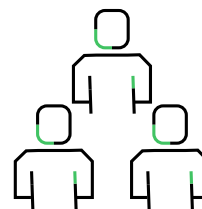


While **TIME** is the biggest hindrance to IoT development...



81% OF STARTUPS CITE IoT SECURITY AS A MAJOR ROAD BLOCK WHEN LAUNCHING NEW PRODUCTS & SERVICES

FROM DESIGNERS' HEADS TO CUSTOMERS' HANDS



1 IN 3 DEVELOPERS

Recently sought a partner to help them bring products to market.



ECOSYSTEMS CAN HELP DEVELOPERS SPEED TIME TO MARKET

76%

Three out of every 4 developers prefer the **FLEXIBILITY OF CHOOSING SPECIALIZED** expertise

Developers also say **COST IS THE BIGGEST CHALLENGE** in moving from design to manufacturing.

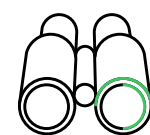


END-TO-END PARTNERS BRING THE BEST OF BOTH WORLDS – flexibility of choice with the cost benefit of a single partner.

49%

Strong industry track record

DEVELOPERS ARE LOOKING FOR:



43%

Strong technical support

39%

A personal relationship or recommendation