

Media Maestro is a business technologist delivering digital solutions for contractors and suppliers under the lithosphere development umbrella. With over 30 years of family experience in the power, water, and sustainable construction value chains, we help drive digital change and business value across our clients' organizations.

Many firms, across all industries, face challenges with the deployment of Internet of Things (IoT) media solutions. Challenges include limited business alignment, lack of regulatory sponsorship, limited understanding of collaboration requirements, and limited skills for the build and deploy stage. In addition, identifying the right IoT media outlet providers to support organizations' efforts is difficult. Collectively, these challenges drive many firms to continue to deploy "single-point solutions" that focus on the IoT technology and are limited in their business scope. However, a single IoT solution — even if it delivers some business value — does not make for a business strategy. Additionally, many enterprises approach IoT solutions as IT solutions, which are point solutions, and they have not identified the extensible opportunity in IoT.

Pugh cautions against deploying "single-point solutions" that focus on a particular IoT technology. Instead learn to develop an IoT framework that "supports the formal identification of an enterprise IoT strategy and a set of viable tactical plans to deploy operational-focused solutions."

Today I am rebuilding my leading boutique research and advisory company. I've expanded well beyond my family's flagship technology research to provide open minded researchers, engineers and contractors across the small business enterprise with the indispensable insights, advice and tools they need to achieve their mission-critical priorities and build the future of tomorrow-today.

For 40 years, the Pugh family has helped clients make the right decisions and stay ahead of change.

Together with our clients, we fuel the future of business so that a more successful world takes shape.