



Smart mobility, several sides for a common target: efficiency

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May 20th, 2014

Outline

1. M2M and Smart Mobility trends
2. Smart Mobility facets
3. Vodafone's M2M offer





M2M and Smart Mobility trends

M2M market trends and figures

\$50 billion

**M2M mobile network
connections by 2020**
(Cisco)

25%–30%

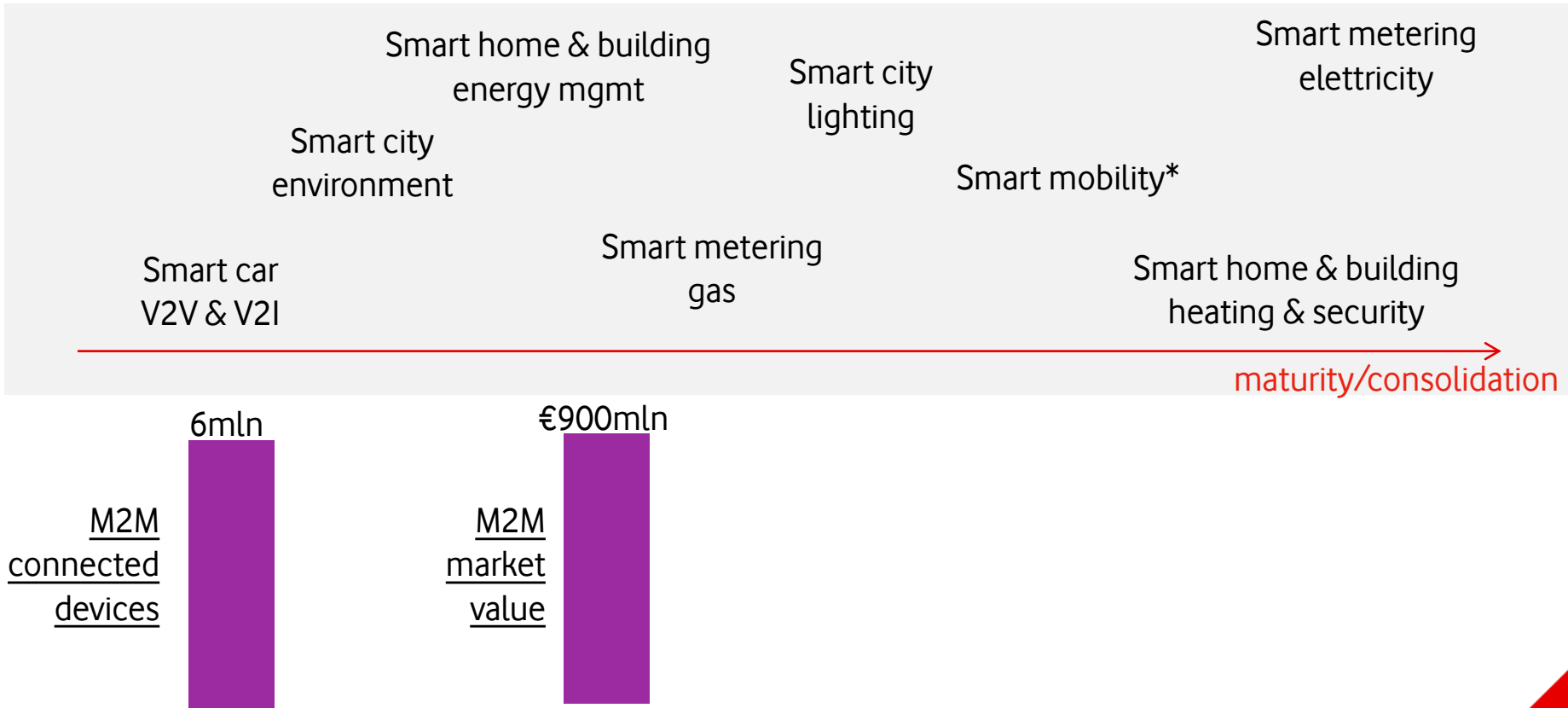
**annual growth in
worldwide M2M revenue**
(Logica)

\$35 billion

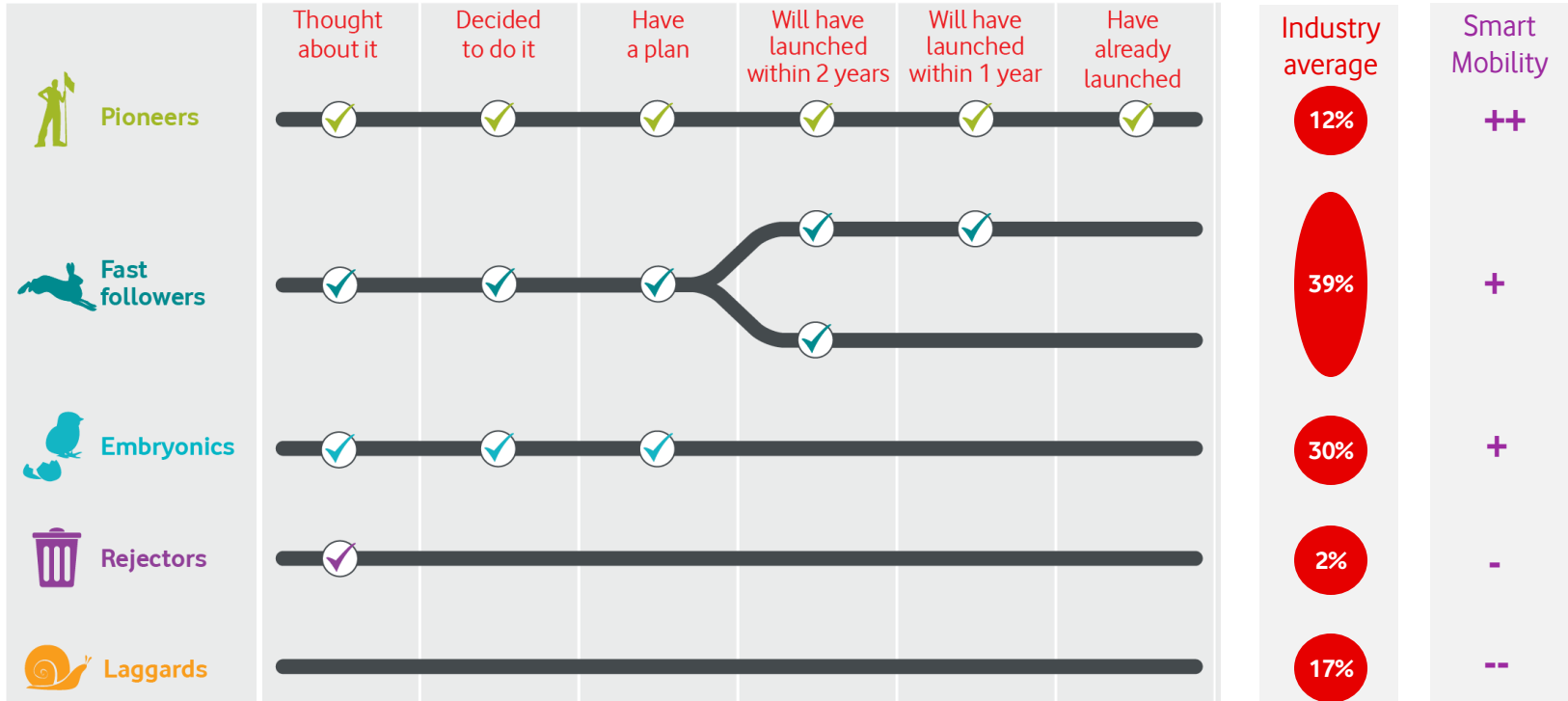
**in M2M revenue for
mobile operators by 2016**
(ABI)



Smart Mobility as one of more mature segments in M2M - Italy



Smart Mobility as one of more mature segments in M2M - global



source: Vodafone Barometer research





Smart Mobility facets

Smart Mobility facets



Fleet management



Transport & logistics



Public transport



Smart car



Fleet management



- Vehicle data control and monitoring
- Maintenance management
- Route management and improper use detection of vehicles
- Automation of processes and integration with ERP
- Emergency button, safety and security of people and goods
- Authentication and controlled access to vehicles
- Car pooling and vehicle booking systems
- Optimization of vehicle allocation and use



Transport & logistics



- Mission tracking and task management
- Distance and time of arrival forecast, including traffic information
- Robbery button and silent listening
- Operations centre for route management
- Integration with ERP and portable rugged terminals for goods and activity tracking



- Tracking of goods and assets through dedicated long autonomy devices
- Rechargeable / reconditionable devices
- Cold chain management systems
- Anti tampering and robbery systems
- Tracking of assets and goods through NFC, RFID, and QR code readers



Public transport



- AVM through intelligent bus signs
- Distance and time of arrival forecast, including traffic information
- Driver task allocation and alarm communication
- Reduction of fuel consumption through optimization of driving style
- Videosurveillance
- Videoanalysis, people counting and image recognition systems



The benefits of M2M solutions in Smart Mobility



Operational optimisation & automation

Save time and money



New services & business models

Stay ahead of the game



Customer satisfaction

Increase customer loyalty



Tracking & certification of activities

Avoid penalties and improve business practices



Sustainability

Reduce CO₂ and energy costs



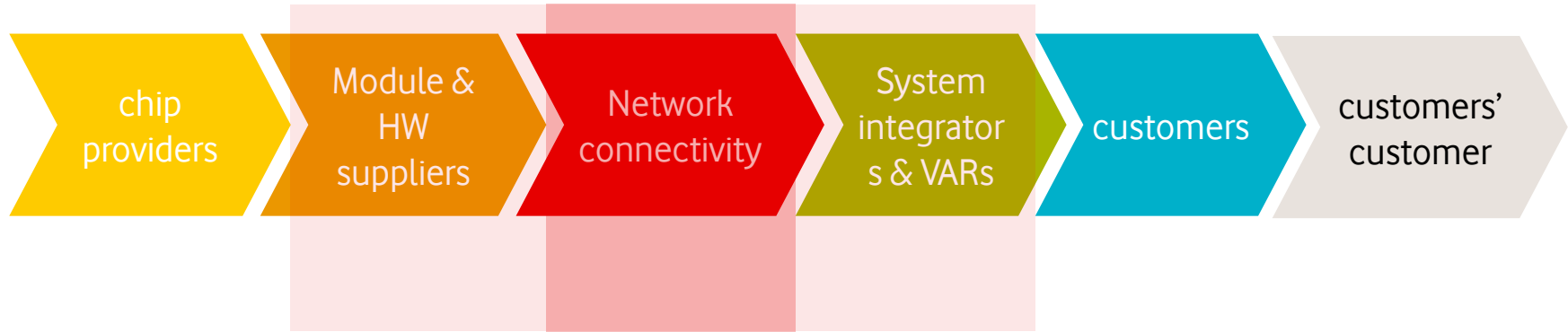


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Vodafone's M2M offer

M2M value chain can be complex and fragment

Vodafone M2M facilitate business and simplify value chain



- Vodafone plays a central role
- Vodafone as a facilitator in business
- Connectivity and beyond, through ecosystem of partners



Vodafone's M2M offer

Professional services

consultancy & project mgmt



M2M Platform

with dedicated M2M features



M2M solutions and products



SLAs

and global support available



Strong partners

across the ecosystem



Brand and experience



Summary



- M2M proves itself as a thriving market. Within M2M, Smart Mobility appears as a pretty mature vertical, more inclined to adopt M2M
- Smart Mobility as set of solutions around movement of people and things. Although these solutions are different from one another in terms of features and implementation, they all bring common benefits to business and society
- Within Smart Mobility but in general within M2M, Vodafone plays a central role. Vodafone can offer connectivity solutions and go beyond it, facilitating business and simplifying value chain



Thank you