

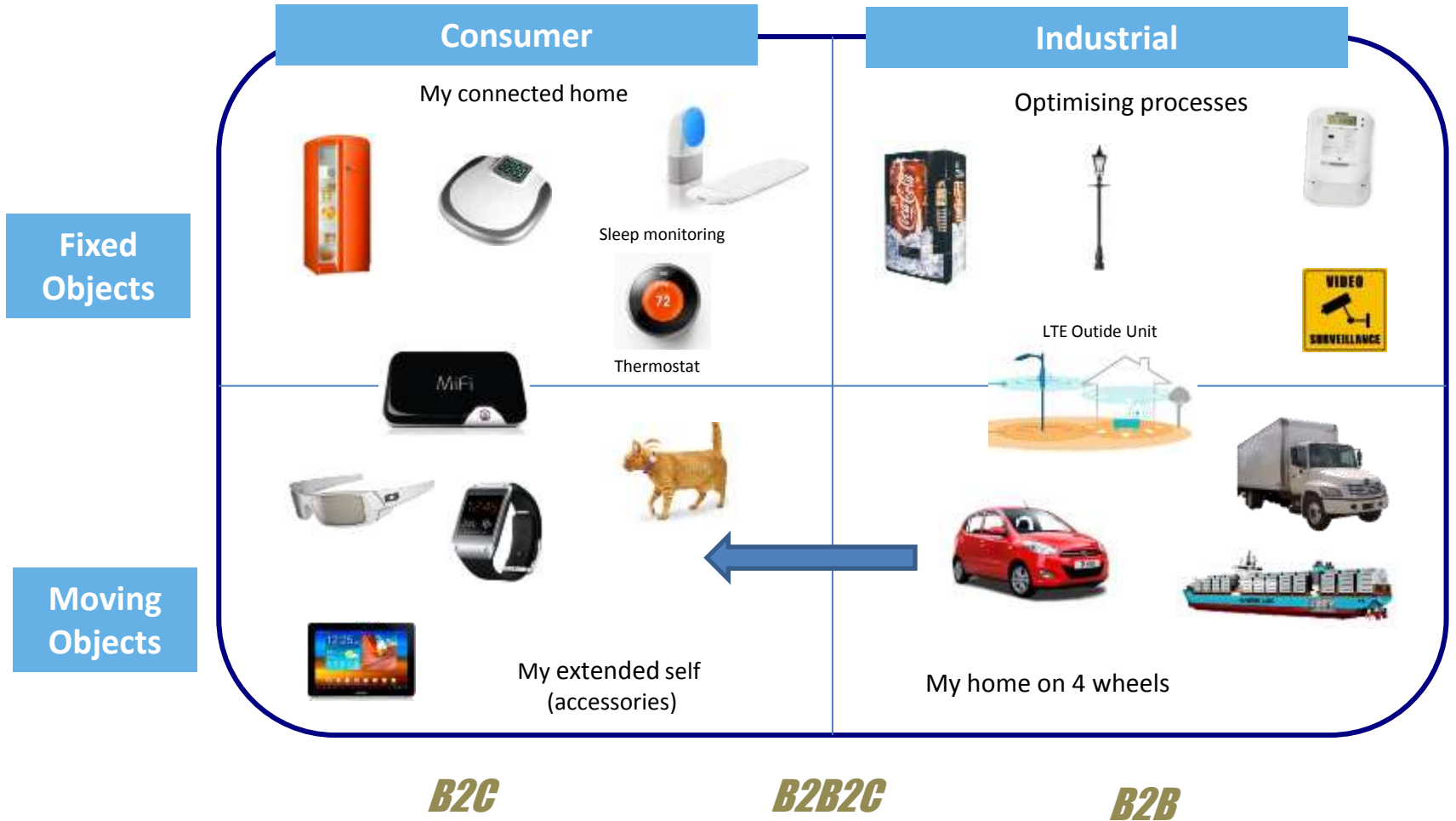
# M2M

## Key areas of focus to deliver revenue growth

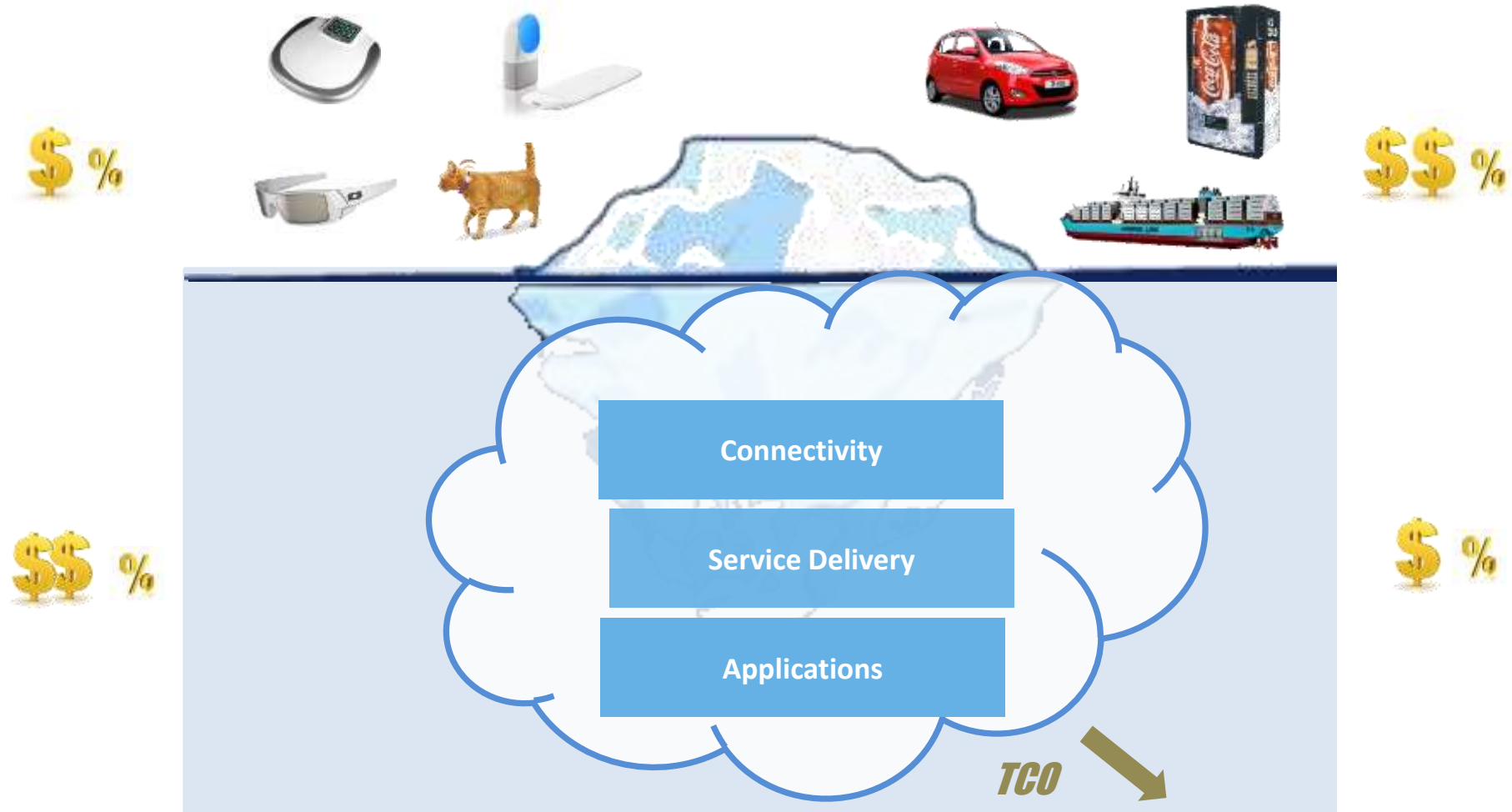
**Edward Simonet**  
**M2M Business Director**

**20/05/2014**

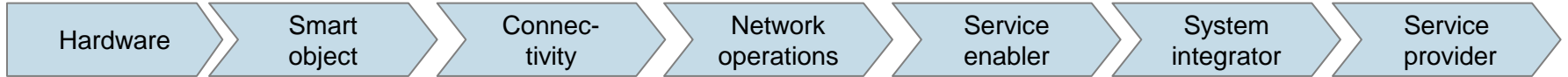
# M2M & IoT Business Models per segments



# Devices are the tip of the Iceberg Intelligence is in the Cloud



# Ecosystem complexity requires collaboration



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- Sim cards
- Sensors
- Modules
- Gateway

- Vending machines
- PNDs
- Cars
- Cameras
- Computer

- Connectivity

- Network operations & maintenance
- Network monitoring (e.g. QoS)

- Platform
- Enabling capabilities
- Applications

- Interfaces
- Solution build up
- Hardware backend

- Packaging/ bundling
- Service provisioning
- CRM
- Billing



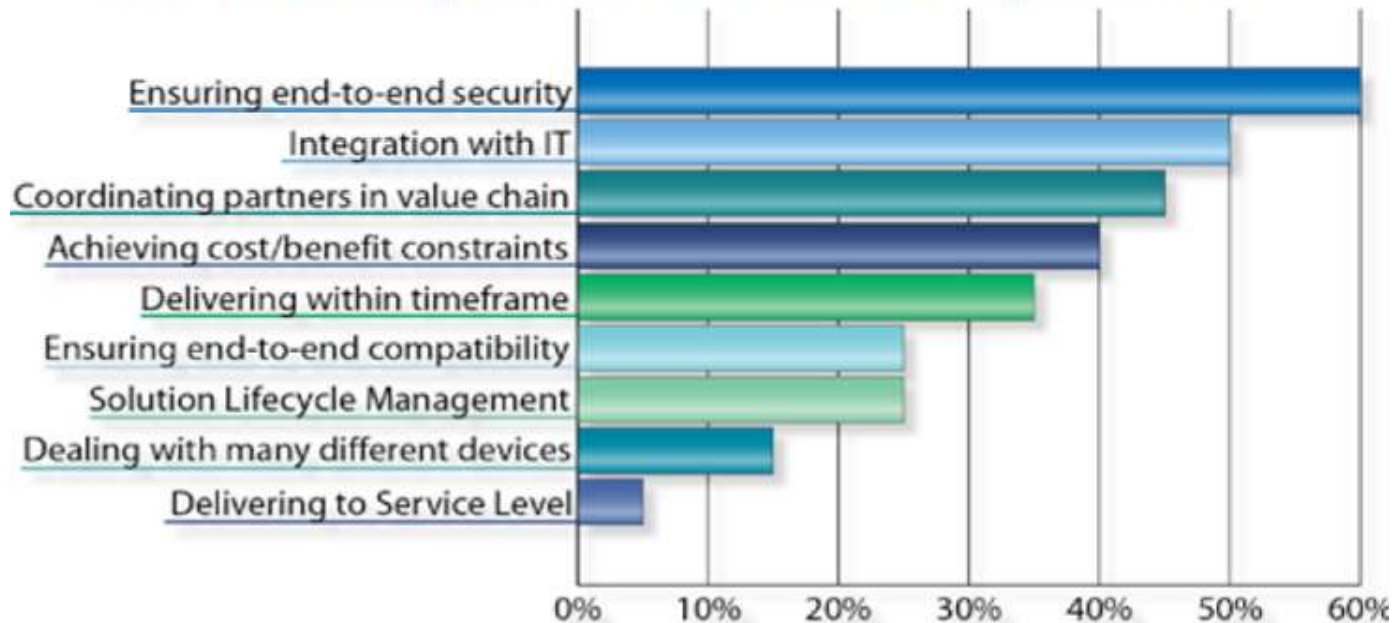
No player alone is capable to provide E2E solution

# Global connectivity in the box



# Hygiene factor: M2M Security Needs are High

*Which of these are the top 3 priorities for delivering M2M projects today?*

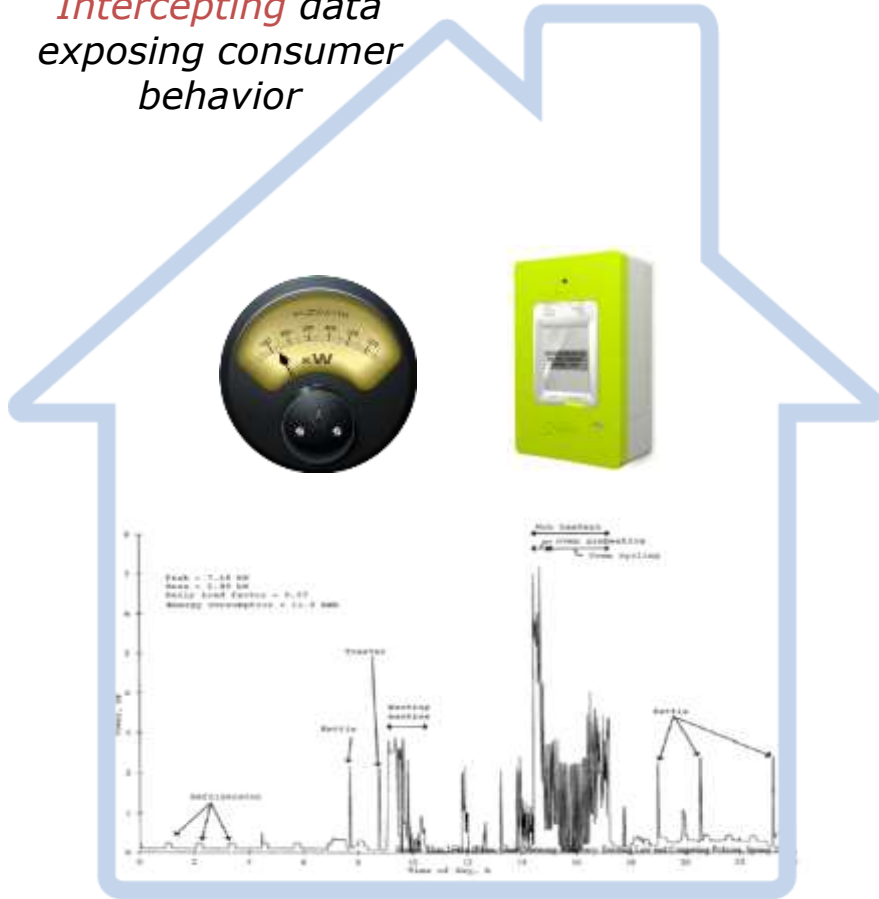


Source: Beecham Research for Oracle, Sept 2011.

Security is key to M2M service providers

## Breach of privacy

*Intercepting data exposing consumer behavior*



## Data tampering

*Modifying data and allowing billing fraud and revenue loss*



## Unauthorised access

*Controlling meters' identity: prevents unauthorised and fake meters to send data to the service provider*



**B2B2C**

**Partnership & Collaboration**

**Turn key connectivity & service**

**Security**



**Thank you**