THE KEY DIFFERENTIATOR IN THE M2M MARKET: End-to-End Service Enablement

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A little bit about me . . .

- Work at Telit since March 2014
- Responsible for the EMEA region in the Business Unit M2Mair
- Before Telit I worked:
  - » 5 years for KPN (Dutch Telco Operator).
  - » 9 years for CGI (International System Integrator)
- Strong background in IT technology and processes
- Born in Tunis and live in The Netherlands

About Telit

- Since 1986 in the cellular market

- m2mAIR NA- 22 years in m2m services

- Pioneering in Positioning for over 20 years

- Globally recognized m2m brand

- Second in m2m module shipments

- Broadest m2m product portfolio

- 100% pure-play m2m

- Industry-leading integration assistance

- Fastest growing m2m company

- From <100 in 2001 to over 700 employees in 2014

700+
Employees Worldwide

22%
Market Share

49
Countries with Telit modules sold directly over the past years

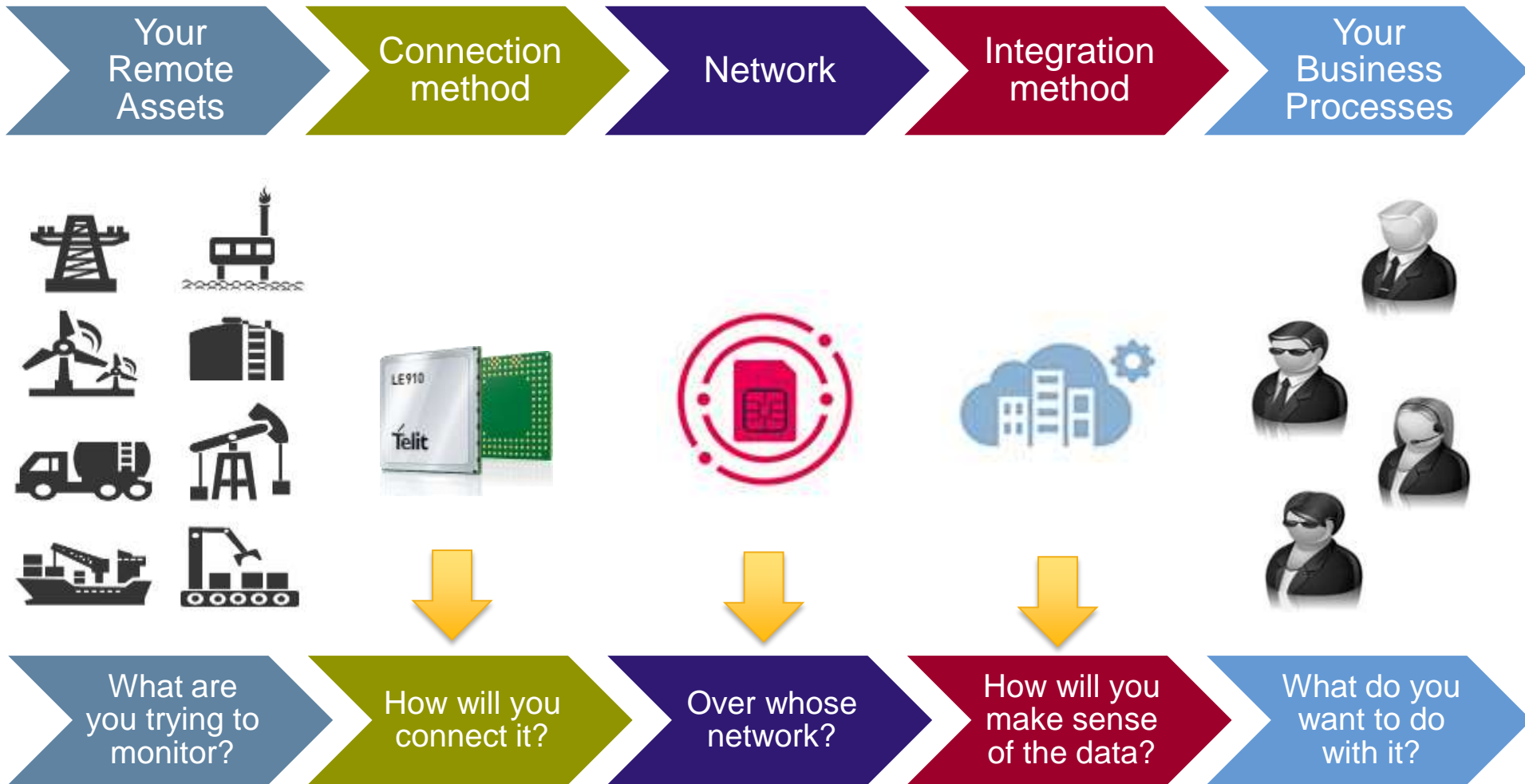Over **5000**
Customers Worldwide

151
Different module types

1547
Total Man-Years of Research and Development

165
Product Certifications Worldwide
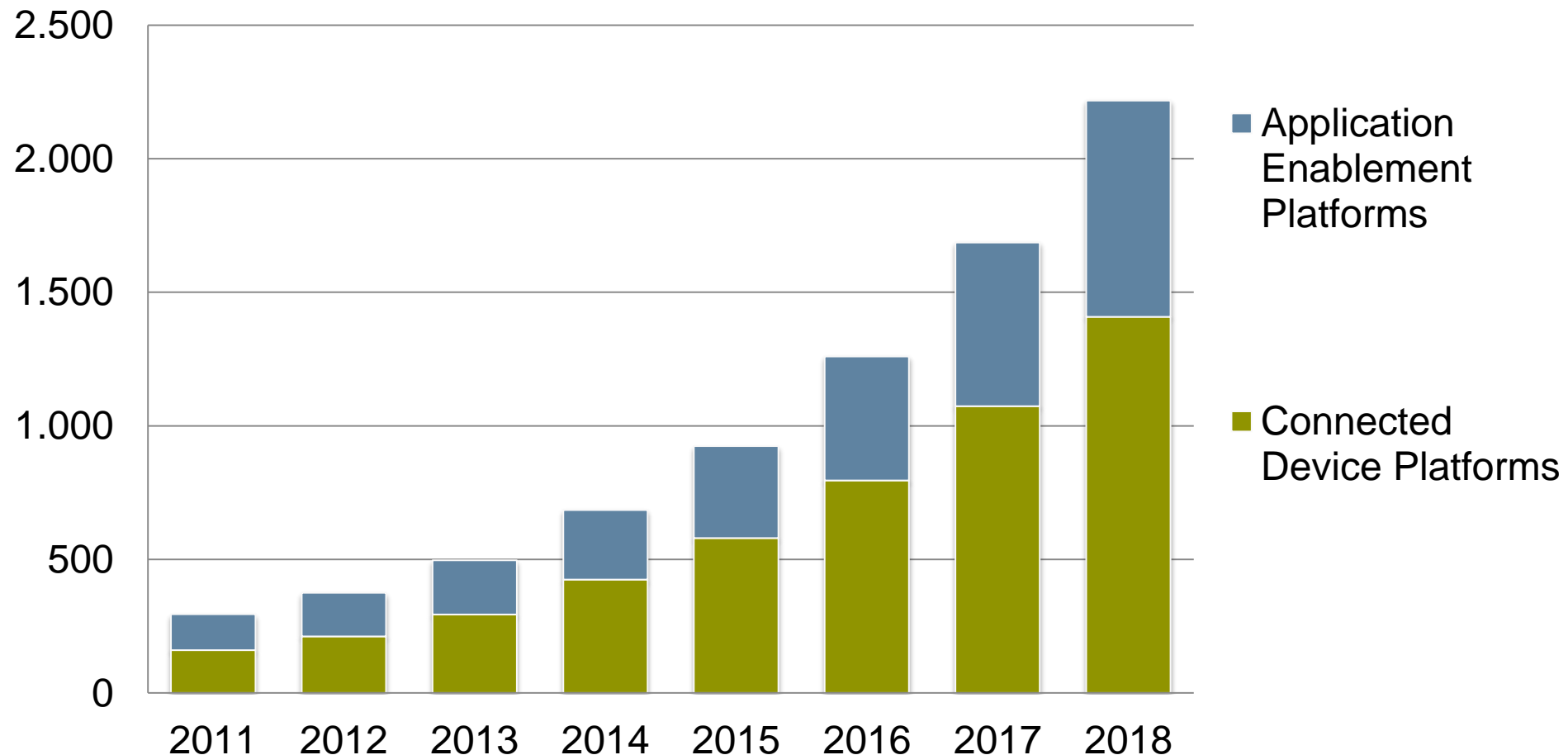
31+
Operator Approvals Worldwide

16
Wireless Technologies

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A look at the M2M value chain

Your Remote Assets	Connection method	Network	Integration method	Your Business Processes

What are you trying to monitor?	How will you connect it?	Over whose network?	How will you make sense of the data?	What do you want to do with it?

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Service enablement revenue by platform type
(US$ Millions)

Source: ABI Research

Connected device services

- Firmware updates
  - » M2M devices are expected to operate in the field for a minimum of five years
  - » How many technology updates have we seen in the cellular landscape in the past five years?
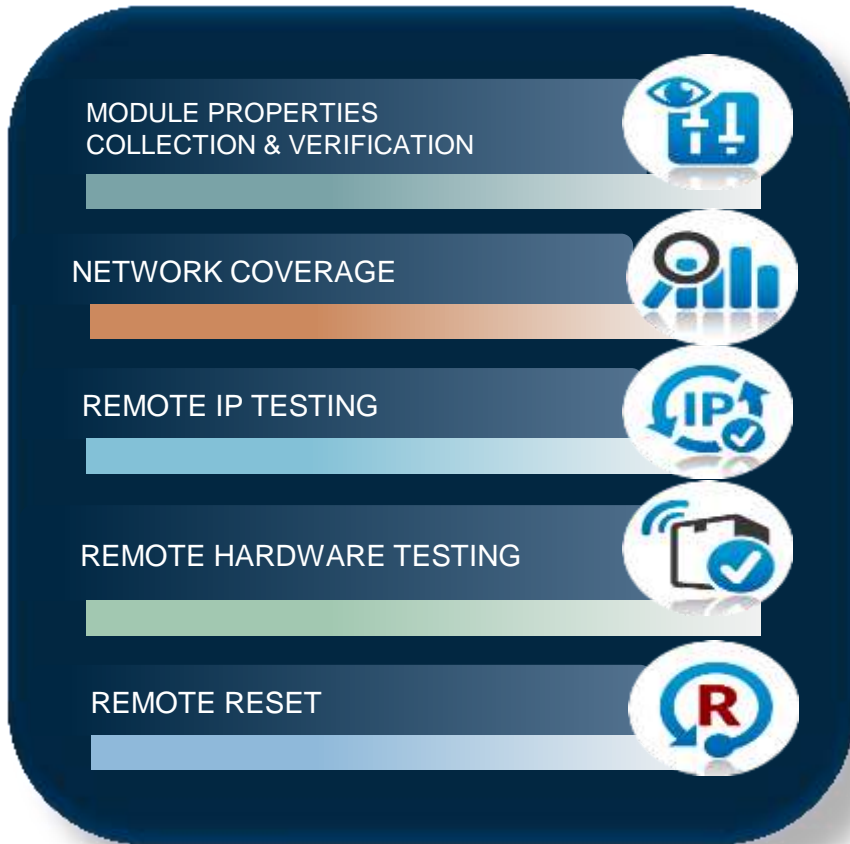 - » FOTA has become a baseline, cost-of-entry for connected devices
- Module management
  - » Reaches into the module to provide a suite of value add, including:
    - » Properties check and validation
    - » Coverage assessment
    - » Remote hardware and IP testing
    - » Remote reset
- Embedded security
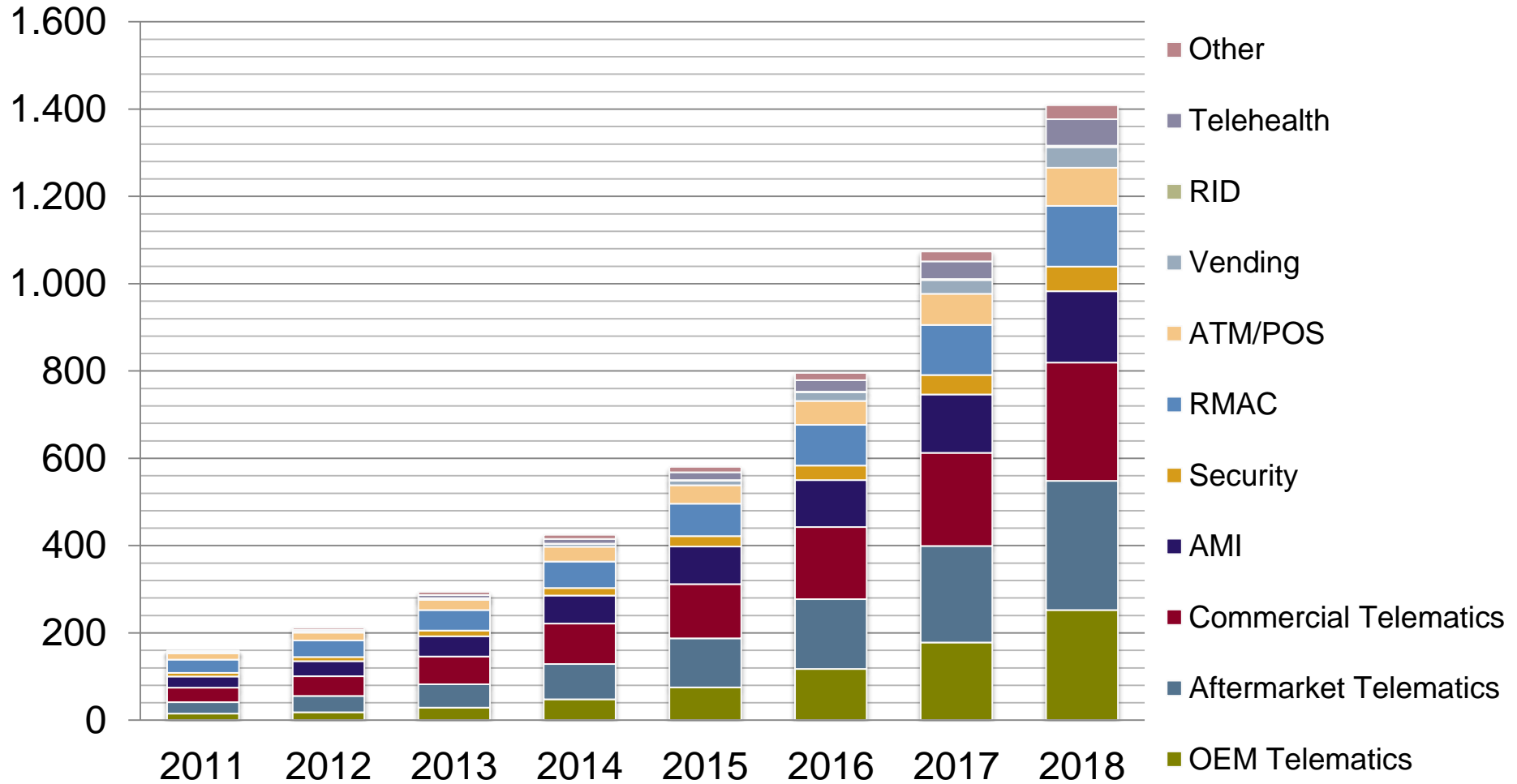 - » Hardware security + software based awareness of possible attack

m2mAIR Module Management

MODULE PROPERTIES COLLECTION & VERIFICATION

NETWORK COVERAGE

REMOTE IP TESTING

REMOTE HARDWARE TESTING

REMOTE RESET

- Works in Roaming / Home networks
- Application seamless, no integration required.
- Compliant with a substantial legacy installed base
- Access to the service through JASPER or Web Service API
- Supports 2G (GSM/GPRS/EDGE) and 3G (UMTS / HSPA)

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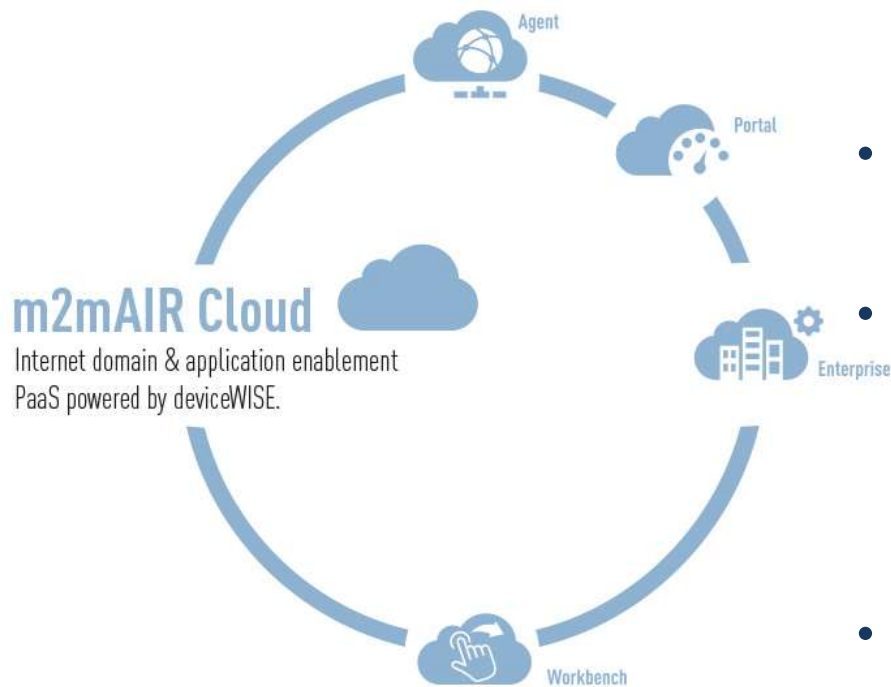# CDP revenue by application

(US$ millions)

Source: ABI Research

Application enablement services

- Connect a wide variety of "Things" over any kind of network
- Combine the acquired data with contextual information by integrating with enterprise systems and applications to create business intelligence
- Design, build and manage applications with ease using rapid prototyping tools and services
- Scalable and flexible
- Reach across connectivity software, machine data management and libraries (API) for developing applications.
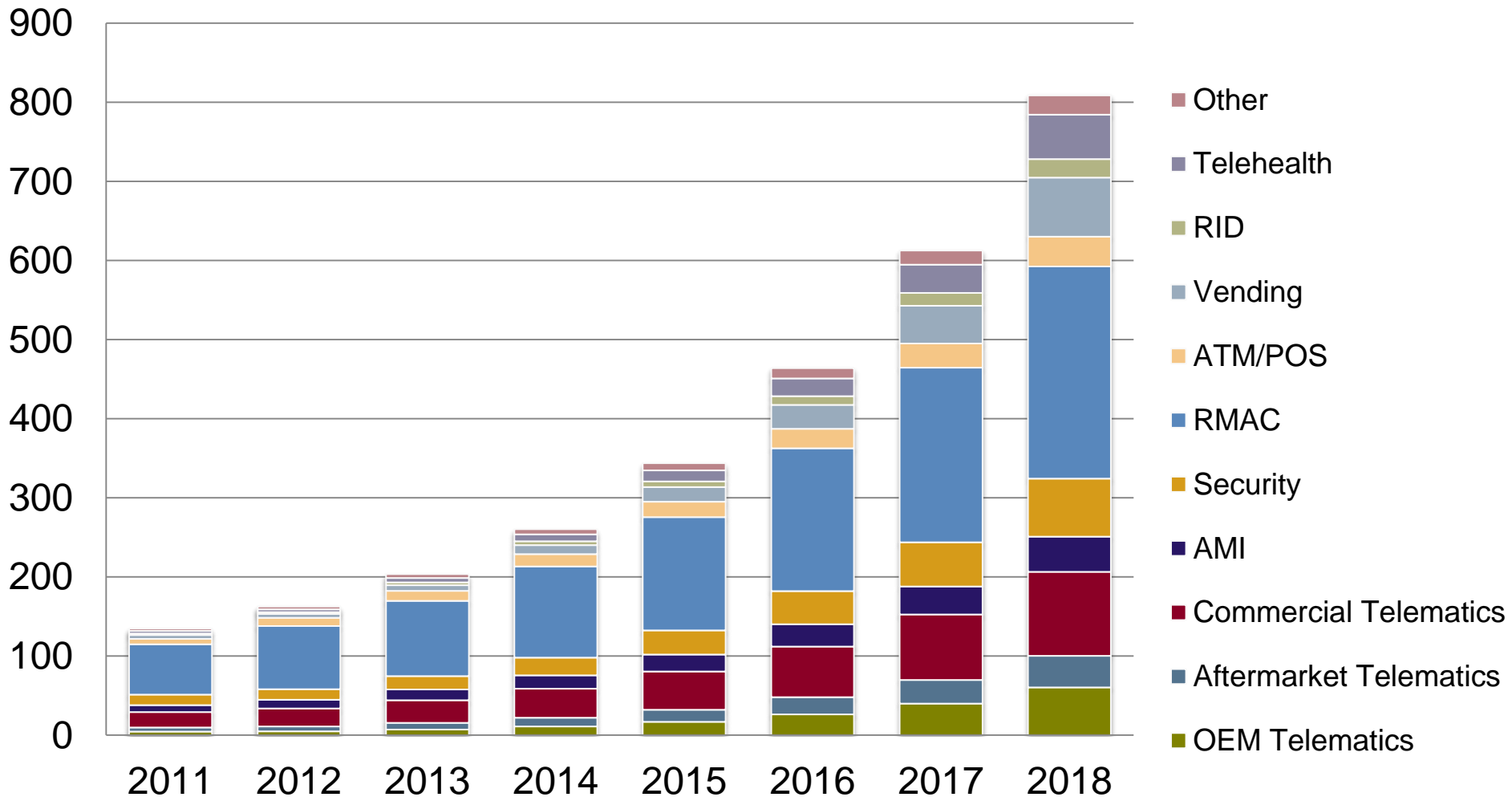
m2mAIR Cloud

m2mAIR Cloud
Internet domain & application enablement
PaaS powered by deviceWISE.

Powered by industry's top ranking cyber-secure deviceWISE. -- ABI

- Low profile Agent turns any device into a micro-analytics engine, saving transmission costs
- Portal to manage and process data in the cloud
- Enterprise integration into a host of common IT applications and services to optimize business processes and drive informed decision-making
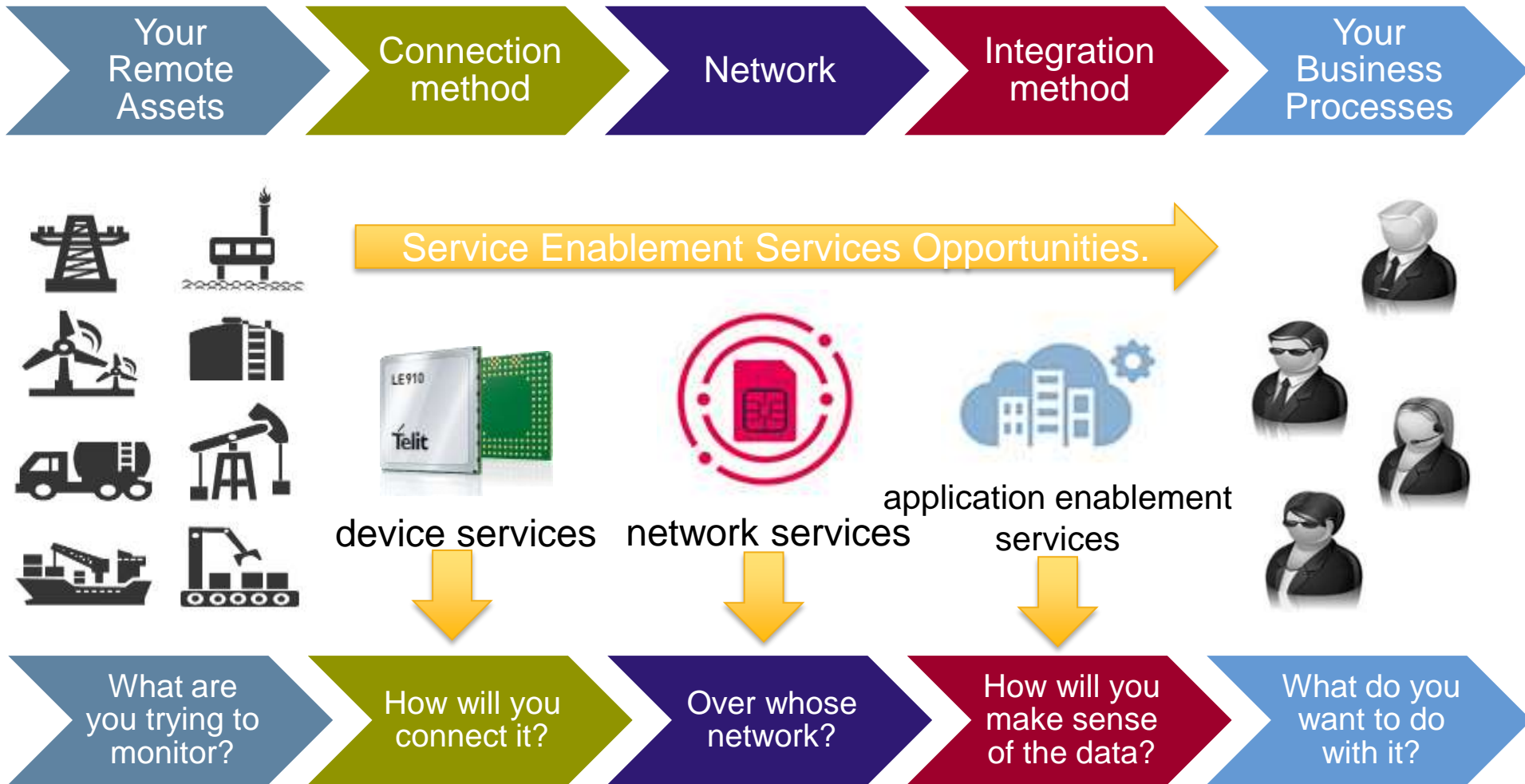- Workbench for easy, point-and-click application development, no programming required

AEP revenue by application

Source: ABI Research

Telit's One Stop Shop:

Your Remote Assets	Connection method	Network	Integration method	Your Business Processes

Service Enablement Services Opportunities.

device services   network services   application enablement services

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ONE STOP. ONE SHOP.

Author