IoT/M2M Monetization

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The Internet of Things (IoT) / Machine to Machine (M2M)…

…refer to technologies that allow objects (people, animals, home appliances, cars) with a unique identifier to communicate by transferring data over a network without requiring human interference.

<table>
<thead>
<tr>
<th>IoT</th>
<th>Hospital</th>
<th>Doctors Office</th>
<th>Dietician</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Cardio-pulmonary Telemetry</td>
<td>Blood glucose Readings</td>
<td>Weight Control</td>
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<tr>
<td>M2M</td>
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Impact to business

IoT/M2M already brings benefits to several industries today by enabling the implementation of a wide range of applications for monitoring and control purposes. Industrial automation, Logistics, Health Care, Smart Grid and Smart Cities are some of those industries.
The IoT/M2M potential

Generation of new revenue streams through the monetization of vertical applications and the effective management of an ever expanding value chain

Expectations today are really high

- The M2M industry is projected to maintain 23 percent annual growth rates over the next decade and worth $948 billion by 2020.
- IoT is expected to generate about $19 trillion over the coming years

However...

...recent researches show that 70% of organizations do not derive significant commercial value from IoT/M2M
Monetizing the IoT/M2M potential

Package & price the IoT/M2M applications as affordable end2end services designed to address the SMB and Large Enterprise market needs

The major barrier…
…investment in software, hardware and skills without clear return

Foremost steps to overcome barrier
- Separate business unit
- Innovative and flexible pricing

- Cloud-based underline technology
- BI/Analytics
- Valuable alliances and partnerships
The IoT/M2M ecosystem

- Consultancy
- Integration Services
- Training
- Support
- Experience in large scale service delivery
- Customer base
- Regulation

- Application development
- Application customization

- Connectivity
- Experience in large scale service delivery
- Customer base

- M2M Hardware (Sensors, modules, M2M SIMs)

Customer

App Developer

CSP

System Integrator

Government

Manufacturer

Large Enterprise
SMBs
Consumers
Example[1]: Fleet Management

PowerFleet is an innovative M2M vertical application developed by the Greek company that enables the online management, tracking and control of the fleet.

- Real time fleet monitoring
- Engine operation
- Routes management, reports & history
- Optimal routing of multiple resources
- Fuel monitoring & Temperatures
- Drivers performance
  - Alerts & notifications
  - Business Intelligence (BI)
  - Vehicles cost center (ERP)
  - Full Web access & Mobile App
  - World Wide coverage
  - Support for GPS, GIS & GPRS

www.powerfleet.gr
Example[1]: Monetizing Fleet Management

Packaging Fleet Management Application with Connectivity and Storage

- **Basic** (Tracking, Alerts, Vehicle History, Dashboard)
- **Premium** (Basic + Geofence Management)
- **Enterprise** (Premium + Vehicle Maintenance)

**Pricing**

- Monthly Application Fee depending on Package
- Pay-per-Use (e.g. # of real time alerts per month)
- Additional Charges
- Discounts

**Cross-Selling**
- Smart Parking
- Usage Based Insurance
- Targeted Advertising

**Additional Revenue**
- M2M Enablement Framework
- Rating/Charging
- JS Transport Fleet
- First Mobile (Service Provider)
- JS Transport (Back Office)
is a Greece-based company that was established by experienced scientists and provides innovative remote patient monitoring solutions, addressing the individual needs of citizens and healthcare professionals.

is an innovative Diabetes Mobile Health solution based on VIDAVOs’ suite of services:

- Wireless vital data transmission (e.g. blood glucose)
  - through “Vidagluco” smart app
  - to Web platform over 2G/3G/4G
- Personalized alerts
- New data entry based on alerts & motivational messages
- Online medical consultation

- Supports both Diabetes Type I & II patients
- Cost effective
- Easy to implement

Example[2]: Health Care
Telemedicine through Mobile in Albania

- Provision of telemedicine services to 400 remote villages in Albania
- Sponsored by an Albanian Foundation.
- Launched on January 27th 2012

Example[2]: Health Care

Partners
Albanian CSP
Albanian Foundation
Albanian Red Cross
Hygeia Hospital
Vidavo Ltd

vidaGluco in Romania

- Country wide implementation for 1,514,710 diabetics
- 500,000 not on treatment but with high blood glucose value

Partners
Association React
Romanian Foundation
Vidavo Ltd

Many other projects in Europe & Greece
Example[2]: Monetizing Health Care

Packaging Health Care Application with Connectivity and Storage

- Chronic Patients (Cardio, Diabetes, Hypertension)
- Elderly People
- Pregnancy

Pricing

- Monthly Application Fee depending on Package
- Emergency Factor (e.g. # critical alerts)
- Monitored parameters passed
- Quality of Service

Revenue Sharing Opportunity

First Mobile (Service Provider)

Clinic App

M2M Enablement Framework

Rating/Charging

Patient App

Health Monitors

Cross-Selling
- Personal Tracking
- Medical Advise

Additional Revenue
- Aggregated Data
- Billing-on-Behalf-Of
Intracom Telecom

...has strategically focused and is investing heavily in the continuous evolution of its software portfolio to deliver innovative, revenue-generating solutions that serve the ever-changing customer needs.

Substantial in-house experience in all aspects of O/BSS systems design, implementation, integration & support.

Dedicated team of professionals with combined Business and IT skills.

Revenue Management solutions for:
- Telco
- IoT/M2M
- Utilities

Significant track record of large scale projects delivered to entire addressable market.

Over 100 customers in more than 70 countries.

Talk to us to help you effectively monetize your IoT/M2M.
thank you

For more information, visit www.intracom-telecom.com