



# INTRACOM

TELECOM

## Technology Shaping the Future

### IoT/M2M Monetization

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**Time for business!**  
12/5/2015 Sheraton Tirana Hotel

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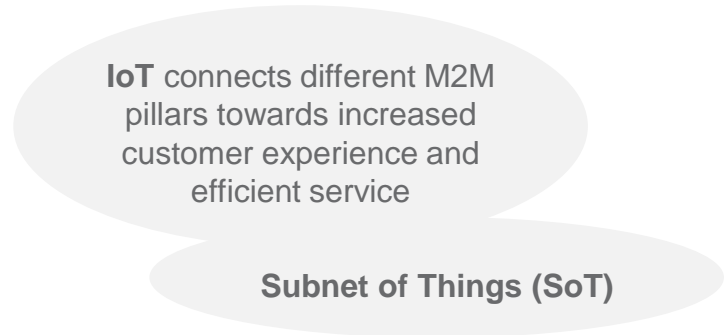
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## The Internet of Things (IoT) / Machine to Machine (M2M)...

...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

IoT		
Hospital	Doctors Office	Dietician
Cardio-pulmonary Telemetry	Blood glucose Readings	Weight Control
M2M	M2M	M2M



### 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.

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

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



## The major barrier...

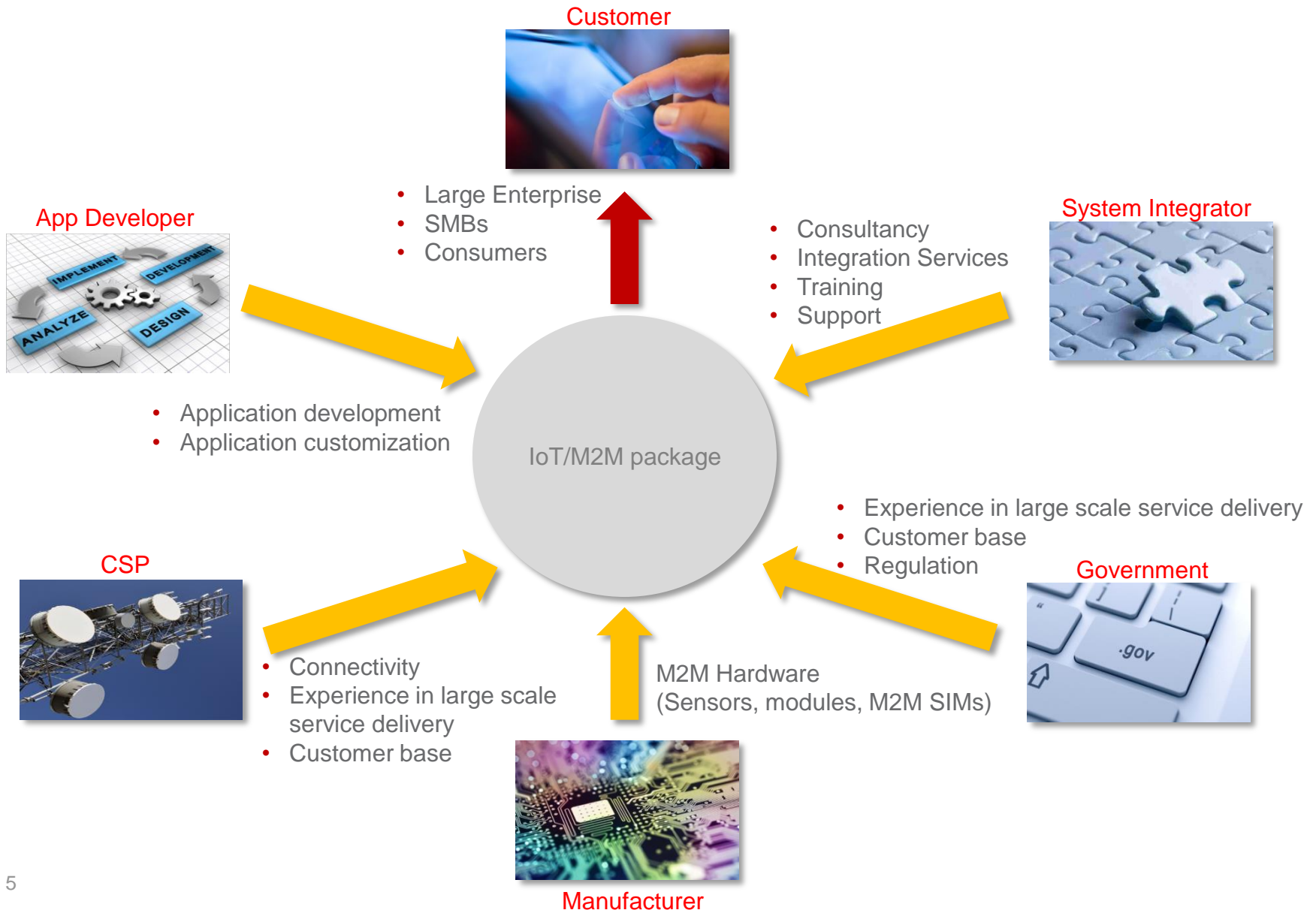
...investment in software, hardware and skills without clear return

## Foremost steps to overcome barrier

- ▶ Separate business unit
- ▶ Innovative and flexible pricing
- ▶ Support for all B2C, B2B and B2B2X models




- ▶ Cloud-based underline technology
- ▶ BI/Analytics
- ▶ Valuable alliances and partnerships

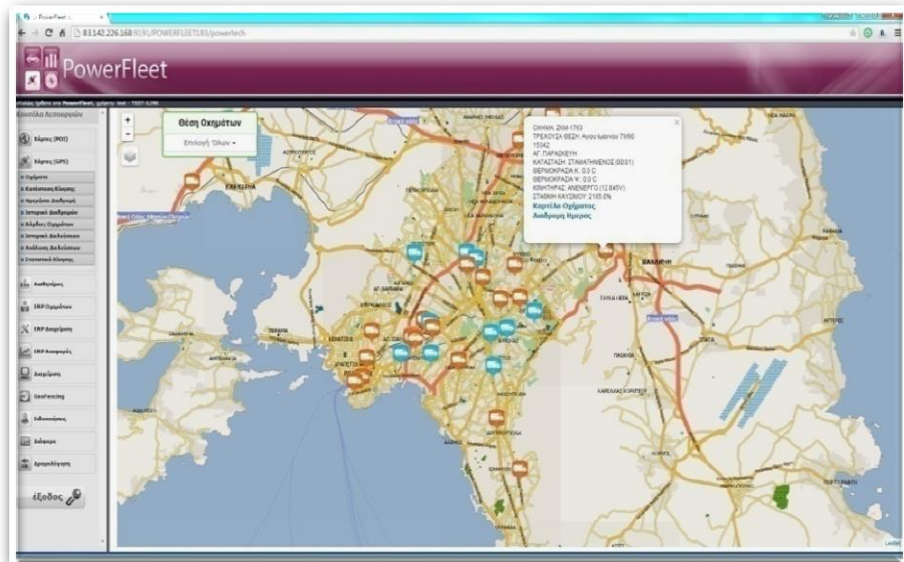


# Example[1]: Fleet Management



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

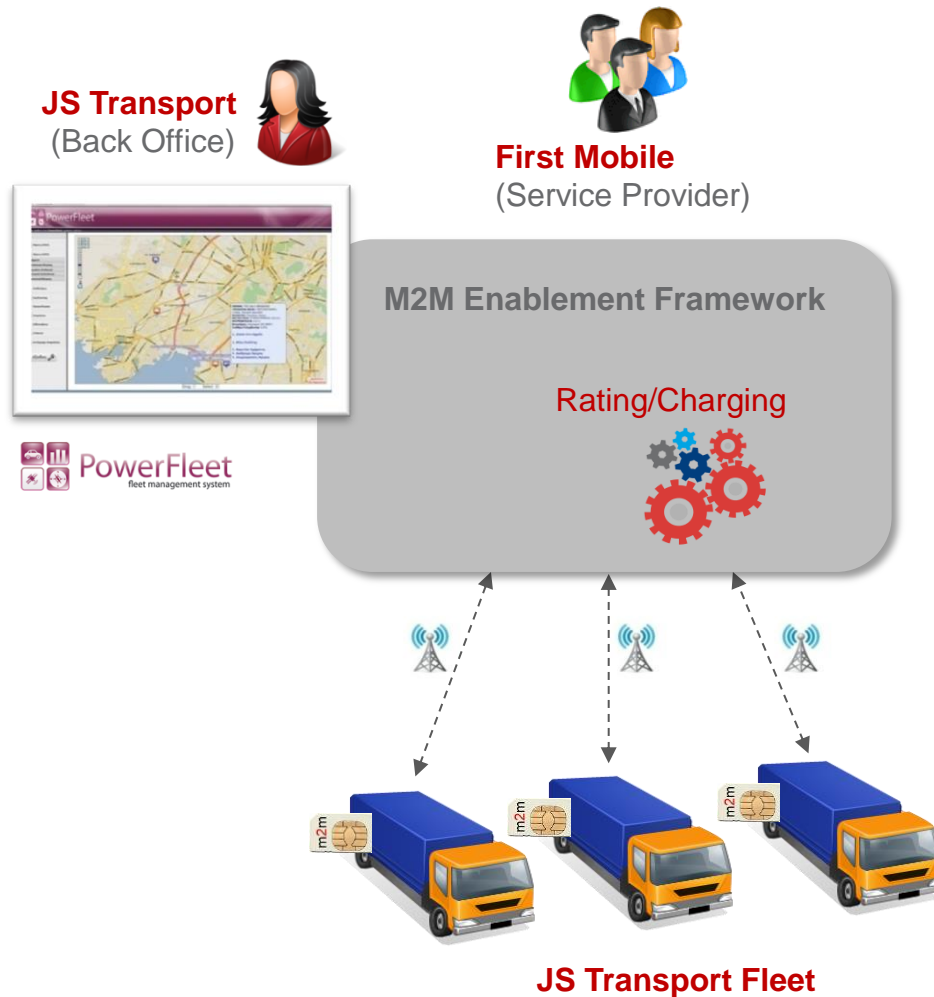
- ▶ Real time fleet monitoring
- ▶ Engine operation
- ▶ Routes management, reports & history
- ▶ Optimal routing of multiple resources
- ▶ Fuel monitoring & Temperatures
- ▶ Drivers performance
  - ▶ Alerts & notifications
  - ▶ Business Intelligence (BI)
  - ▶ Vehicles cost center (ERP)
  - ▶ Full Web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



[www.powerfleet.gr](http://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


### Additional Revenue

Targeted Advertising



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
  - ▶ Improves awareness of healthier life styles
  - ▶ Motivates users to lead a healthier life style

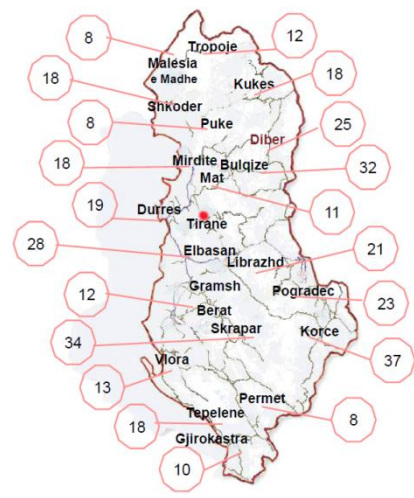


- ▶ Supports both Diabetes Type I & II patients
- ▶ Cost effective
- ▶ Easy to implement



## 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



**Partners**

Albanian CSP  
 Albanian Foundation  
 Albanian Red Cross  
 Hygeia Hospital  
 Vidavo Ltd

## vidaglucos in Romania



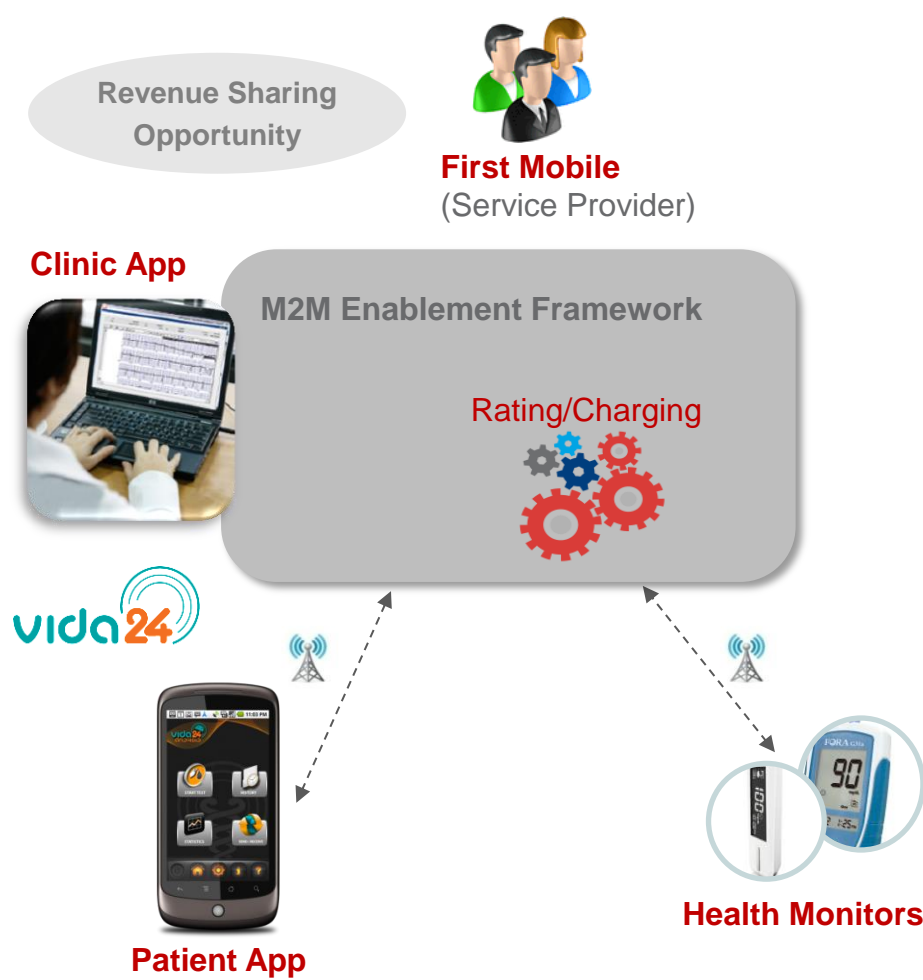
- Country wide implementation for 1.514.710 diabetics
- 500.000 not on treatment but with high blood glucose value

**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

**Cross-Selling**  
Personal Tracking  
Medical Advise

**Additional Revenue**  
Aggregated Data  
Billing-on-Behalf-Of

...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](http://www.intracom-telecom.com)



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