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## Connected Living Middle East Summit

Mobile Operators and Government unlocking the M2M opportunity

[www.gsma.at/CLMES13](http://www.gsma.at/CLMES13) #CLMES13



# Connected Living



GSMA Connected Living Middle East Summit –  
19<sup>th</sup>-20<sup>th</sup> November 2013

Alex Sinclair - Chief Technology Officer GSMA

# Welcome to the GSMA Connected Living Middle East Summit



- Dubai builds on the success of Summits held in New York, Seoul, Sao Paulo, Gothenburg & Shanghai
- Most significant Summit to date
  - 48 speakers from operators, government and industry partners
  - Record registrations of nearly 150 senior industry experts
  - Signature of ground breaking partnership agreements between government & industry
- Thank you to Khalifa AlShamsi & Etisalat

A banner image for the Connected Living Middle East Summit. It features a night view of the Dubai skyline with the Burj Khalifa illuminated. The GSMA logo and "Connected Living" text are on the left. The Etisalat logo and "Hosted by" text are on the right. A dark red box at the bottom contains the event title and dates.

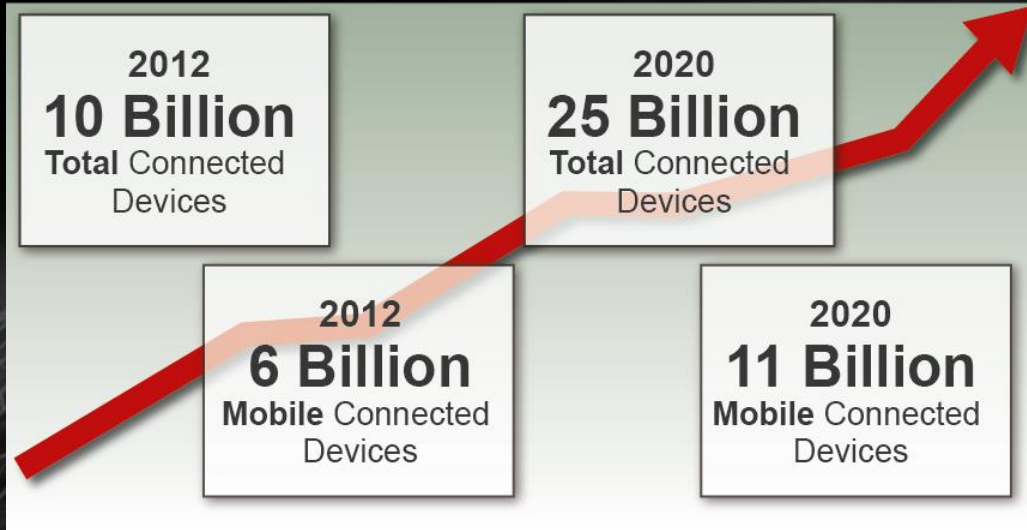
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GSMA Connected Living

**Connected Living Middle East Summit**  
Mobile Operators and mGovernment unlocking the M2M opportunity  
Tuesday 19 to Wednesday 20 November 2013, Novotel World Trade Centre, Dubai, UAE

Experience a world where everything intelligently connects

# The Connected Life by 2020

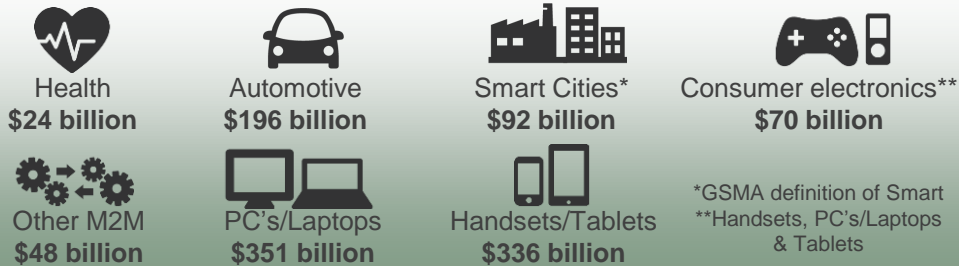


## Revenue Opportunity For Mobile Network Operators in 2020

**\$1.1 Trillion**



### 2020 Addressable opportunity for MVO's in selected vertical sectors



**Creating opportunities through cross-industry collaboration**

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# 10 Key Connected Applications driving market growth



**1. Connected car**  
Infotainment, apps, navigation, telematics



**6. Pay as you drive insurance**  
Flexible time, usage, behaviour models in car insurance



**2. Electric vehicle charging**  
Payment, location, booking of points of charge



**7. Car hire, share, lease**  
New business models for car usage



**3. Clinical remote monitoring**  
Cost savings and pre-emptive action on chronic conditions



**8. Traffic management**  
Toll revenues, road and congestion charging, parking



**4. Security**  
Private security, enhanced remote monitoring



**9. Smart metering**  
Automated meter readings



**5. Assisted living**  
Independence for old and infirm out of care homes



**10. Building automation**  
Energy savings, efficiencies in building management

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# Connected Living Programme – Vision and Mission



**Vision:** To create a world where everything intelligently connects via mobile networks, delivering rich services to businesses and consumers in every aspect of their lives

**Mission:** To accelerate the development and adoption of operator led scalable and interoperable mobile solutions in Healthcare, Automotive, Education, Utilities and Cities



## Health

To reduce the cost to serve, extend reach and improve quality of care to patients, by accelerating the development and adoption of scalable and interoperable operator led mobile health solutions



## Education

To improve the quality and reach of education, by accelerating the development and adoption of scalable and interoperable operator led mobile education solutions



## Automotive

To make smarter, safer and efficient vehicles, enabling consumer and businesses oriented services, by accelerating the development and adoption of scalable and interoperable operator led mobile solutions



## Smart Cities

To create smarter cities, by accelerating the deployment of operator led mobile solutions in smart utility grids, smart energy environments and intelligent transport systems

Develop key M2M market enablers including Embedded SIM & Roaming Annex

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# The GSMA market acceleration programme is changing focus from trials to large scale commercial launches



## Bottom up: Innovation *Focus on operator trials*

Unlock revenue by building on operator assets to go beyond connectivity



- Develop interest from adjacent industries
- Demonstrate value of partnering with operators at innovation stage
- Develop evidence required to convince payers, governments, regulators.
- Test new business models

## Top Down: Revenue generation *Focus on commercial launches*

Unlock revenue by stimulating demand that will lead to large scale launches



- Get key stakeholders to enable large scale service launches (e.g. governments, regulators, insurance companies)
- Use evidence from market trials to demonstrate value beyond connectivity

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