M2M & IoT: The Challenges Ahead
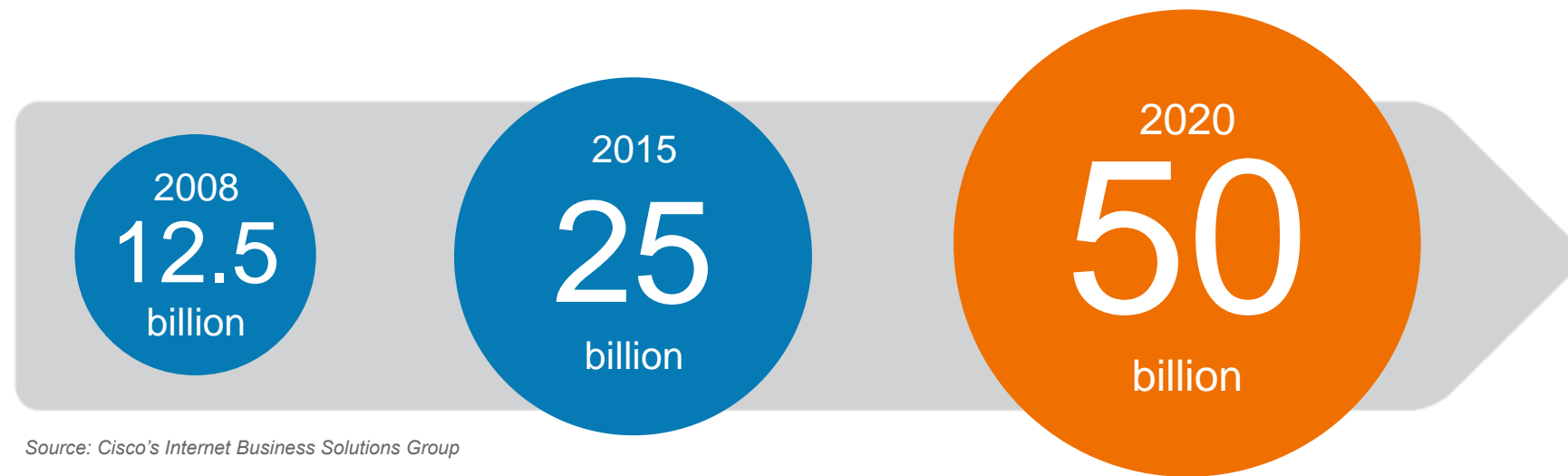
Sean Horan
AT&T M2M Center of Excellence

Director of Business Development

In our global economy where everything is connected to the internet, data is our most valuable currency

2008
12.5
billion

2015
25
billion

2020
50
billion

Source: Cisco's Internet Business Solutions Group

By 2020, the number of things connected to the internet will be approximately seven times greater than the number of people on earth today.

M2M and IoT Unlock New Business Value

Top 5 Reasons to Implement a Connected Business
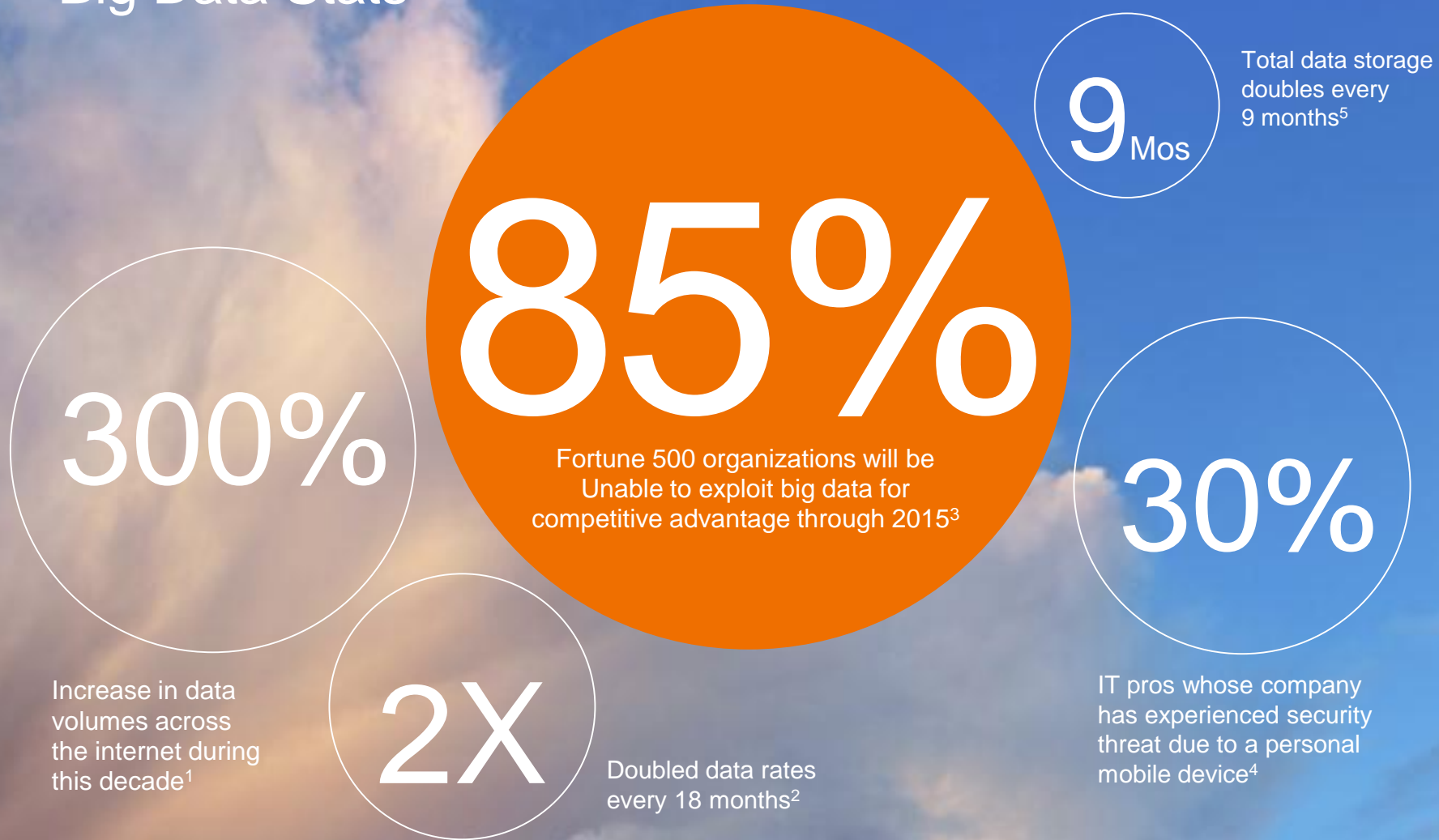
Streamline operations	Reduce costs	Save time	Increase visibility	Increase or protect revenue

Big Data Stats

85%

Fortune 500 organizations will be Unable to exploit big data for competitive advantage through 2015[3]

9 Mos

Total data storage doubles every 9 months[5]

300%

Increase in data volumes across the internet during this decade[1]

2X

Doubled data rates every 18 months[2]

30%

IT pros whose company has experienced security threat due to a personal mobile device[4]

Sources: [1]Gartner, "CEO Advisory: 'Big Data' Equals Big Opportunity"; [2]McKinsey Quarterly, "Clouds, Big Data and Smart Assets: Ten Tech Enabled Business Trends to Watch"; [3]Gartner, "Predicts 2012: Information Infrastructure and Big Data" , [4]Juniper Networks' Trusted Mobility Index, [5]Moore's Law

400 Million

Probes AT&T detects on our network per hour

There's Much to Think About and Much to Map Out…

Vision

ROI
New Revenue
More Efficiency
Differentiation

Information
Data Processing &
Analytics

M2M
Connected
Machines
Connected
Workforce

New Process
Reshape Operations
New Business
Procedures Speed
Time to Execute

Cloud
Hosting &
Data Storage

Avoiding I.T. Pitfalls by Leveraging a Platform-centric Approach
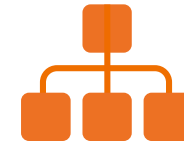
Benefits of AT&T M2M Platform

Scale & Longevity in Design

Time and Resource Savings

Lower Cost Implementations

Expert Partner Ecosystem

Our goal is to make M2M / IoT strategies easy to implement

We couldn't have done it alone . . .

Collaboration is Critical to M2M Success

Industrial Internet Consortium

is a non profit group of industry, government and academia designed to deliver best practices and standards requirements to ease deployment of connected technologies. The IIC aims to influence the global development standards process for internet and industrial systems.

International M2M Council

serves to evangelize the use of machine-to-machine communications (M2M) globally. The IMC mission is to increase M2M volume deployments by proving the business case for the Internet of Things.

Multiple Horizontal and Vertical Standards Organization include...

- 3GPP
- Onem2m
- OMA
- GSMA
- ETSI
- W3C FCC
- IETF OASIS ITU-T
- ATIS TIA

Strong EcoSystem includes Strategic Input:
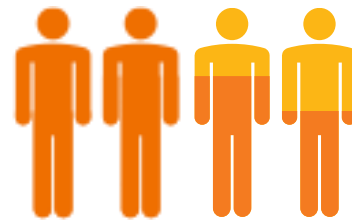
- GE
- IBM
- Axeda

AT&T Machine to Machine Growth

17 million
connected devices and growing

61% year-over-year growth in connected device net subscriber adds for the first quarter of 2014

54% increase in number of M2M customers over the last year

MOBILIZING
YOUR
WORLD℠