

From solutions **2** endless possibilities

# IOT for Automotive and Transport Challenges and Opportunities

Etisalat M2M





- Etisalat operates in 19 countries across the Middle East, Africa and Asia and includes a Satellite Communication company.
- 2013 revenues were Dh38.9 billion (US\$ 10.58 B)
- Etisalat has received several GSMA awards for service innovation
- The total mobile subscriber base has crossed 145 million
- The Group function was established in 2007 and Digital including M2M in 2012



# What's Happening in the Industry

There are a number of areas stimulating the M2M growth that are pushing for the IoT services in the automotive and transport markets:

- Better cellular coverage and services stability
- Reduction in Mobile and M2M module costs
- Better High Data bandwidth offered. New operator business models in the M2M space
- Additional government policies enabling a wider deployment of cellular M2M in key sectors: automotive, utilities, smart cities and healthcare
- Increased standardisation such as for global remote provisioning and APIs, enabling more efficient deployment of connected solutions and low-cost standardised solutions that will enable additional M2M application areas with specific requirements such as low data and long battery life

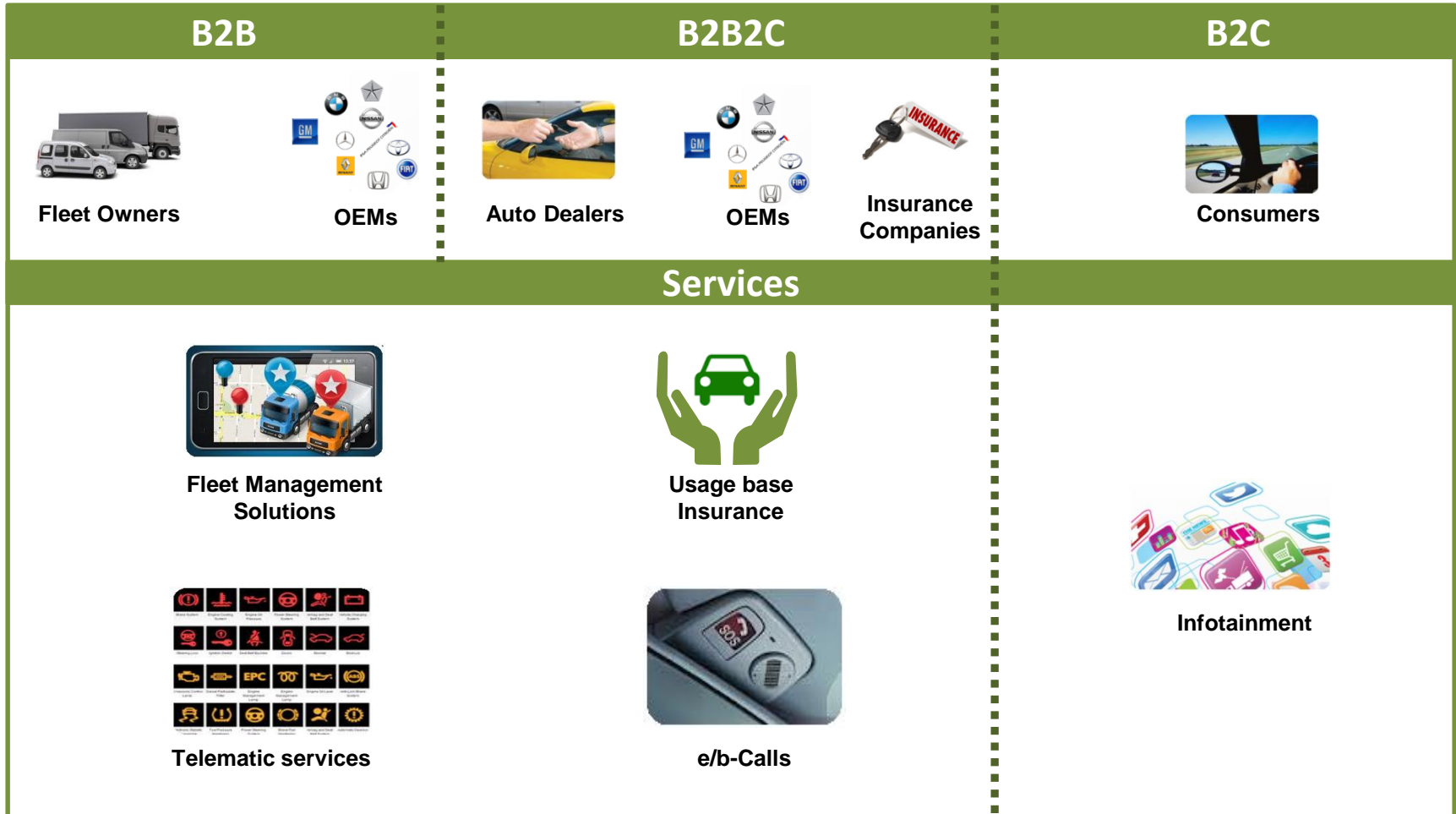


# Drivers

- Automotive manufactures need to learn more about the customers to increase loyalty, differentiate themselves and generate new streams of revenues
- Regulators are concerned about drivers safety and security
- Fleet owners need to have a better control over the fleet and its management for better utilization and costs reduction
- Insurance companies want to have a accurate tool for risks evaluation, reduce frauds, CRM
- Consumers wants to be connected all time while on the move



# Automotive and Transport - Segmentation



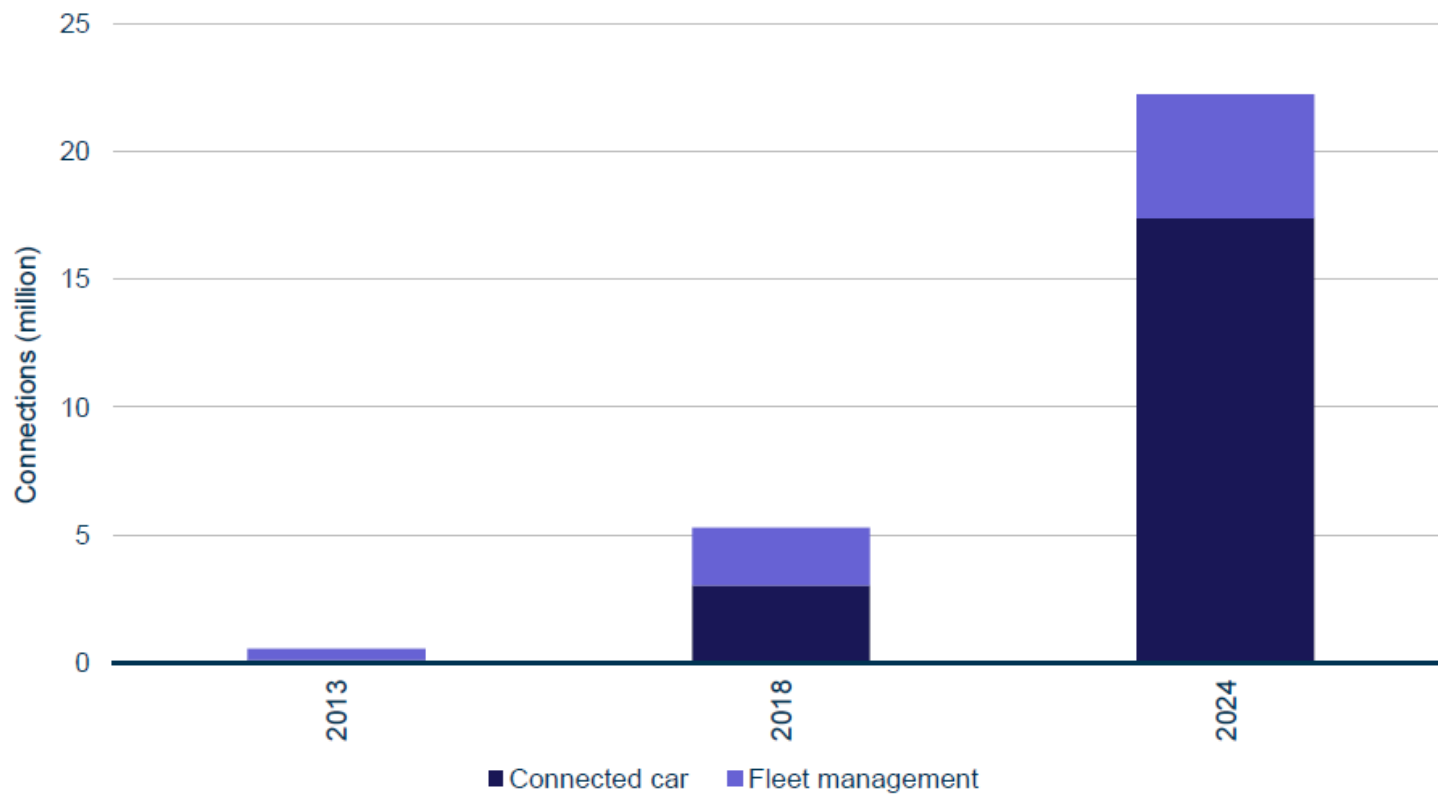
# Automotive and Transport - Challenges

- Value chain is complex and fragmented. Different ways to provide similar services:  
Smartphones vs embedded connectivity
- OEMs requirements:
  - ✓ Coverage
  - ✓ Embedded SIM
  - ✓ B2C - Consumer invoicing
- Services for old & new cars
- B2B + B2B2C + B2C business models – non all tested
- Same worldwide solution vs. different solutions for mature and emerging markets
- Local regulations compliance. Security & data privacy

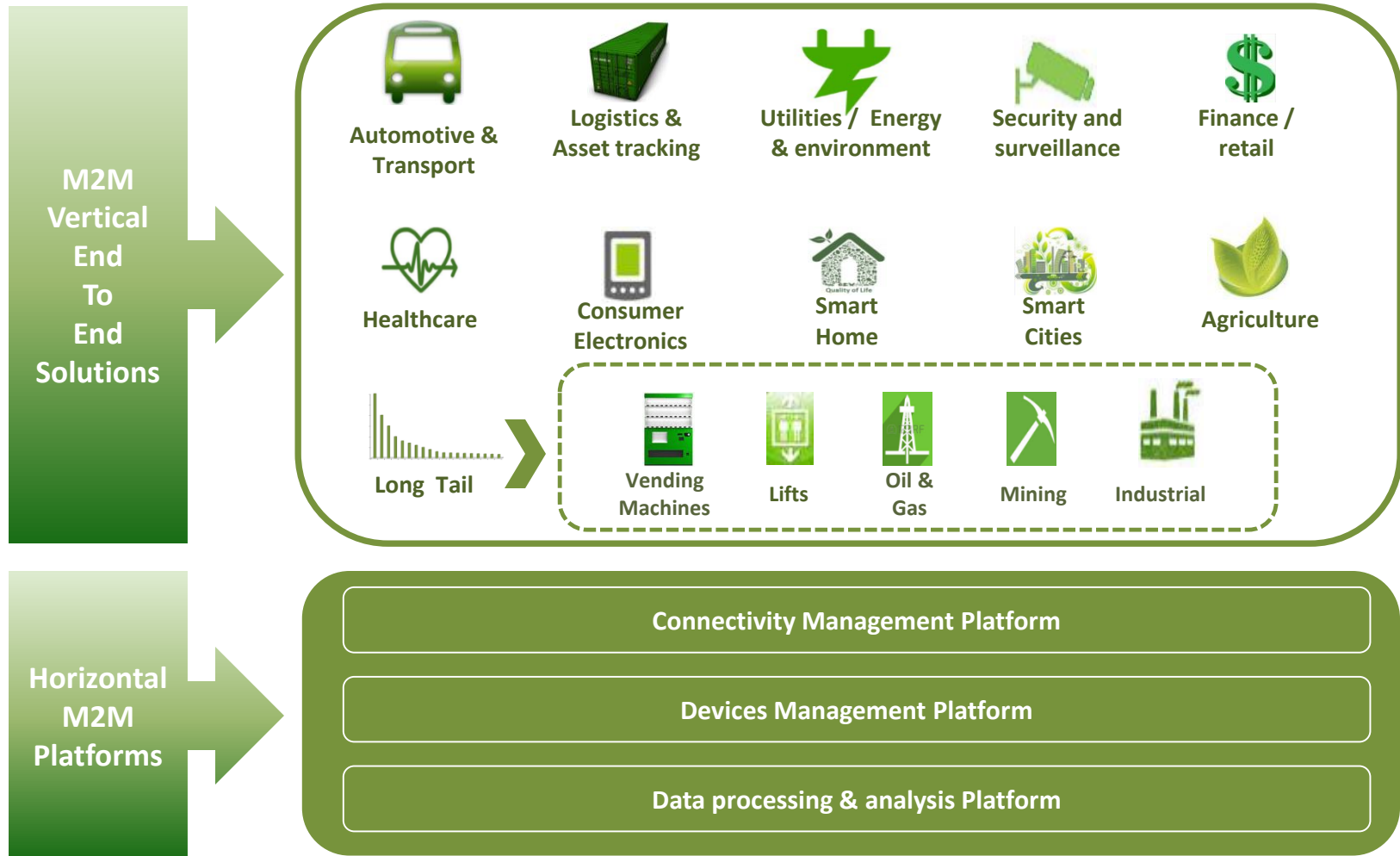


# Potential of Automotive & Transport in MENA

Connected car and fleet management connections, Middle East and North Africa, 2013–2024



# Etisalat IoT Strategy







## Horizontal

- LTE networks
- M2M Platform - Jasper
- Embedded SIM
- Regulatory clearances



## Collaboration

- Global solutions
- Seamless customer experience
- Reliable communications
- Regulatory compliances
- Managed connectivity costs
- Simple logistics for SIM procurement



## End-to-end Services

- Fleet Management
- Infotainment
- Taxis & NFC
- Usage Base Insurance



# Glocalization: Adapt IoT services to MENA



## Regulation:

- Only licensed operators are allowed to offer telecom services
- Service contract must be with a Local entity.
- A strict registration process for customer using telecom services
- Customer information's must not leave the country
- Internet service must follow certain proxy rules
- Imported telecom equipment require regulatory type approvals

## Business:

- Multiple languages & taxes
- Consumer requirements
- Costs
- Environmental, ...



# Etisalat Case Studies



- Vehicles connected with MiFi
- High-speed wireless connection for laptops, smartphones or consoles
- No build-in battery as the device is automatically powered by the car battery
- Simple plug & play



- Management of Dubai Civil Defense fleet
- Primary goal is to enhance emergency response time based on Alarm types and vehicle type and location
- Secondary goal is to reduce OPEX



- Leading construction company in UAE
- Better fleet utilization
- Reduction in OPEX
- Monitoring drivers behavior for safety and security



- Leading middle east company for waste management
- Optimize garbage truck routes based on waste bin capacities
- Better utilization of the fleet
- Reduction in OPEX
- Monitoring drivers behavior



From intelligent connections 2 Greater efficiency

# Thank You

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## Etisalat M2M

M2M (machine-to-machine) solutions enable you to connect, automate and monitor your machines remotely, giving you greater control to optimise all your operations. Let Etisalat empower you.

