

IoT Connection Efficiency Guidelines

Future Networks

4th of March – MWC 2015

IoT is happening...

We need to do this right!

GSMA's *IoT Connection Efficiency Guidelines* will give you a **BIG** head start!

Connected Devices

212
billion*

50
billion

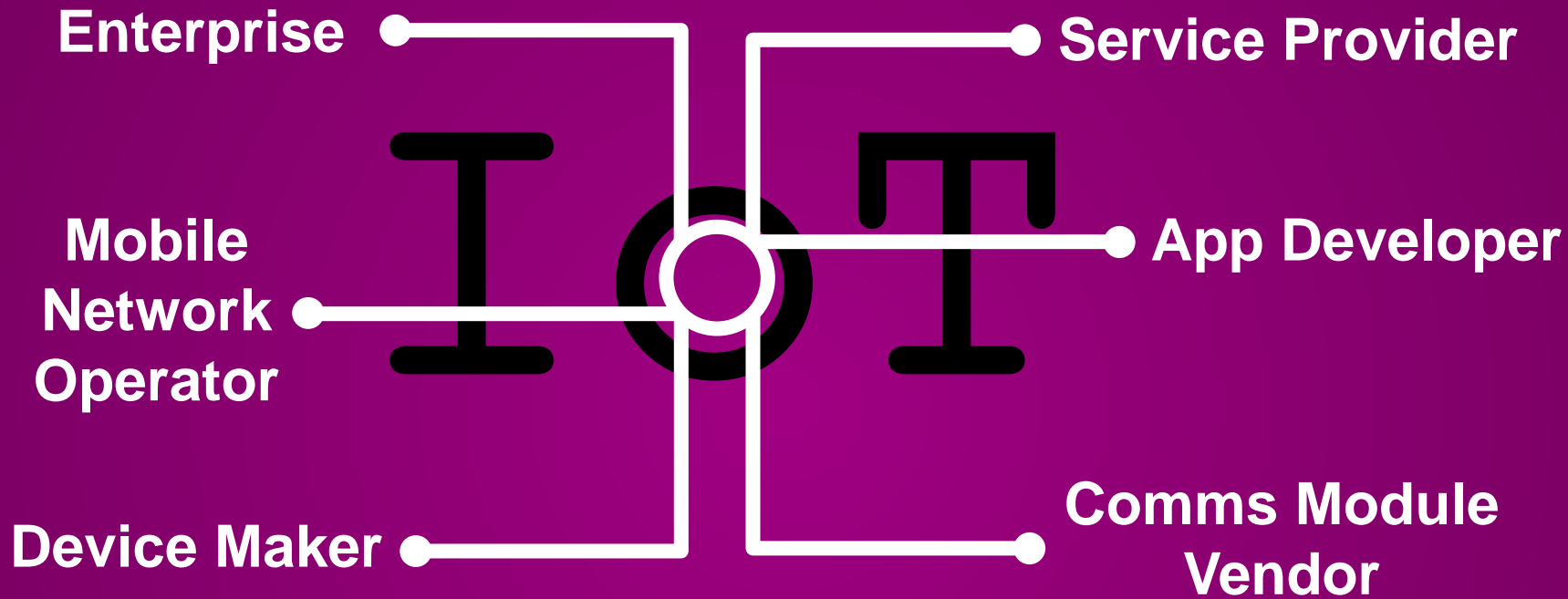
2020

We can't stop talking about these numbers, **but...**

How many developers do we need to connect X billion devices?

IoT is happening...

* Source: IDC, 2014



Each player has an interval value chain!

IoT ecosystem

The Internet of...

Things

S T A B L E
R E L I A B L E
S C A L A B L E
E F F I C I E N T
S E C U R E

Necessary for a good connected customer experience and prerequisites for...

The Internet of...

Things

C A R
C I T Y
T R A N S P O R T
H E A L T H
M Y



Successfully scaling the
Internet of Things

GSMA IoT Device Connection Efficiency Guidelines

Avoiding Chaos – Enabling developers to build efficient IoT
devices and applications

Enterprise ●
●
●
●
●
●
●
●
●
●
Mobile
Network ●
Operator

- Enterprises and MNOs = BFF
- MNOs have broad experience
- Our networks support:
 - Explosive growth of IoT
 - Explosive growth of developers learning on live networks
 - Managing operational incidents and challenges with devices in the field

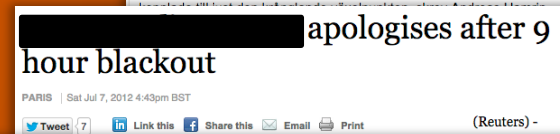
operator experience

The mobile phone network is a shared resource that has drastically altered societies around the world for better.

With any shared resource, efficient usage is needed to ensure the benefit for all.

“Global Operators Agree New Guidelines to Define How Internet of Things (IoT) Devices and Applications Should Connect to a Mobile Network, Ensuring Optimal Performance and Aiding Growth of IoT”

[GSMA “IoT Device Connection Efficiency Guidelines” released on Oct 13, 2014]



examples...

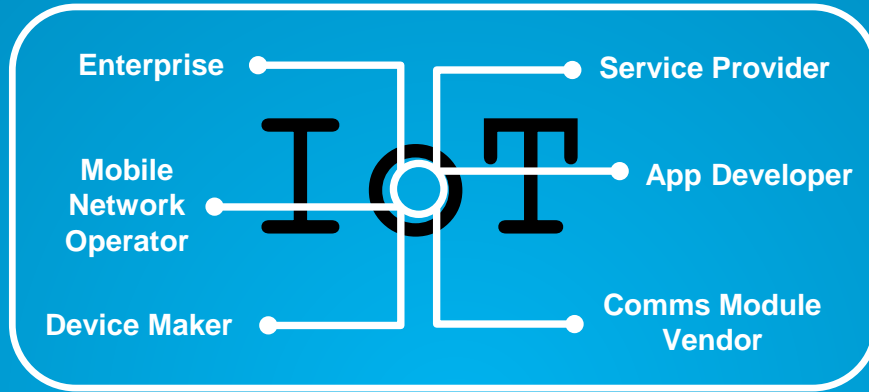
Billions of
Connected Devices

Complex
Ecosystem

Huge Ramp-up in
IoT Developers

S T A B L E
R E L I A B L E
S C A L A B L E
E F F I C I E N T
S E C U R E

the challenge



*Guidelines for each role in the IoT ecosystem
setting out best practices to ensure a great
connected experience for your end customer!*

Communication Module Guidelines:
Network Friendly Mode (NFM)
Radio Policy Manager (RPM)

To make it easier, the guidelines set out communication module functionality to protect the network.

Choose a communications module with NFM or RPM!

U-BLOX AND TELENOR CONNEXION TEAM-UP FOR NETWORK FRIENDLY M2M MODEMS

PRESS RELEASE • Oct 20, 2014 15:45 GMT



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Intelligent 2G/3G modules from u-blox optimize performance and p IoT applications

TELIT, ALLIANZ TELEMATICS AND TELENOR CONNEXION JOIN FORCES TO OPTIMIZE IOT PERFORMANCE

PRESS RELEASE • Jan 15, 2015 08:00 GMT

Telit and Telenor Connexion collaborate with Allianz Telematics to optimise the mobile networks' usage according to the guidelines of the GSM Association (GSMA).

The Internet of Things (IoT) is truly coming of age with more than 50 billion devices expected to be connected by 2020. One of the challenges facing the Internet of Things is the possibility that a vast number of connected devices could overwhelm the data-carrying capacity of mobile networks.

To ensure that mobile networks can efficiently accommodate the increased number of connected devices and services resulting from the rapid growth of IoT, GSMA has released the "IoT Device Connection Efficiency Guidelines" detailing how to make IoT devices data-efficient.



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Thank You!

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