

Mobilizing The Internet of Things

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Ooredoo Group is one of the fastest growing Telecom Groups in the world with presence in 18 countries



Customer base of 100M



Several macro-economic factors are fueling the rapid development of the IOT market



Connectivity is an essential ingredience of enabling the digital transformation of our world

Some Bold announcements puts more force behind the developments of IOT



Telefonica

**Signs €1.78bn UK Smart
Meter M2M deal**



IOT Vertical market segments requires different type of solutions and expertise requiring Telcos to Transform as well



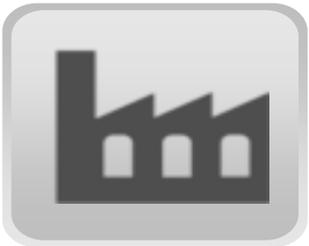
Consume Electronics



Building / Security



Energy & Utilities



Industrial automation



Automotive



Transport /Logistics



Healthcare



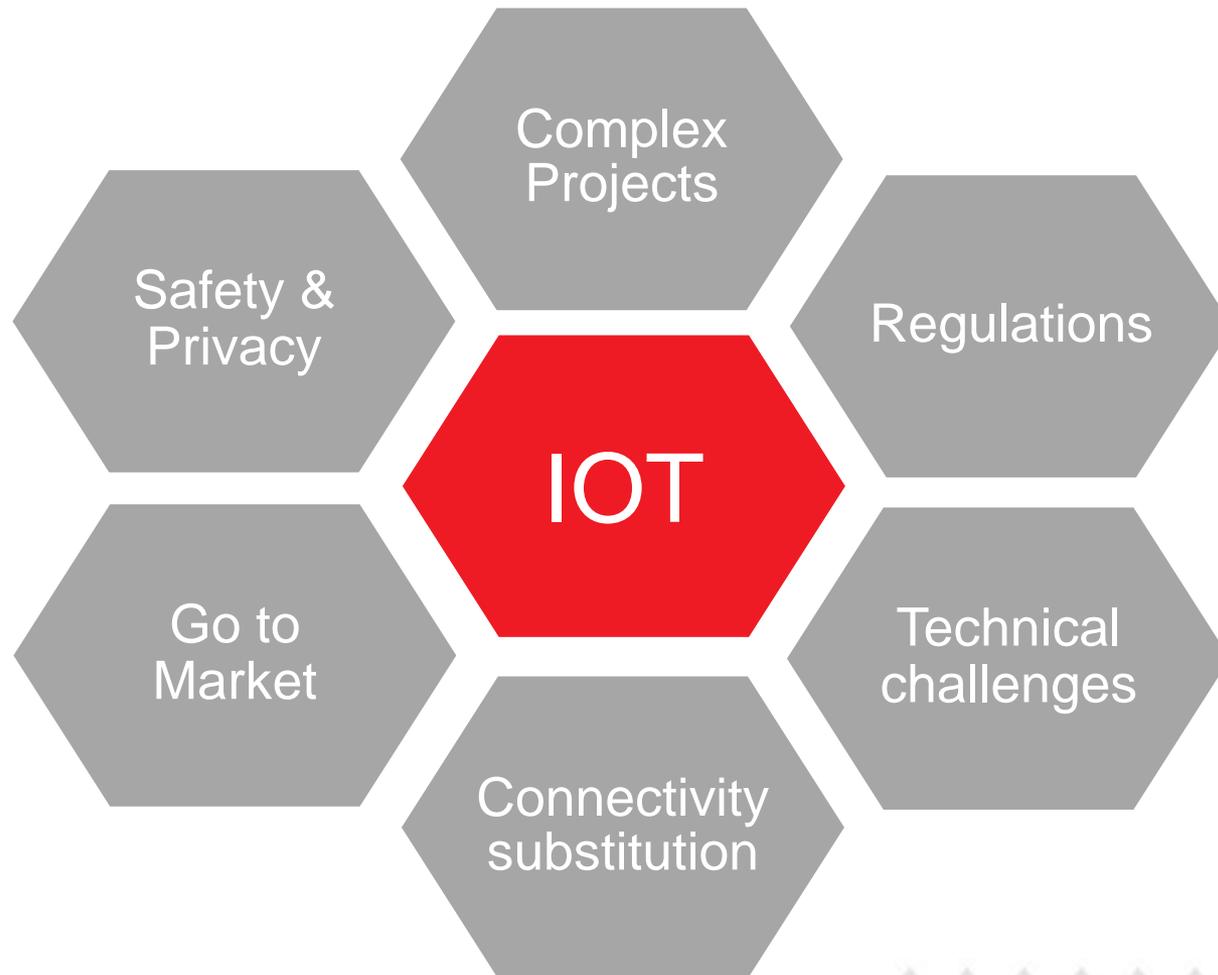
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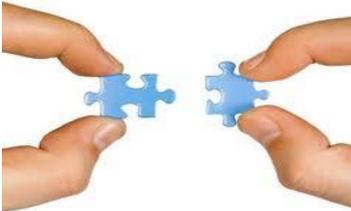
Retail & Finance



Multiple barriers to overcome for Telcos to enter and scale up the IOT services



Telcos can play a stronger role by unlocking core assets and capabilities



Embrace partnerships

Partnerships with vertical specialist companies
M2M is a local and Global Business – Requires Alliances



Build a dedicated IOT platform

Dedicated Platform to provision and Manage IOT
API exposure to allow specific enterprise solutions
Enterprise self care tools



Standardization across the Ecosystem

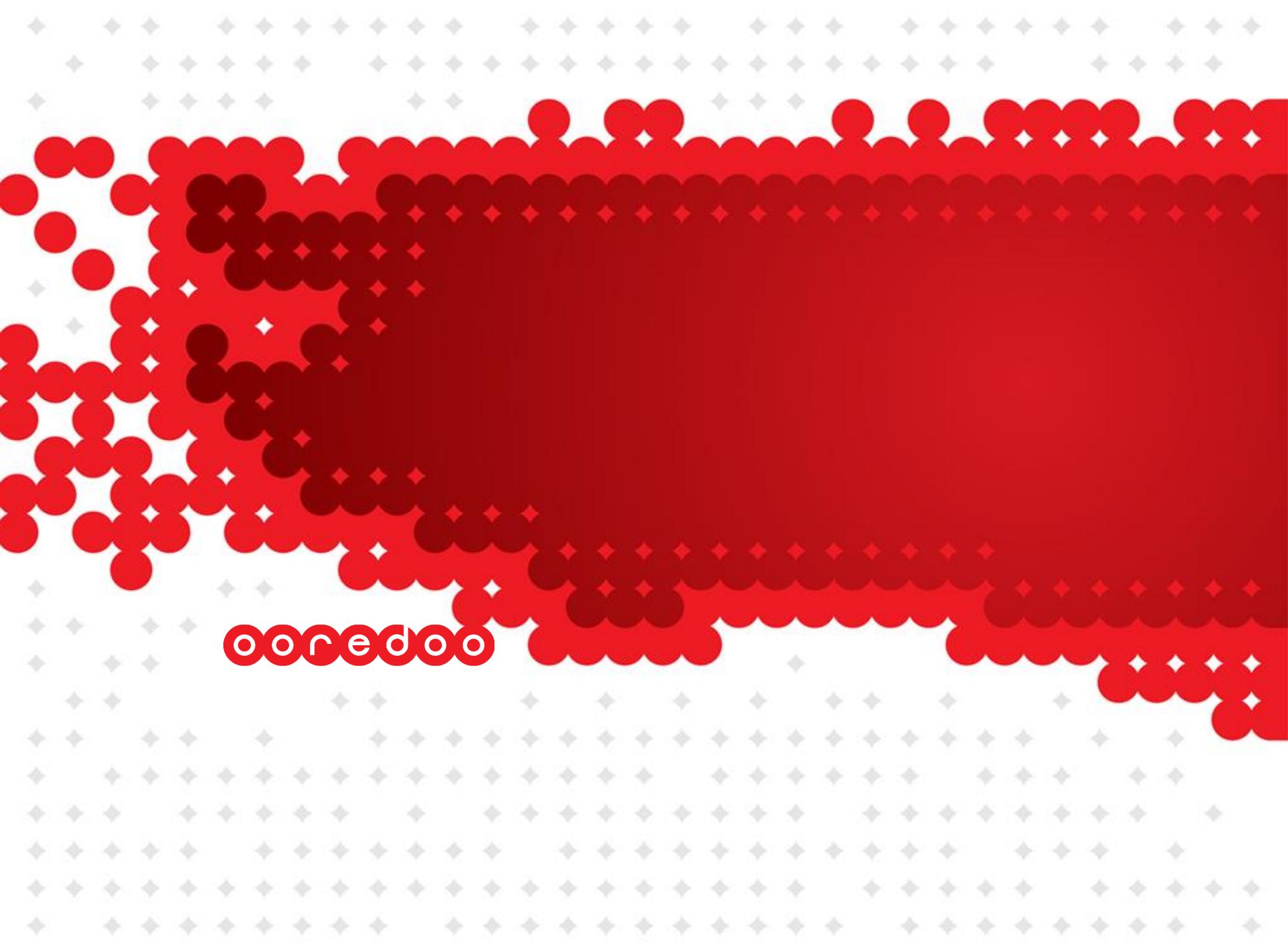
Standardized API exposure
Testing and devices interoperability
Global SIM



Educate the regulators

Data Privacy laws
Permanent roaming SIMS
Security





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