



# Not so SIMple: the Embedded SIM and what it means for M2M

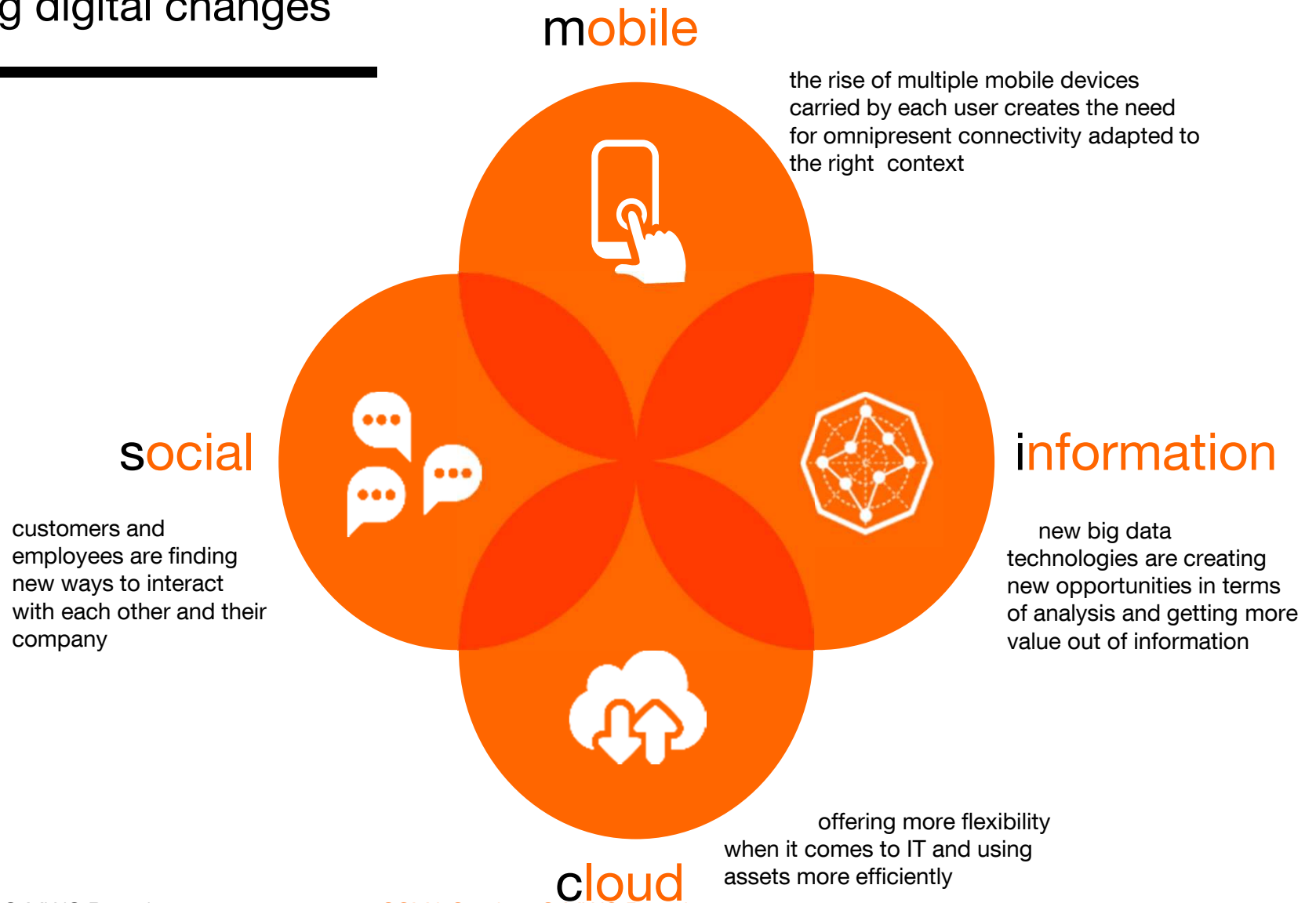
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M2M Business Development Director  
Orange Mobile Enterprise

# 1 | M2M in the Orange Business Services vision



# 4 big digital changes

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faced with these challenges,  
our customers ask us

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how can we  
use digital to...



take advantage  
of opportunities to  
create value and  
challenge new  
competitors?



develop new digital uses  
for our customers  
while  
maintaining trust?



engage our employees  
in our digital  
transformation?



transform data  
into useful and  
real time information to  
provide personalized  
“just in time”  
services



2

Real time connectivity

M2M managed global  
connectivity



# 1 M2M managed global connectivity value proposition soldered SIMs for simplified business processes

1

**unmatched global network**  
we give customers access to our unmatched global networks

- global mobile network enhanced by roaming agreements and Global M2M Association
- MPLS network & hosting in the Cloud

2

**one-stop-shop service**  
simplified customer experience with dedicated customer support

- one contract, one invoice
- adapted SIM supply chain
- dedicated M2M customer support

3

**connectivity management services**  
we help customer manage their connectivity services remotely and easily

- web based connectivity platform solution to control and monitor your mobile lines
- customizable billing system, M2M dedicated **soldered SIM on chip cards**,

## 2 | Automotive is pushing telecom to comply to local regulation

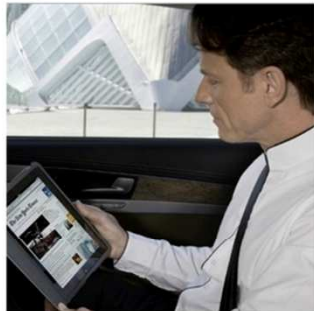




# 2 Automotive is pushing telecom to respond to user's appetite for connectivity

## Audi, T-Mobile Offer In-Car Wi-Fi for \$15 Per Month

By Stephanie Mlot | April 5, 2013 03:52pm EST | 4 Comments



T-Mobile and Audi are taking in-car infotainment to the next level with a new data plan that offers more options and reduced prices.

Connected Audi drivers can find real-time news, weather, and fuel prices, as well as gain access to Google Earth and Google Voice Local Search via secure Wi-Fi. Plans start at \$15 per month, and allow for connection of up to eight devices.

"Customers want to have the wireless experience they want in their cars," said in a



## Your music starts here



Online Entertainment brings music into your BMW – without having to use any other devices such as your smartphone. There are no limits. You simply open an account for unlimited music access with the BMW music partners (i.e. Rara) and then you can listen to all your



## GM Built-In Wi-Fi Hot Spot Coming

### 17" TOUCHSCREEN FEATURES

- MEDIA**: Listen to any song you want with HD radio, online radio, on-demand internet radio, and Bluetooth® or USB audio devices.
- NAV**: Plan ahead with Google Maps™ with live traffic information and search-to-navigate.
- WEB**: Stay connected with an internet browser for news, reviews and more over the web.

## WiFi WHEREVER YOU ROAM.

WiFi Hotspot<sup>+</sup> is on-demand WiFi+ 3G connectivity that's built-in and ready to go whenever you are. Once your vehicle is registered for Uconnect® Access, you can purchase a WiFi Hotspot subscription at the Uconnect® Store<sup>+</sup>. After you've made your purchase, turn on your signal and connect your devices. It's never been easier to bring your home or office with you.

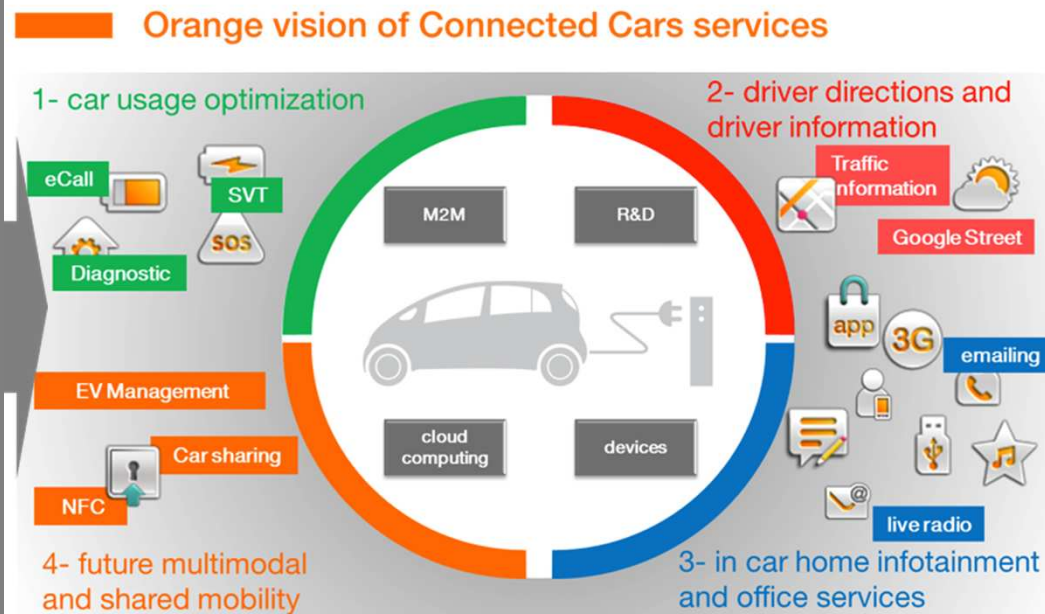


# 2 Automotive is pushing telecom to enable compelling and innovative business models


**B2B**



- lower operating costs
- improved customer service and loyalty
- increased productivity
- new services enabling differentiation

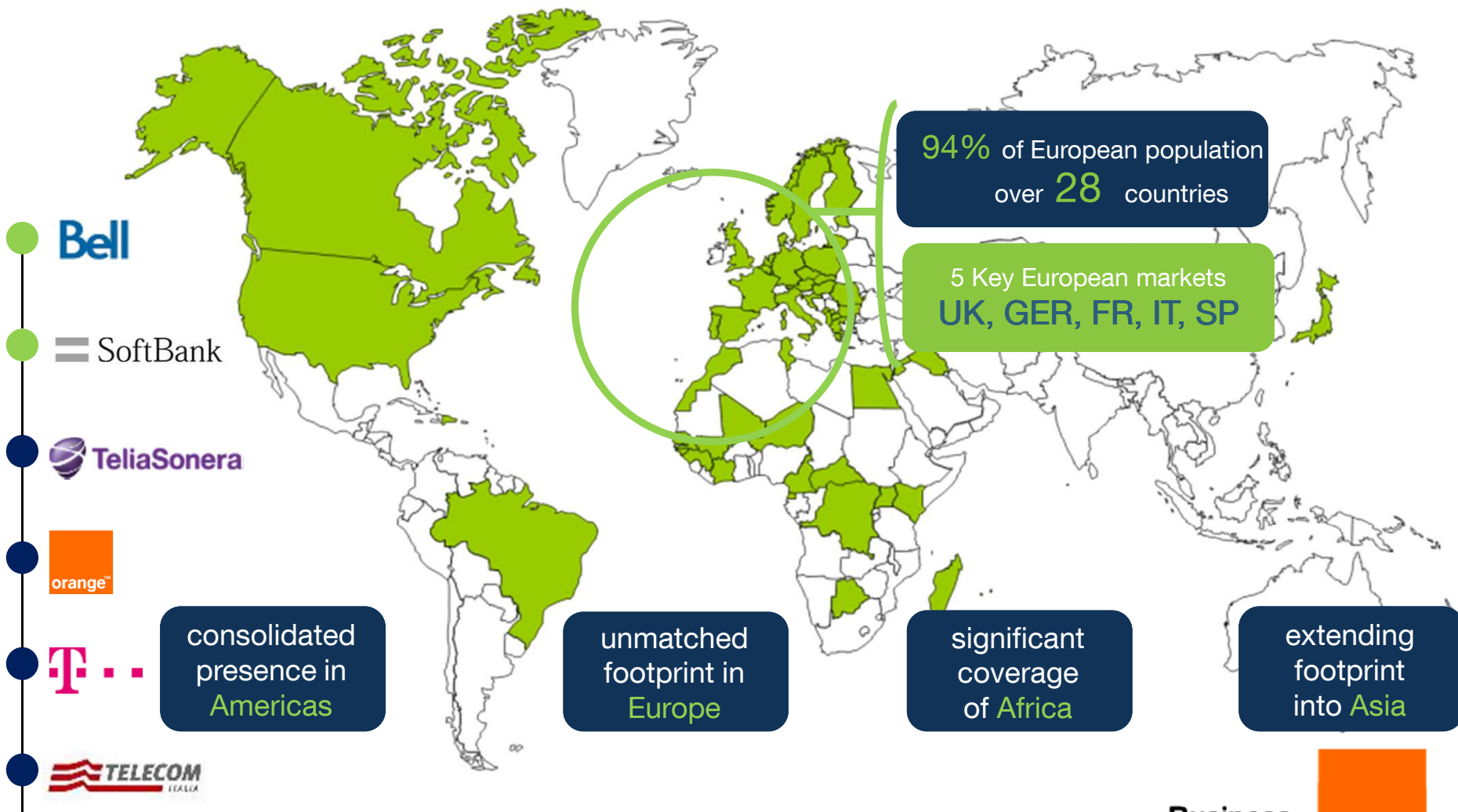


**(B2B)2B-2C-B2C**



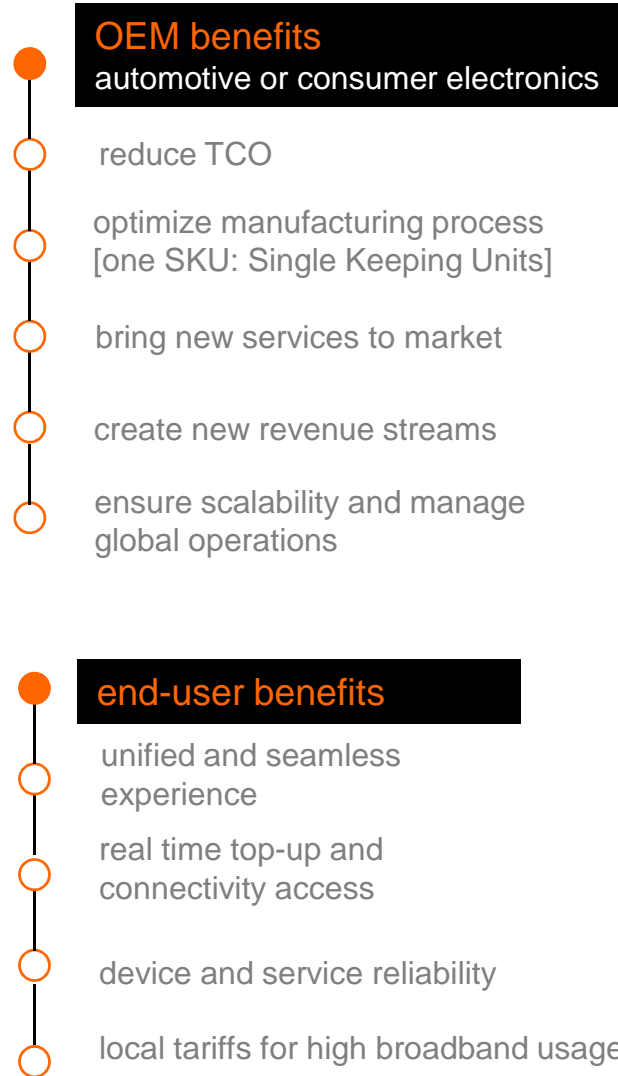
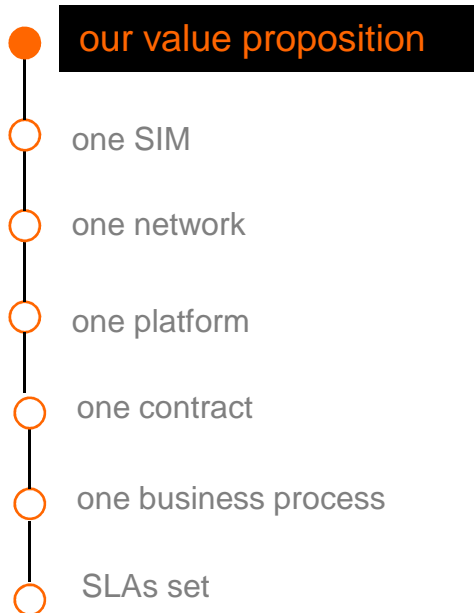
- optimized choices
- anticipated needs
- data driven solutions
- consumer driven services

# 3 connectivity management platforms enhanced by the Global M2M Association extended footprint



# 3

## connectivity management platforms enhanced by a the embedded SIM technical enabler



3

Value creation through  
data transformation

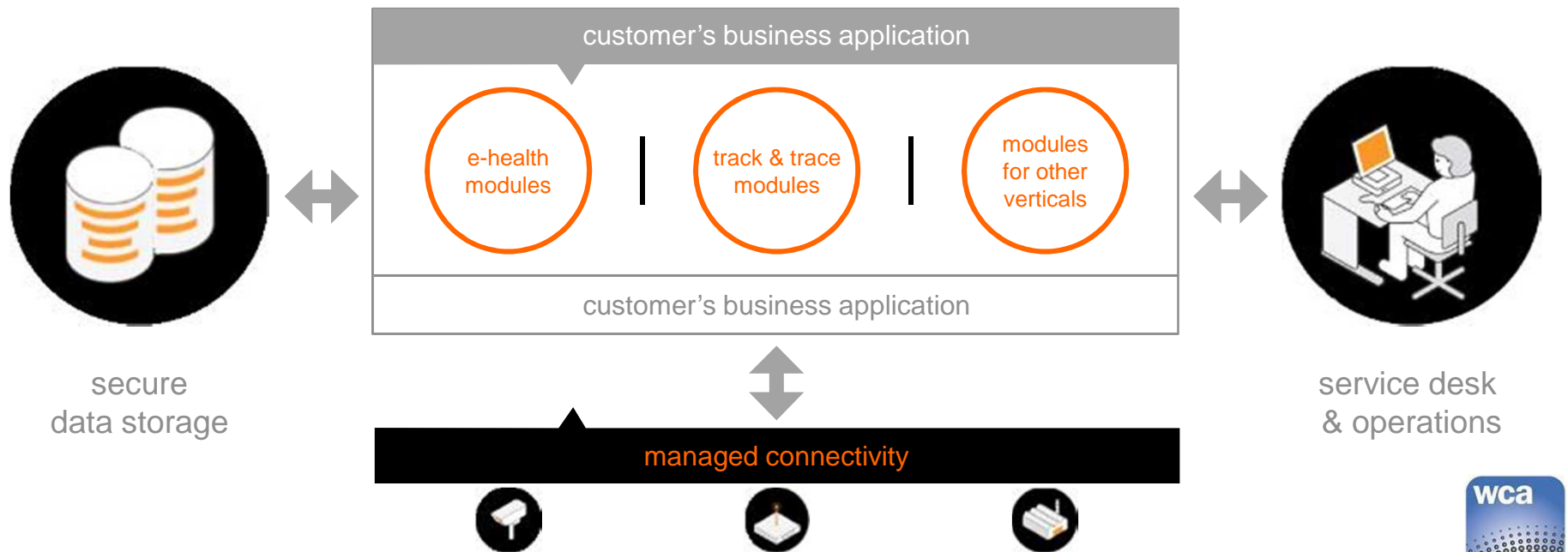
intelligent apps enabler



# 4

## Intermediation platform to accelerate data transformation

Intelligent Apps Enabler to ease and accelerate the development of M2M applications



# 4

## Creating useful and valuable innovative services to consumer and businesses

How SIMple is it now ?

Now that connectivity affordability is becoming less and less of an issue, it is time to focus on...

Differentiating and getting legitimacy vs. smartphone use

Creating appealing and valuable in car services for drivers and passengers

Achieving to engage consumers to adopt even affordable services

Creating value !!!

Business  
Services





thank you

Business  
Services

