Connected Living

GSMA Connected Living Programme
Mobilising the Internet of Things

Montevideo, May 2014

What is the Internet of Things and how do M2M services fit in?

Internet of Things

The Internet of Things describes the ***coordination of multiple vendor machines, devices and appliances connected to the Internet through multiple networks***.

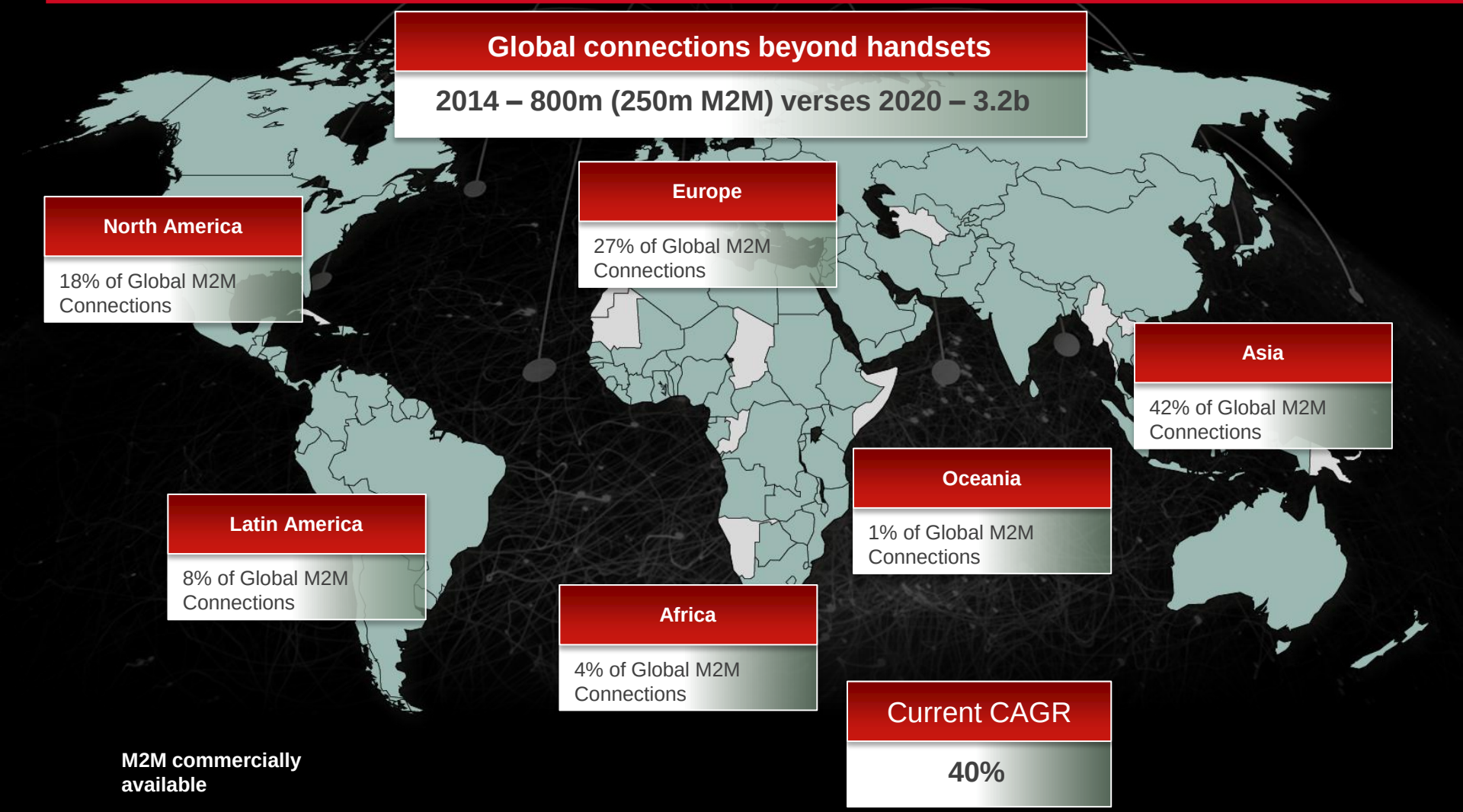
- Devices include everyday objects such as smartphones, tablets and consumer electronics, such as machines, vehicles, monitors and sensors equipped with M2M

Machine to Machine

Machine-to-Machine (M2M) technology ***connects machines, devices and appliances wirelessly to the Internet***, turning them into intelligent assets that open up a range of possibilities for how businesses are run.

- M2M is an integral part of the Internet of Things (IoT)
- Describes the use of applications that are enabled by the communication between two or more machines without direct human intervention

428 mobile operators offer M2M services across 187 countries; this is equivalent to 40% of the world's mobile operators



Source: GSMA Intelligence

How are IoT and M2M services different to traditional mobile services?

- Vast range of devices covering many vertical industries

- Innovative new business models

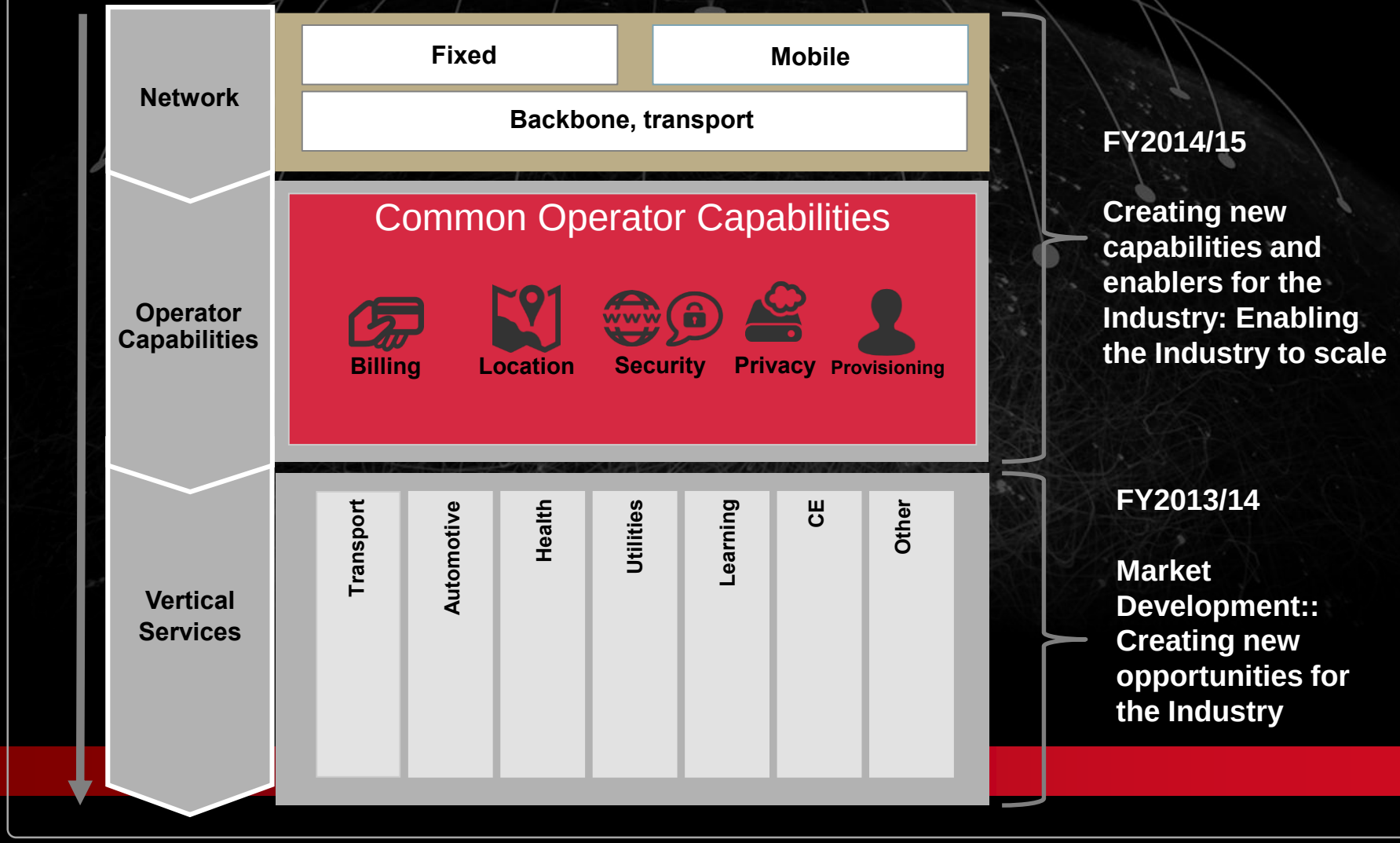
- Global distribution and managed services

- Most revenues are derived from value-added services

- Permanent insertion of the SIM in some specific cases

Focus on horizontal enablers will allow operators to more effectively support IoT and M2M services

Horizontal common enablers will power the verticals to success



Connected Living - Vision, Objectives & Operators

Vision & Aim	To enable the Internet of Things, a world in which consumers and businesses enjoy rich new services, connected by an intelligent and secure mobile network The GSMA Connected Living programme is an initiative to help operators add value and accelerate the delivery of new connected devices and services in the M2M market
Objectives For 2014/ 15	Definition of network requirements to accommodate the impact of increased number of connected devices, global deployments and different vertical use cases. Definition of a Machine SIM that addresses remote provisioning requirements and advocacy for a differentiated regulatory treatment
Leading Operators	at&t, 中国移动通信 CHINA MOBILE, China unicom 中国联通, NTT docomo, orange, telenor, Deutsche Telekom, Telefónica

Connected Living Programme Structure 2014/15

GSMA Connected Living – "*Mobilising the Internet of Things*"

Network Efficiency

Define guidelines for ***optimal utilisation of the network*** *by M2M services*

Future Network

Define future network requirements & capabilities *to support M2M services*

Remote Provisioning

Embedded SIM *commercial solution available and becomes a standard*

Differentiated Machine SIM

Differentiated regulatory or policy treatment *of the Machine SIM*

Promote and gather requirements

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Priority Ecosystem Engagement

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Network Efficiency

Define guidelines for ***optimal utilisation of the network*** *by M2M services*

- The Internet of Things is dependent on efficient and intelligent use of the mobile network.
- The GSMA develops network efficiency guidelines ensuring that device and application makers can follow a common approach to create a trusted, reliable network that can scale as the market grows.

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Priority Ecosystem Engagement

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Promote and gather requirements

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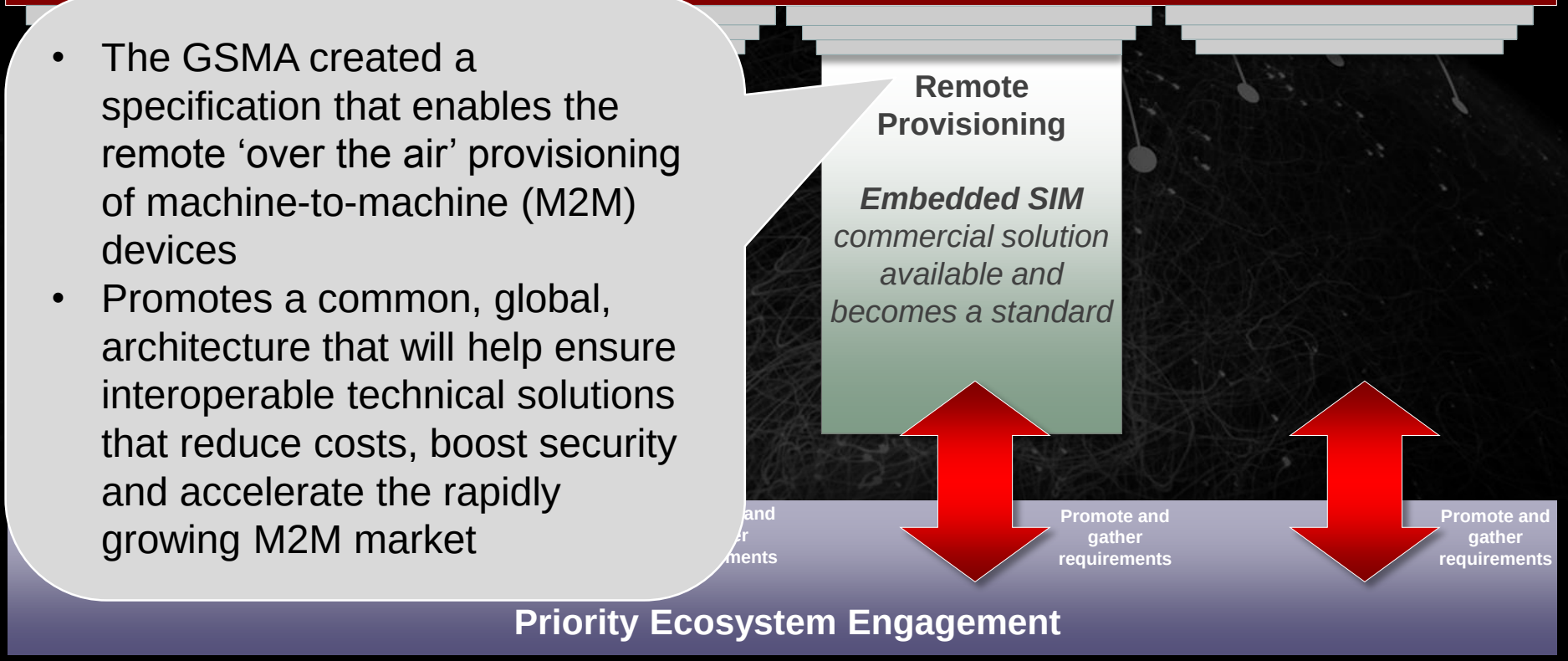
- New operator capabilities such as security, billing and charging and device management can enhance the IoT by enabling the development of new services.
- New operator capabilities need to be tailored for the emergent M2M business model, building a trusted infrastructure that all stakeholders can rely on and profit from.

Priority Ecosystem Engagement

Connected Living Programme Structure 2014/15

GSMA Connected Living – "*Mobilising the Internet of Things*"

- The GSMA created a specification that enables the remote 'over the air' provisioning of machine-to-machine (M2M) devices
- Promotes a common, global, architecture that will help ensure interoperable technical solutions that reduce costs, boost security and accelerate the rapidly growing M2M market



Connected Living Programme Structure 2014/15

GSMA Connected Living – "*Mobilising the Internet of Things*"

- A growing Internet of Things provides a huge range of socio-economic benefits,
- Businesses must be incentivised to develop devices, applications and services, while consumers must be able to trust that their data is secure.
- The GSMA supports a constructive policy framework that can unlock the benefits of M2M services for consumers and businesses, building confidence and network capability.

Differentiated Machine SIM

Differentiated regulatory or policy treatment *of the Machine SIM*

Priority Ecosystem Engagement

How to get involved

GSMA Connected Living – "*Mobilising the Internet of Things*"

Network Efficiency

*Define guidelines for **optimal utilisation of the network** by M2M services*

Project Manager:
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Future Network

***Define future network requirements & capabilities** to support M2M services*

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Remote Provisioning

***Embedded SIM** commercial solution available and becomes a standard*

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Differentiated Machine SIM

***Differentiated regulatory or policy treatment** of the Machine SIM*

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More information
www.gsma.com/connectedliving

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