Telenor Connexion – Operator opportunities

Sao Paulo
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VS

Embedded connectivity is different...

...but there are also some lessons to be learned

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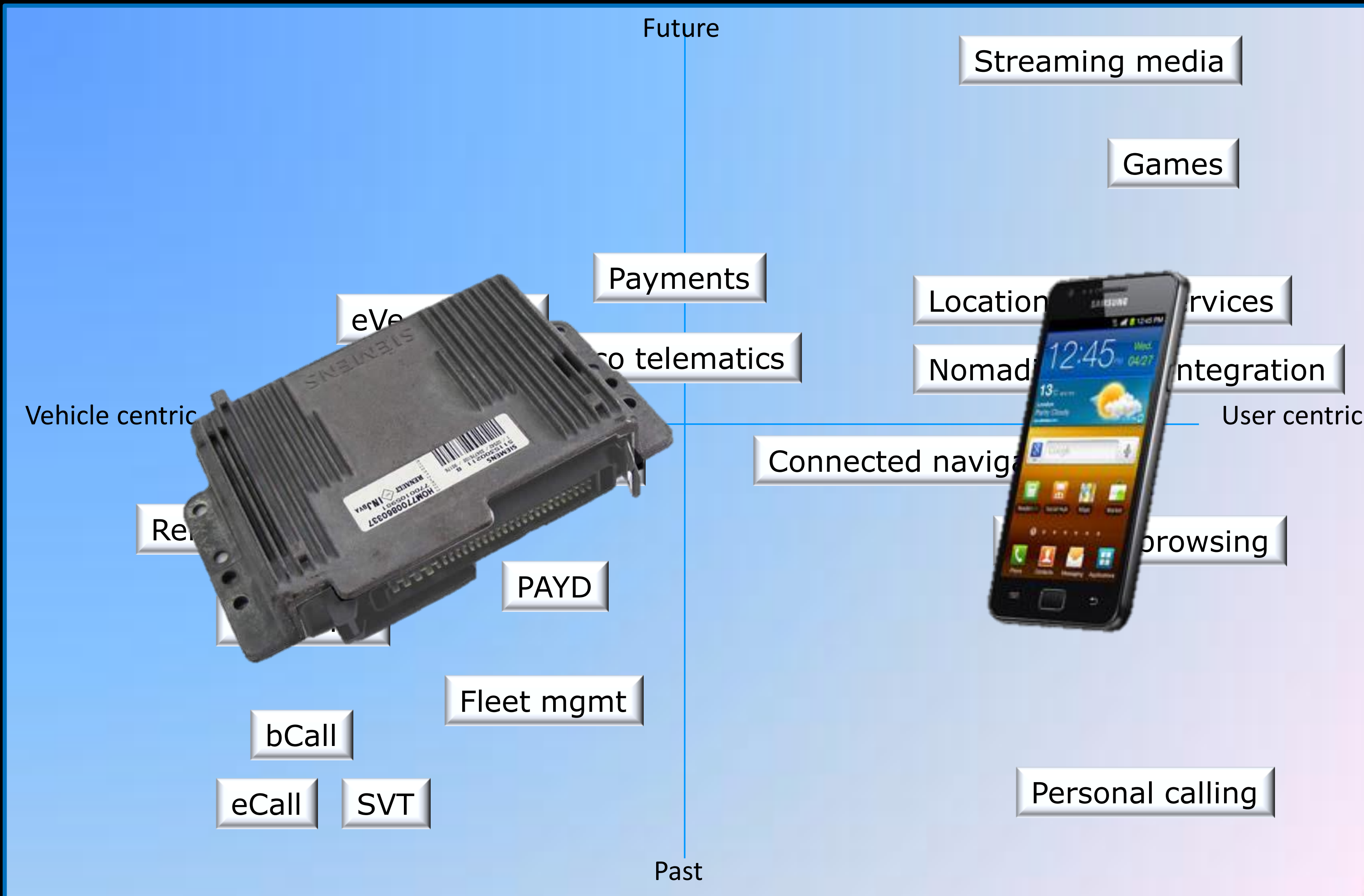
Embedded vs brought in devices



Many stakeholders want to be part of the connected car

Vehicle/fleet operator

Driver / passengers

Electric utilities

Finance / insurance companies

OEM / dealer workshops

Authorities / road operators

3:rd party service providers

What role can/will the OEM take?
What role can/will the uilities take?
Embedded or aftermarket devices?
Which business models will apply?

The embedded utility brings power to the people

Future pipe used for many purposes (end-user services + internal OEM services)
Enable new business models for OEM

B2C Payment

Pre-paid payment
Customer registration
White-labeled web

Local tariffs

For high data volumes
New MNO agreements

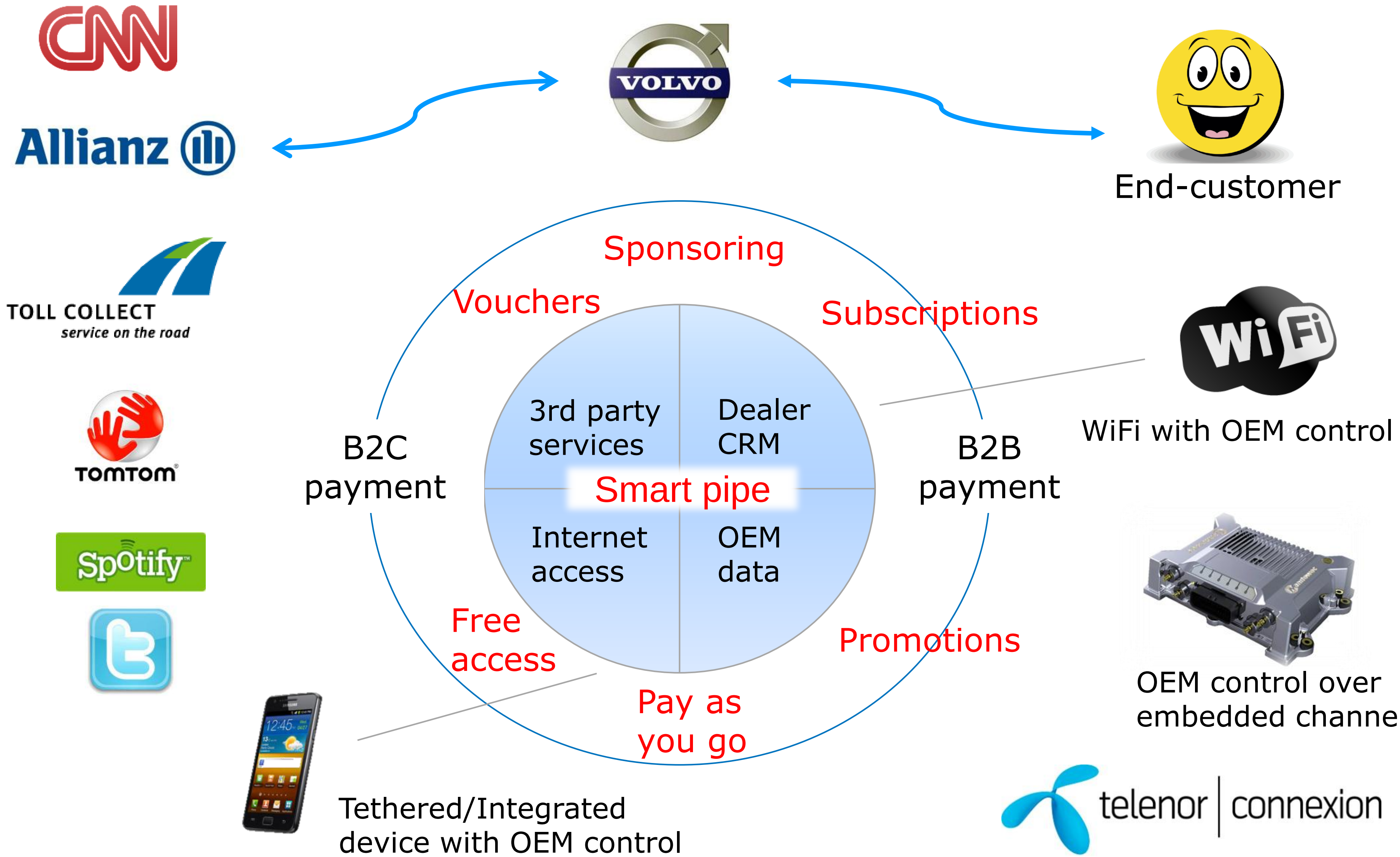
Data control/rules

DPI
Content charging
Policy control
Product catalogue

Settlement

Revenue and cost sharing mechanism

Automotive: Smart Connectivity channel fully controlled by OEM/SP but enabling new flexible business models



Summary

- Embedded connectivity requires global solutions
- Roaming/MVNO may not solve entire challenge
- Consumer electronics are driving new business models
- Strategy for embedded/brought in necessary
- Work closely with your MNO to help define strategy and utilize new opportunities

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Thank you!

Fredric Liljeström, Telenor Connexion

"Telenor is the dominant provider of wireless M2M connectivity…and is estimated to have the largest installed base of M2M SIM-cards among all mobile operators in Europe"

Source: Berg Insight, The European M2M Wireless Market Report