

# The growth of cellular-based IoT necessitates a pivot to hyperscale

2 March 2022



Internet of Things



Hyperconnectivity



Data Sharing



RPA



3D Printing



Distributed Ledger



AI



HMI



Edge



Robotics



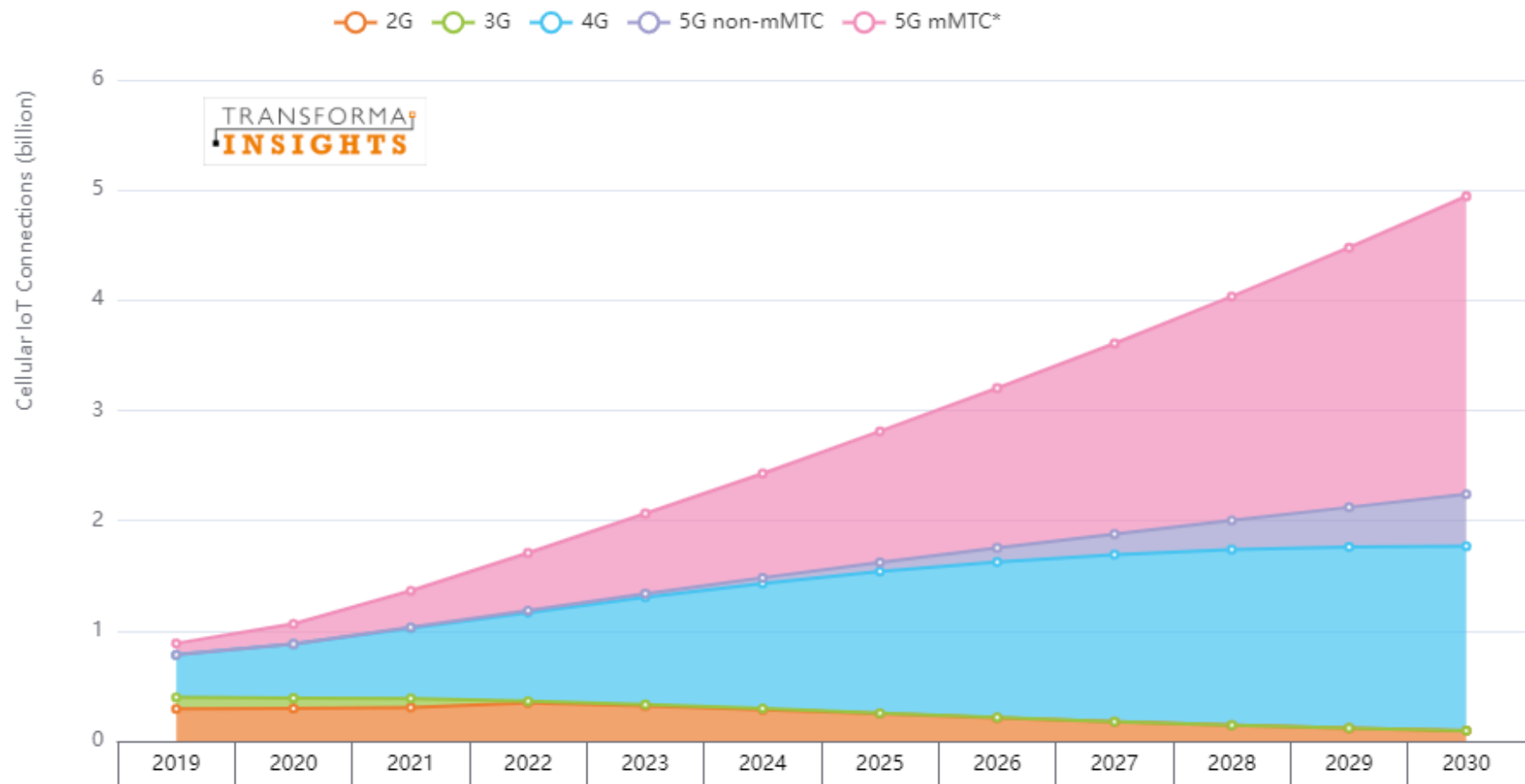
PLM



Future Tech

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# The growth of cellular IoT



Source: Transforma Insights Forecast Highlights page - <https://transformainsights.com/research/forecast/highlights>

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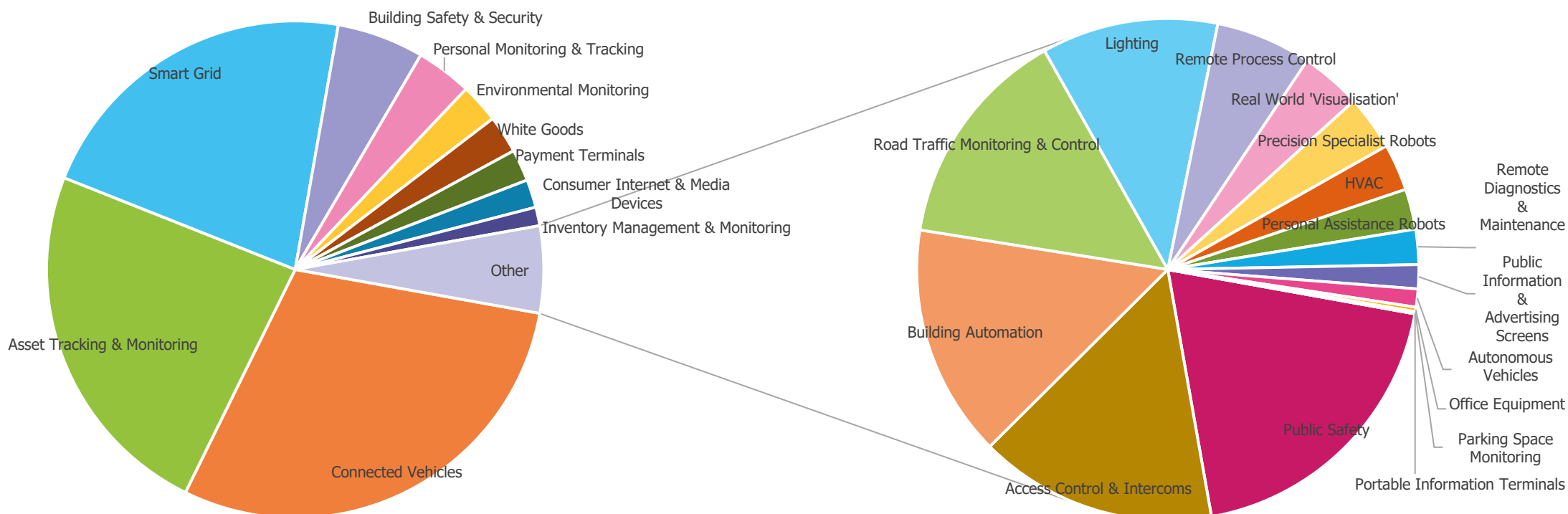
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# Cellular is dominated by three Use Cases

## Cellular IoT annual shipments by major Use Case group, 2025

Source: Transforma Insights, 2022



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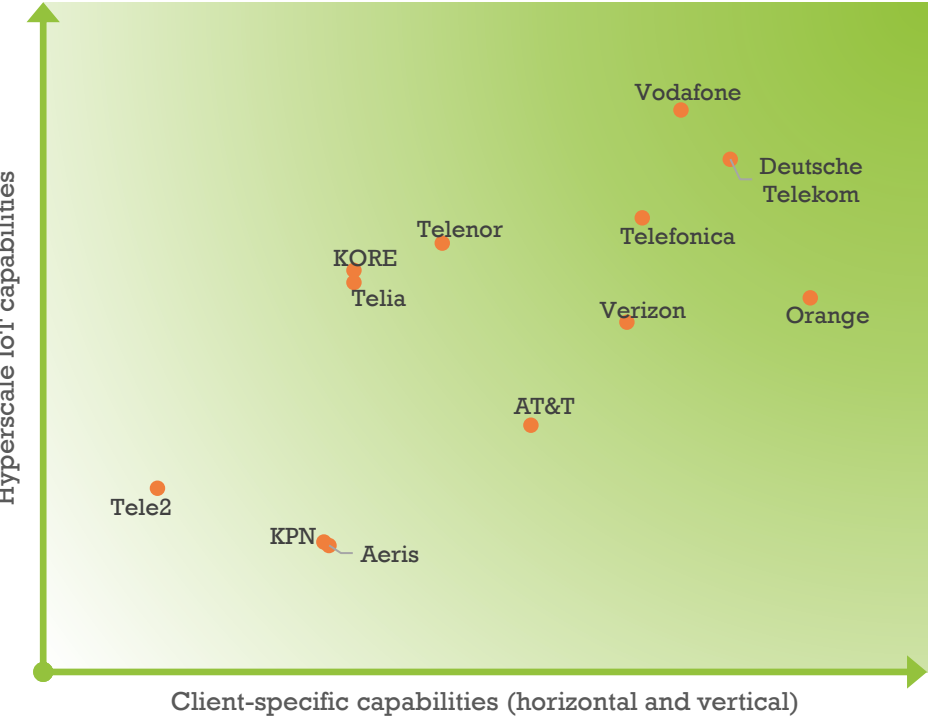
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# Analysing CSP strategies for IoT

## CSP ratings for Hyperscale IoT Connectivity capabilities vs client-specific horizontal and vertical solutions capabilities

Source: Transforma Insights, 2021



How will connectivity providers cope with '\$1

**Network devices worry-free**

- 750 MB data volume
- 250 SMS
- 10 year term

**Cellular networks:**

- 2G & 4G
- 2G, NB-IoT & LTE-M machine

**Inclusive services:**

- Everything online - order quickly and easily and network your devices in just a few bu
- IoT Easy Connect Portal: Manage and analyze your SIM cards easily and from anywhere
- Roaming: wide network coverage within Europe and the USA <sup>2</sup>
- Further features included: MQTT <sup>3</sup>, alarm functions & limits, data streams, online bill ticketing

Once  
**12.99 €**  
(Net price)

**Data4Life Simcard - 10MB p/m for 30 years**

JUSTWORKX  
\$26.00 USD

Quantity  
1

**ADD TO CART**

**THE ONLY SIM CARD YOU'LL EVER NEED FOR YOUR IOT OR M2M PRODUCTS. 30 DAY MONEY-BACK GUARANTEE.**

- Never pay for IoT or M2M data again.
- Effective rate of \$0.006 per MB (\$0.05p/m)
- No monthly fees. No subscriptions.
- No "Recharge Service" fee.
- Multi-Network in each country. Automatically connects to the strongest local signal.
- Ultra-Secure VPN's available.
- Perfect for Credit card terminals, POS systems, Alarm systems, GPS trackers, Cellular sensors and any other Cellular based product that uses M2M (machine to machine) technology.
- Coverage on over 205 networks in 105 countries.
- Works on 2G, 3G and 4G (LTE) networks.

# Solution: Pivot to 'Hyperscale IoT Connectivity'

- Ensure that systems and technologies are aligned to deliver a highly streamlined and low-touch onboarding and connectivity management capability.
- The ability to support 10-100x the number of connections today.

## Hyperscale IoT Connectivity capability

Source: Transforma Insights, 2021

Tier 1	<b>Efficient connectivity onboarding and management</b>	Scalability of the platforms and systems aimed at onboarding connections and managing them on the network.
	<b>Global connectivity support</b>	Strong footprint, with global partners and roaming agreements. Compliance with local regulation, policy management, troubleshooting, data transport and security features across the full footprint.
Tier 2	<b>Cloud integration</b>	Support for seamlessly delivering device data into a hyperscale cloud platform.
	<b>Business organisation</b>	Streamlined business processes and structures, appropriate for delivering cost-effective connectivity.
	<b>Hyperscale access technologies</b>	Support for a broad range of technologies that meet the specific needs of a wide range of use cases, e.g. LTE-M, NB-IoT, LoRaWAN, LEO satellite.
Tier 3	<b>Core network flexibility</b>	Ability to take advantage of network virtualisation, the disaggregation of networks from connectivity control, and associated capabilities.
	<b>Hardware integration</b>	Removing the complexity of optimising devices. Includes certification, pre-integration to IoT platforms, and device lifecycle management.



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