

CaaS 2.0: Ubiquitous Connectivity and its Implications for Made-in-China.

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泛在连接：赋能中国制造出海

CaaS 2.0: Ubiquitous Connectivity and its Implications for Made-in-China

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CEO & Co-founder, Redtea Mobile

Simplify Connectivity for a More Productive World

5 years, 「CaaS 1.0」 >> 「CaaS 2.0」



2019

- *CaaS 1.0 - Connectivity as a Service (CaaS) - the Next Paradigm*

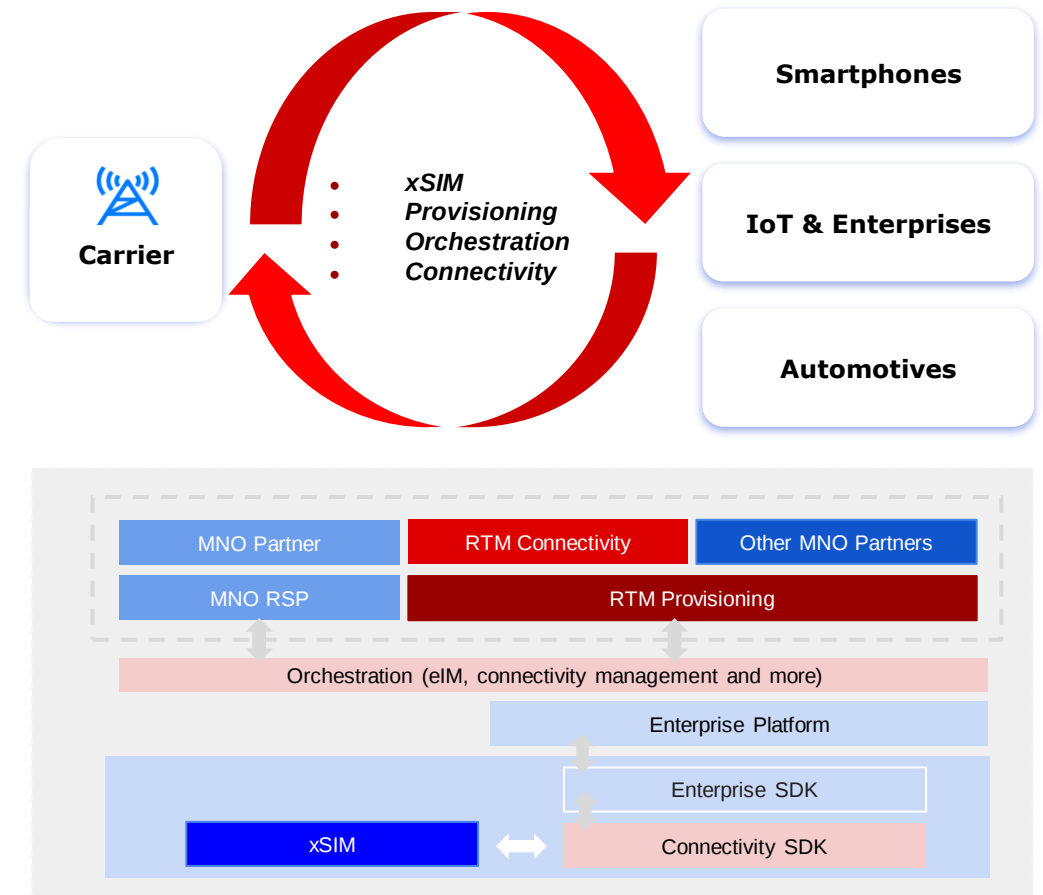
2024

- *CaaS 2.0 - Ubiquitous Connectivity and its Implications for made-in-China.*

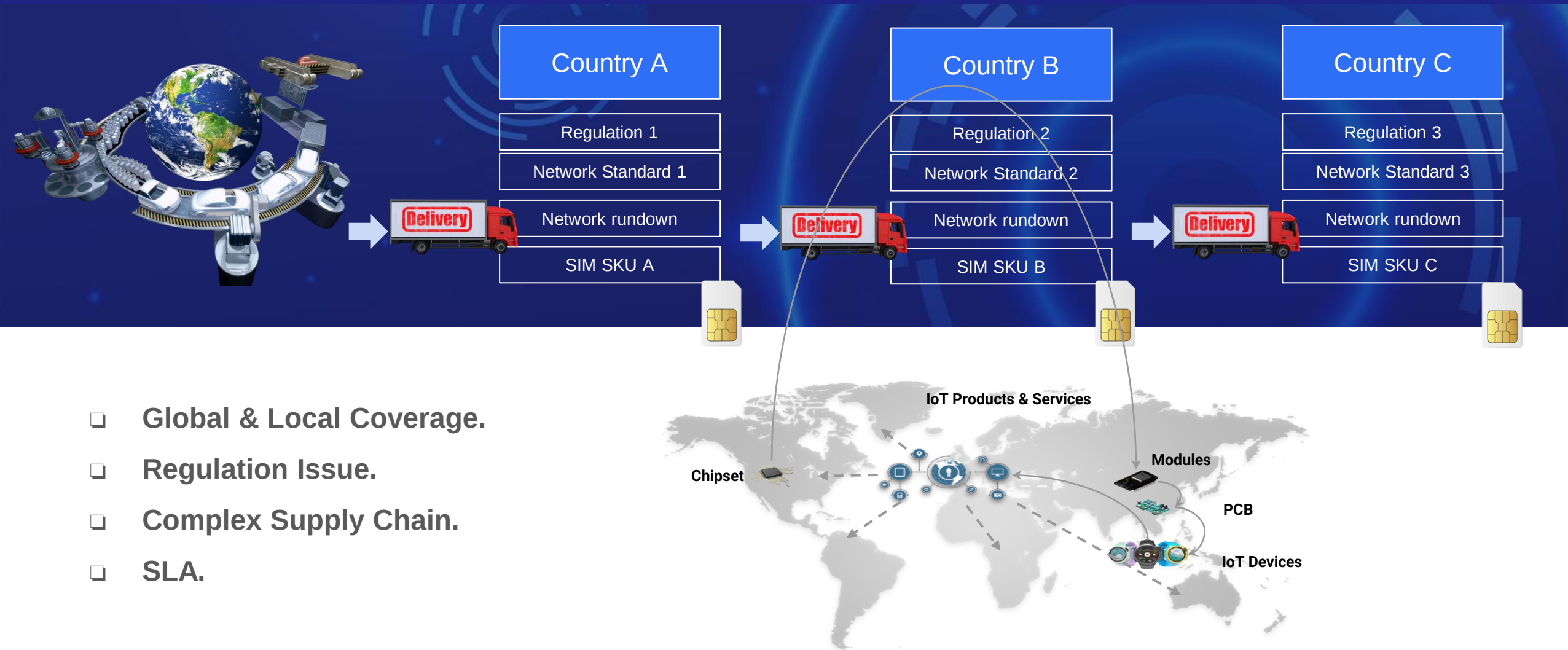
eSIM: Goes *Beyond Connectivity*.



- ❑ Connectivity still dominates the revenue but with a balanced structure.
- ❑ Highlights,
 - ❑ End-to-End.
 - ❑ Future-Proof: SGP.31/.32
 - ❑ Open: Bring Your Own Connectivity.
 - ❑ Portable.

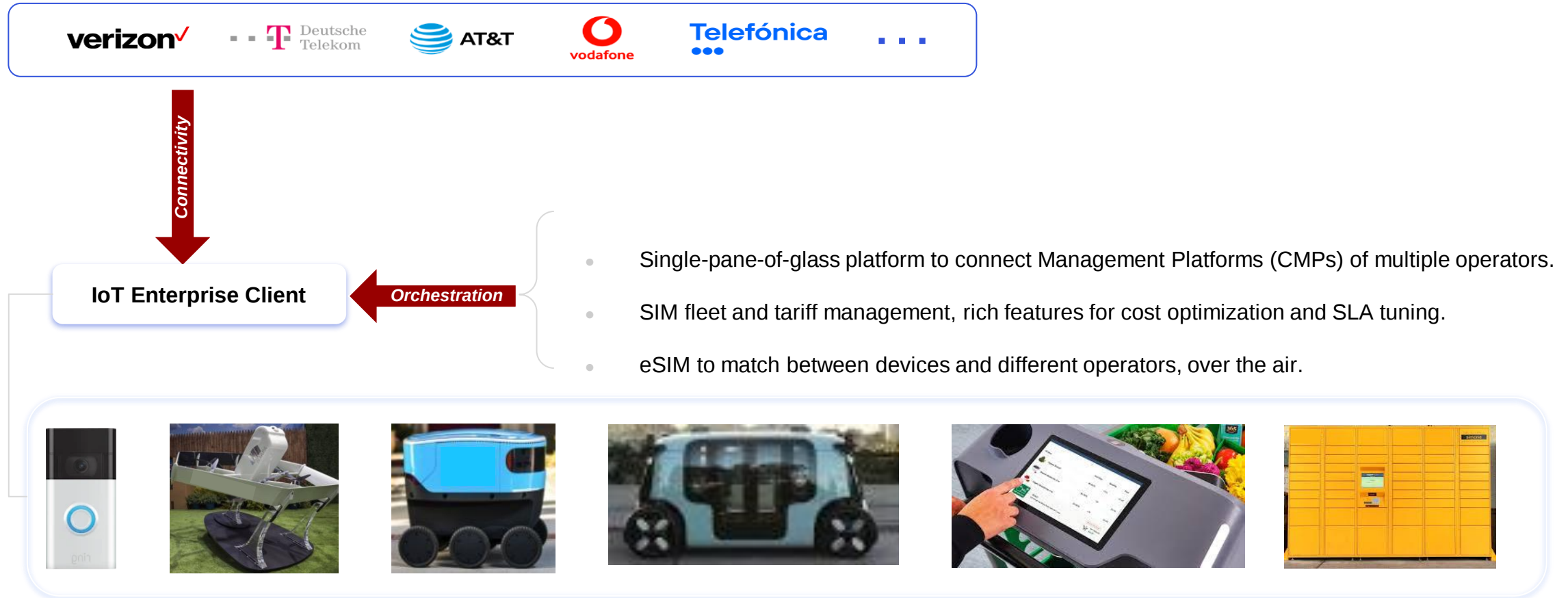


Challenges with Enterprise IoT.

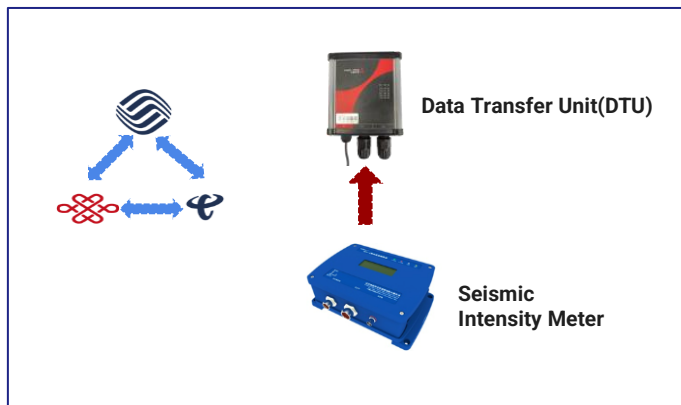


- ❑ Global & Local Coverage.
- ❑ Regulation Issue.
- ❑ Complex Supply Chain.
- ❑ SLA.

Use Case: Massive Deployment of Enterprise IoT.



Use Case: Digital Transformation of Critical Infrastructures.

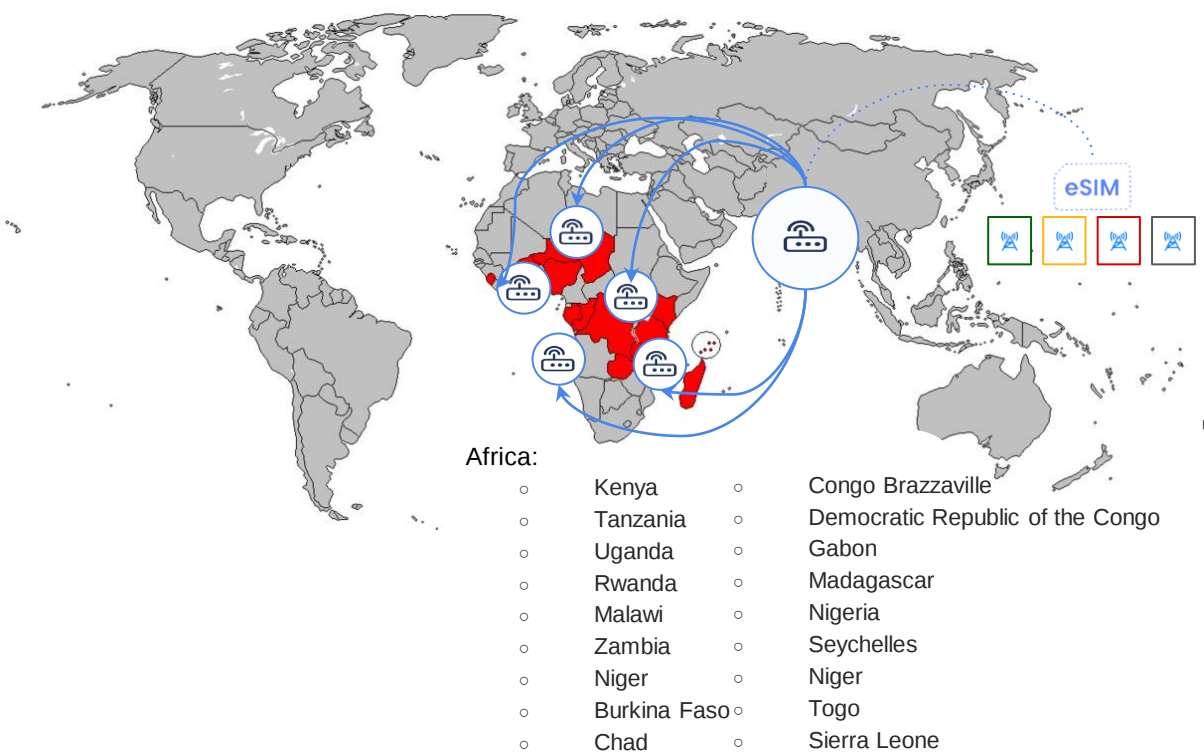


Redtea Deliverables,

- ❑ Connectivity: Consolidation of 3 operators.
- ❑ Orchestration: Automatic operator switching for reliability.
- ❑ xSIM: Special-purpose DTU with eSIM.

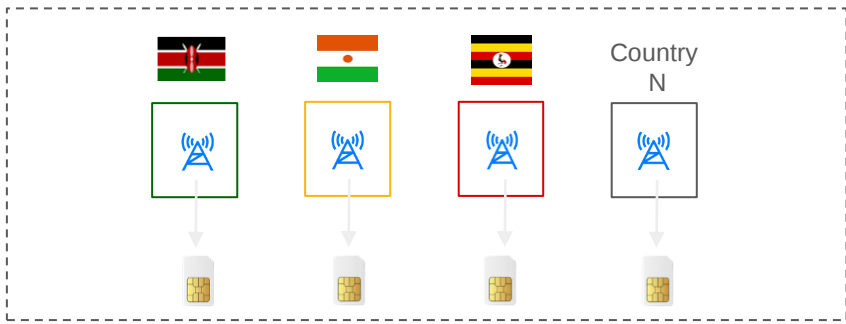
Use Case: Single SKU for Cross-Country FWA.

▶ SIM manufacturing >> ▶ mno selection >> ▶ global distribution >> ▶ delivery >> ▶ value-added service



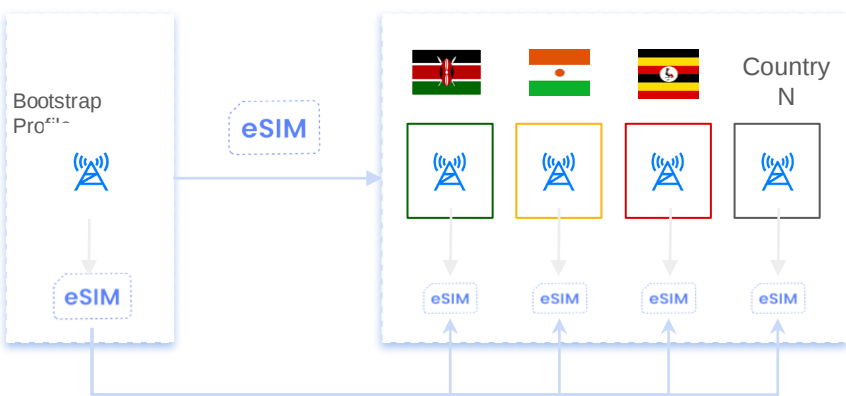
Legacy

multiple skus



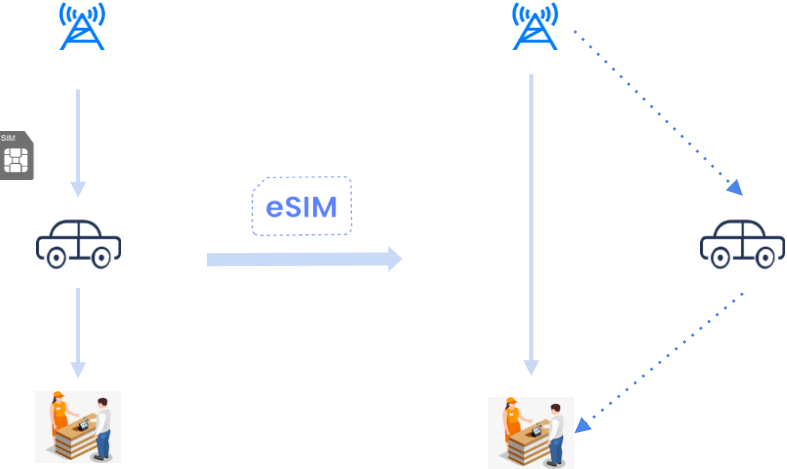
eSIM

one single sku

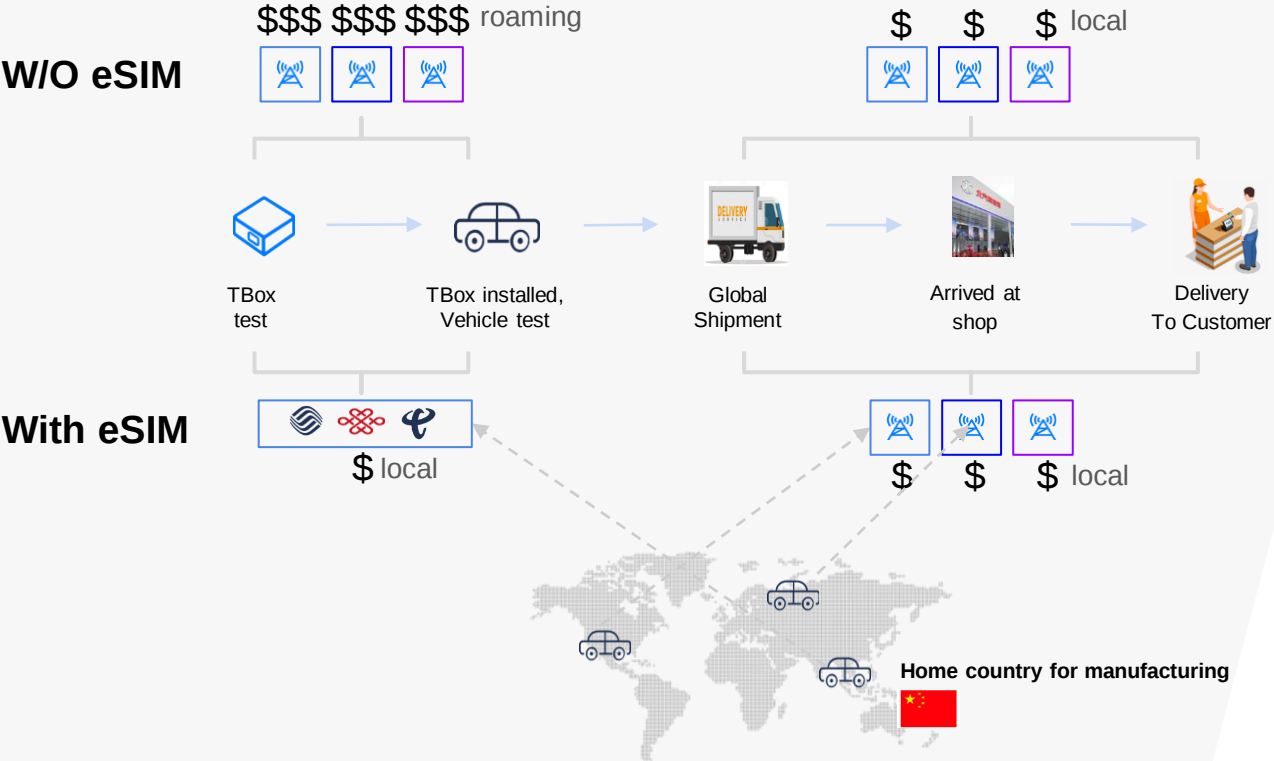


Use Case: Automotive Industry.

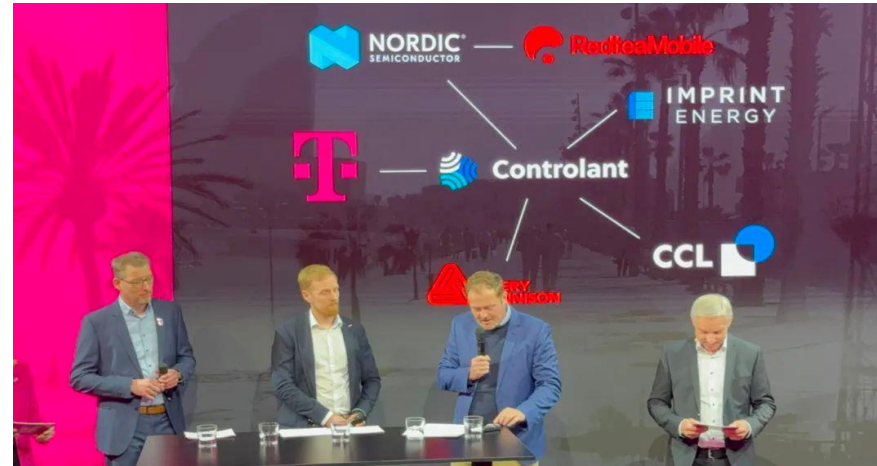
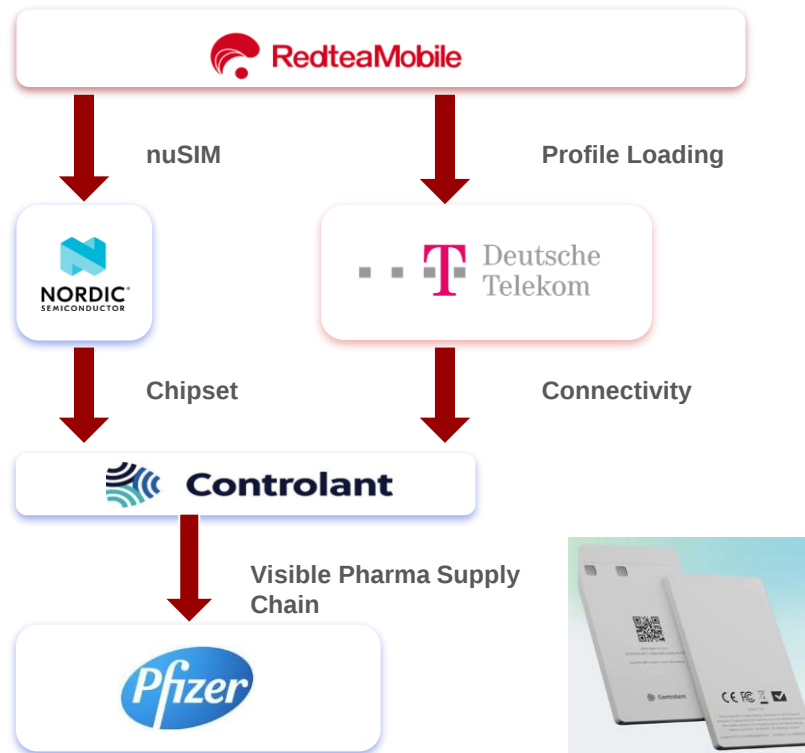
New Business Model with eSIM.



Productivity & Compliance with eSIM.



Use Case: iSIM(nuSIM) for Pharma Supply Chain.

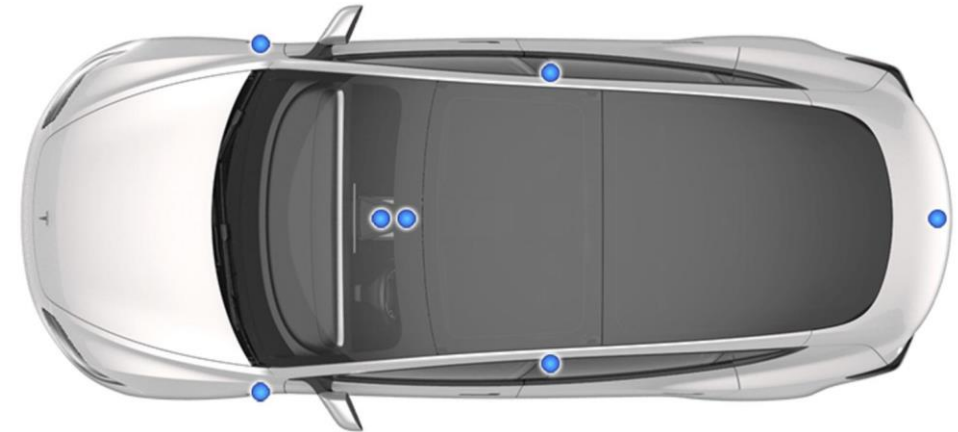
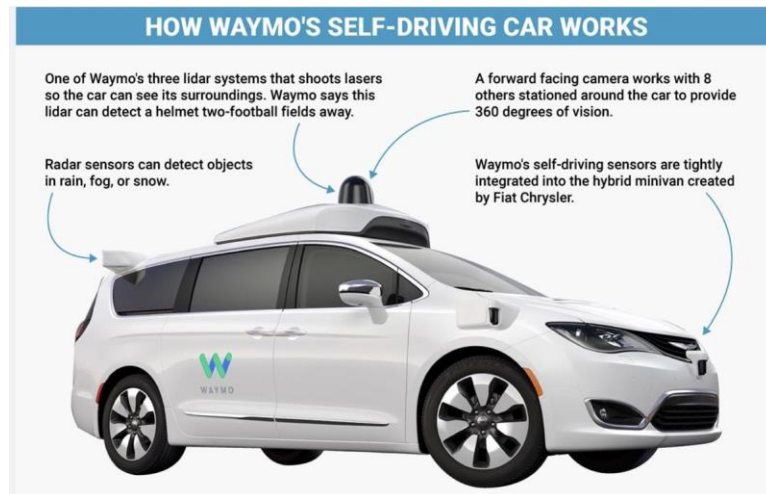


Redtea Deliverables,

- Integrated SIM with Nordic as the core component of the Saga card device.
- Provisioning platform for DT.

Inspiration from FSD : Sunk Cost as the Key.

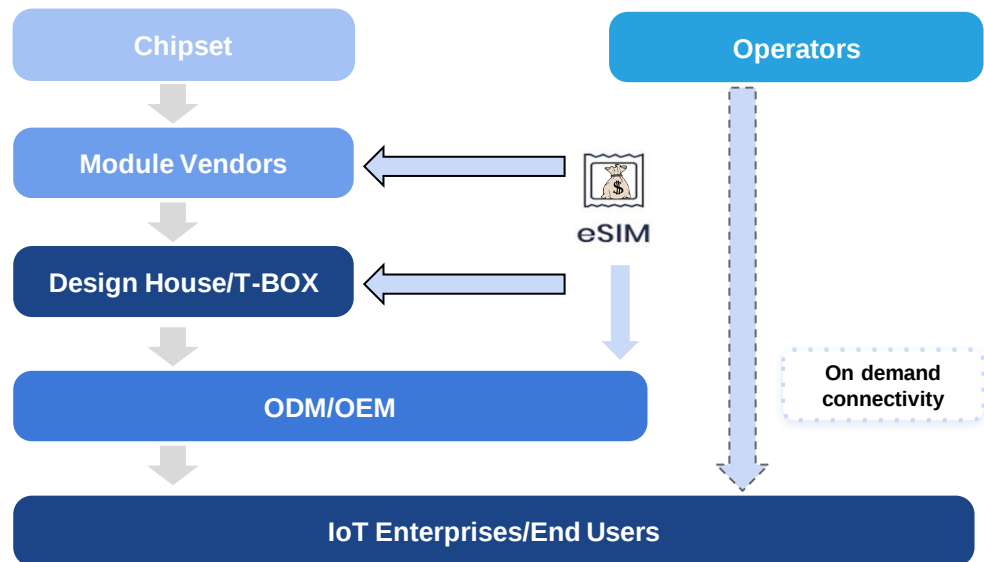
- **Sunk Cost:** *The key factor for a product/service to scale out in a ubiquitous manner.*



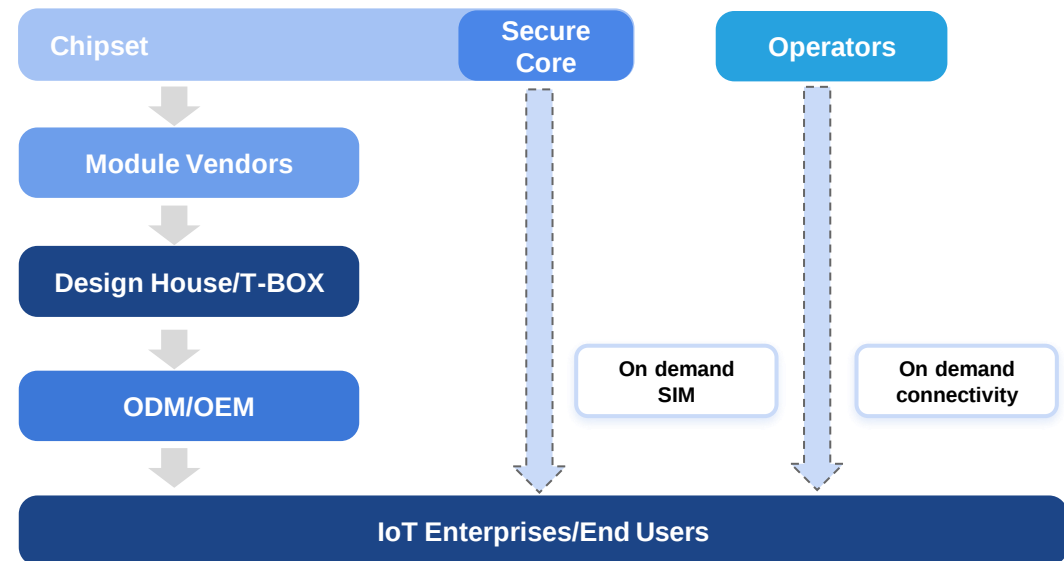
Lower Sunk Cost



CaaS 2.0: Towards Ubiquitous Connectivity.



CaaS 1.0: On demand Connectivity



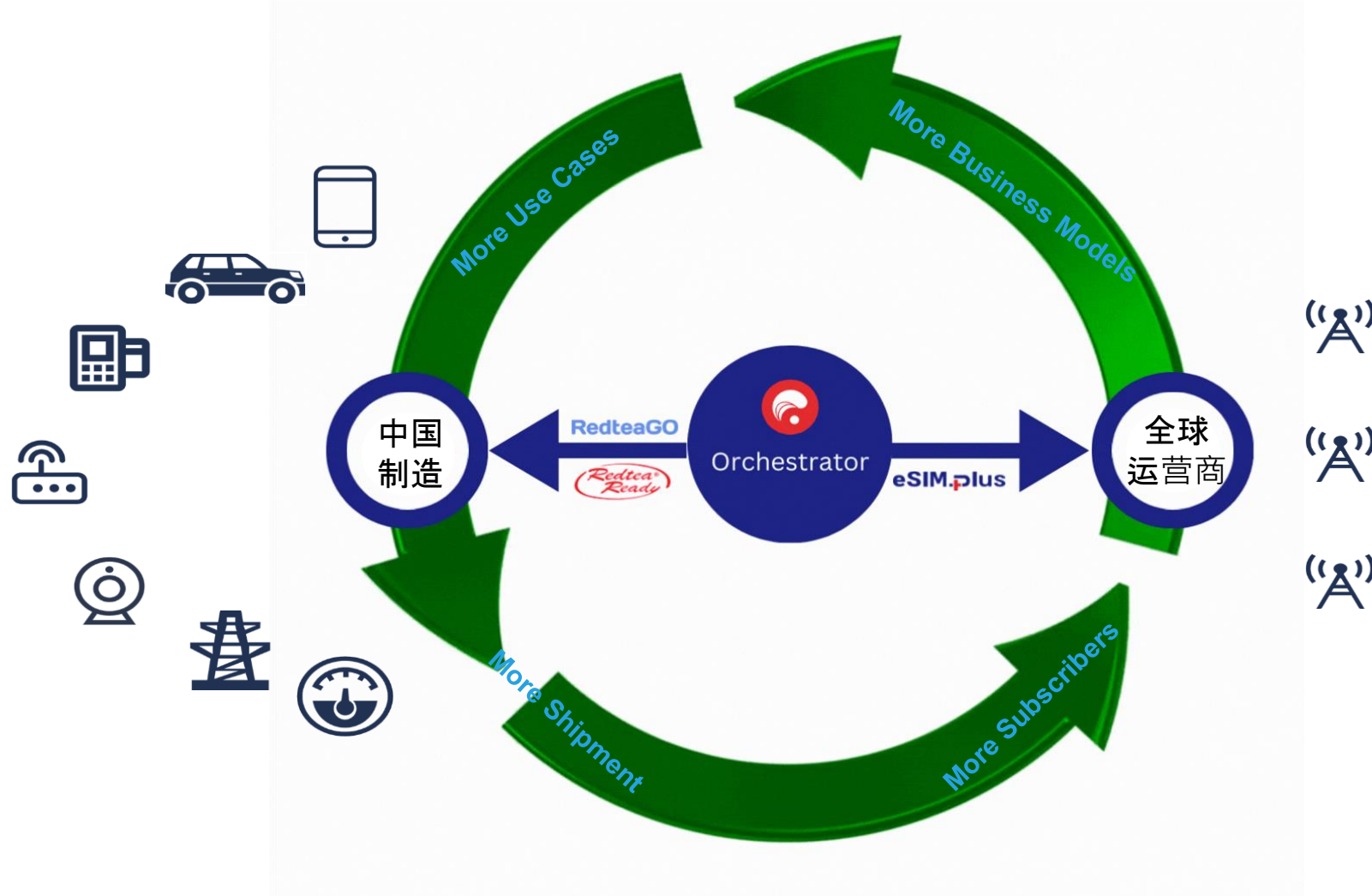
CaaS 2.0: On demand SIM & Connectivity



Lower Sunk Cost



Global Connectivity Orchestrator: 点亮数字中国出海.



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