



**Mobile360**  
Digital Societies

# APAC IoT INNOVATION SUMMIT

Kuala Lumpur 24-26 Sept 2019



**#MOBILE360**

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# Session 3: IoT Capability Beyond Connectivity

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## Session 3 Opening Address: IoT Capability Beyond Connectivity





# TRANSFORMATIVE IoT

## BEYOND CONNECTIVITY





## WHAT IS BEYOND CONNECTIVITY?

Delivering seamless IoT connectivity has been a crucial element in helping operators to launch new services such as low power wide area (LPWA) networks, using NB-IoT and LTE-M technologies and create added value and sustainable growth. Now leading IoT operators are building on this and their reputation as trusted industry partners by delivering value added services beyond connectivity.

These solutions are delivering substantial benefits to customers such as increased productivity, reduced costs and automated business processes as well as driving innovative new products and services, new lines of business and new business models.

Services beyond connectivity are transforming businesses and industries.



## WHY ARE WE WORKING ON THIS?

To raise awareness that operators are already **active in IoT**, that they can be **leaders in the future of IoT** and a **trusted partner** for IoT product and services

- ↘ We can demonstrate this expertise with a range of market leading case studies in a range of industries

To show how operators are delivering **value added solutions** beyond connectivity

- ↘ For example, big data, machine learning, analytics, edge computing and enablement platforms. These span a number of verticals, sectors and geographies

To show how operators are **working with partners** to deliver the best services for their customers

- ↘ A range of IoT opportunities are open to operators by building on their strengths and moving along the value chain and into vertical markets

To demonstrate how operator IoT solutions beyond connectivity deliver **substantial benefits to customers**

- ↘ For example, increased productivity, reduced costs and automated business processes



# MARKETING CAMPAIGN PLAN

<b>PREPARATION</b> <i>April – August 2019</i>	<b>LAUNCH</b> <i>September - December 2019</i>	<b>DELIVERY</b> <i>January – March 2020</i>
<p><b>DIGITAL MARKETING:</b></p> <ul style="list-style-type: none"> <li>↘ Messaging and identification of target audience</li> <li>↘ Develop new website to showcase existing operator solutions</li> </ul>	<p><b>DIGITAL MARKETING:</b></p> <ul style="list-style-type: none"> <li>↘ PR and official launch of Beyond Connectivity website (25 September)</li> <li>↘ Operator case studies and interview spotlight features online</li> <li>↘ Beyond Connectivity video release (31 October)</li> <li>↘ Corporate GSMA blog on Beyond Connectivity (5 November)</li> <li>↘ External advertising and GSMA newsletter promotion</li> <li>↘ Webinar 10 December with Fierce Wireless (3 x MNO solutions)</li> </ul>	<p><b>DIGITAL MARKETING:</b></p> <ul style="list-style-type: none"> <li>↘ Continue promotion of operator case studies and interview spotlight features through social media, newsletters, targeted emails and PR</li> </ul>
<p><b>EVENTS:</b></p> <p><b>MWC19 Shanghai:</b></p> <ul style="list-style-type: none"> <li>↘ Innovation City demos</li> <li>↘ Beyond Connectivity session in the Future IoT Convention</li> </ul>	<p><b>EVENTS:</b></p> <p><b>m360 Digital Societies Kuala Lumpur 24-26 Sep</b></p> <ul style="list-style-type: none"> <li>↘ IoT Expo operator demos</li> <li>↘ Beyond Connectivity session within APAC IoT Innovation Summit</li> </ul> <p><b>MBB Forum Zurich 15-16 Oct</b></p> <ul style="list-style-type: none"> <li>↘ Demos on GSMA exhibition stand</li> </ul> <p><b>MWC19 Los Angeles 22-24 Oct</b></p> <ul style="list-style-type: none"> <li>↘ Innovation City demos</li> </ul>	<p><b>EVENTS:</b></p> <p><b>CES20 Las Vegas 7-10 Jan:</b></p> <ul style="list-style-type: none"> <li>↘ Operator Breakfast Briefing at MGM Grand</li> </ul> <p><b>MWC20 Barcelona 23 - 27 Feb:</b></p> <ul style="list-style-type: none"> <li>↘ 10th Mobile IoT Summit – including Beyond Connectivity session</li> </ul>



# TRANSFORMATIVE IoT SOLUTIONS

For more use cases, refer to [www.gsma.com/BeyondConnectivity](http://www.gsma.com/BeyondConnectivity)







# Thank you!

[www.gsma.com/BeyondConnectivity](http://www.gsma.com/BeyondConnectivity)

