

Ensuring Frictionless IoT Connectivity for Automotive to to Drive Global Adoption

Transforming mobility through seamless connectivity solutions that scale globally
scale globally and securely.

Jawad Bentajar – e& Group (Etisalat)



Agenda

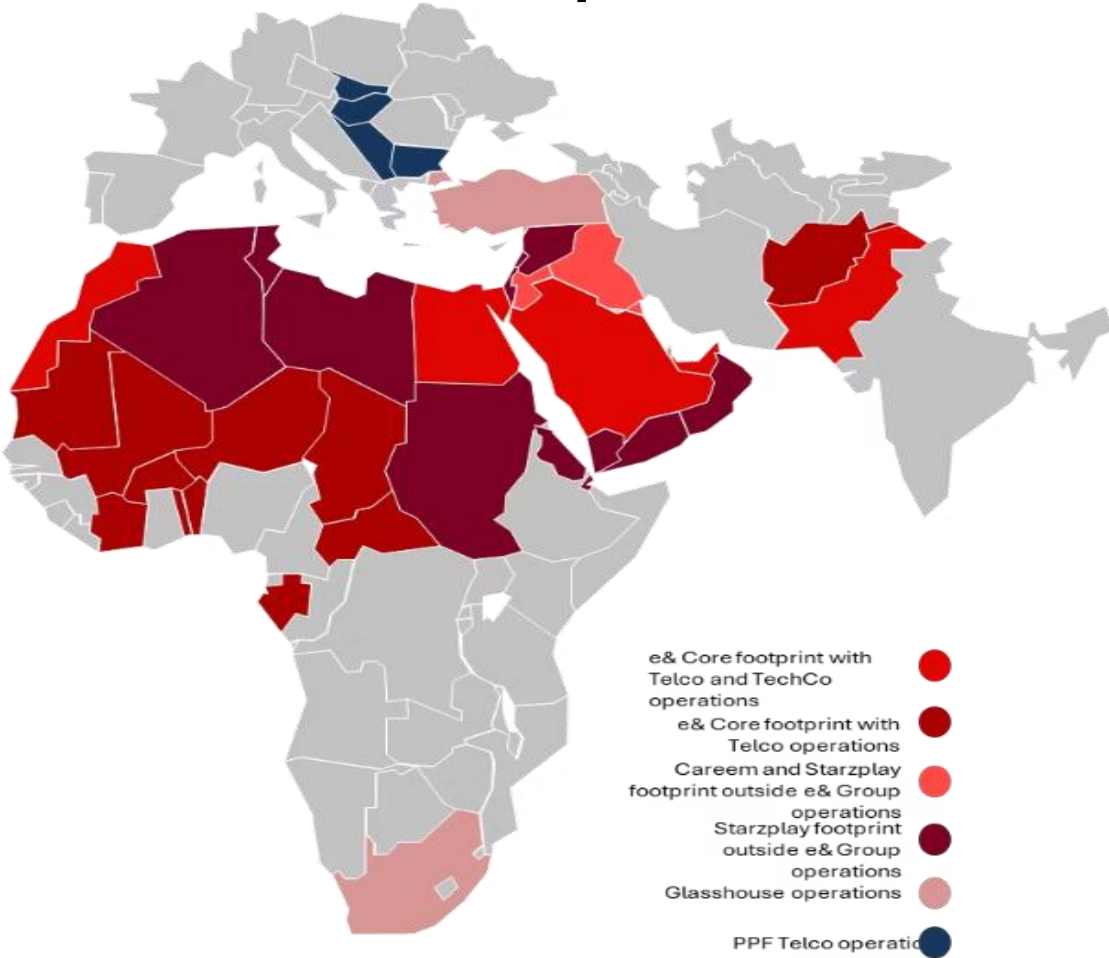


Company Information

Key figures



Our footprint



Global IoT Connectivity

Cellular IoT Connectivity Market

\$26B+

Market Size

Projected by 2030
(\$13.7 billion in 2023 17% CAGR)

9.7B+

Connected Devices

Global deployment by 2030
(4.2B in 2025 with a 15% CAGR)

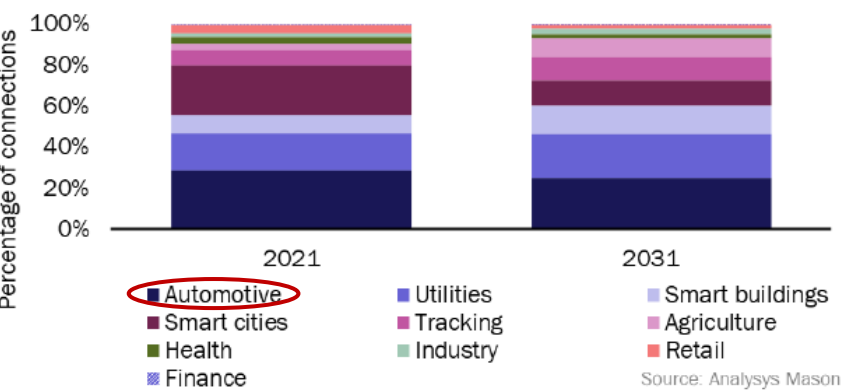


Key Drivers

Next-gen IoT adoption

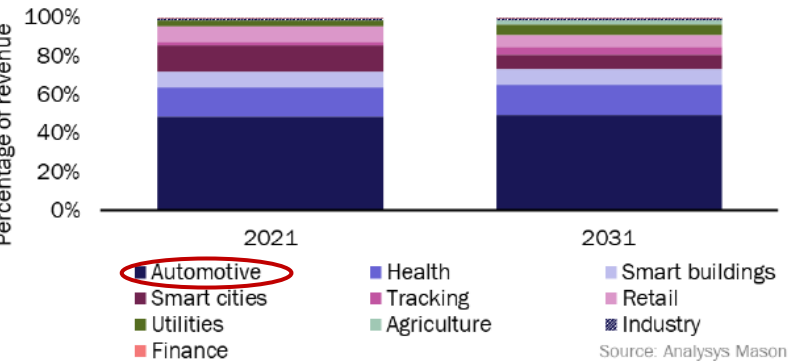
Automotive IoT Market Growth

Figure 5: Connections share by sector, worldwide, 2021 and 2031



The automotive and utilities sectors will each pass 1 billion connections by 2030.

Figure 6: Connectivity revenue share by sector, worldwide, 2020 and 2031



The automotive sector will account for around **half of all IoT connectivity revenue** throughout the forecast period.



Global Deployment Challenges

1

Roaming Complexity

Inconsistent coverage across regions

2

Fragmented Regulations

Different rules across regions & countries

3

Technical Integration

Complex implementation requirements

4

Interoperability

System compatibility issues

5

Security & Privacy

Data sovereignty issues, Data Privacy



Overcoming Connectivity Barriers



eSIM/iSIM

Flexible connectivity
profiles



Unified value- added services

Multi APN, VPN, eCall,
etc



Unified Platforms Platforms

Centralized CMP



Zero-touch

Automated provisioning



One SPOC

For specific footprint



Collaboration

For global scale

Thank You



Contact Us

jbentajar@eand.com