



Machine to Machine Communications As a Service

M2M Business for MNOs

MY Evolution Sdn Bhd
Comptel User Group



What is Machine to Machine ?

- Machine-to-Machine (M2M) refers to technologies that allow both wireless and wired systems to communicate with other devices
- It's the fastest growing Telecom market today
- It uses the existing Telecom Infrastructure

Machine to Machine Benefits

- Enterprise Productivity and Profitability
- Consumer Quality of Life
- Conservation of Energy and resources



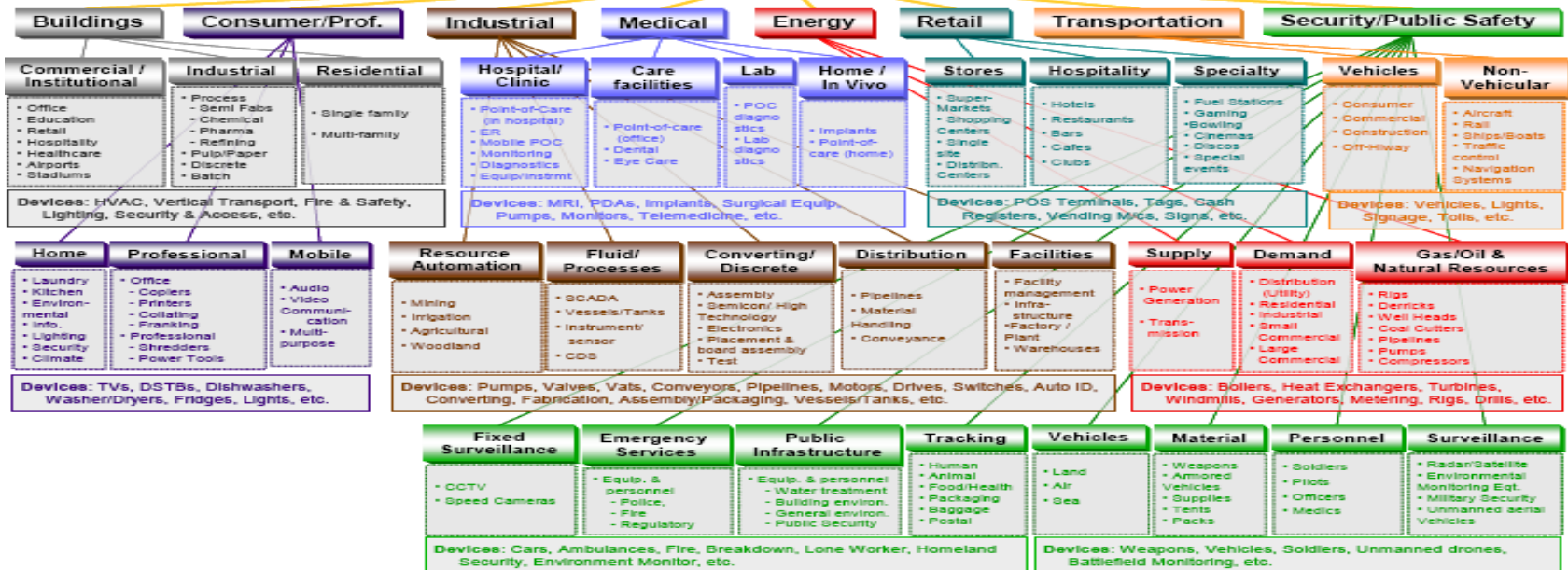
It's for everyone



- 🌀 Useful Products : Every business tries to provide a customer experience with better products for everyday lives
- 🌀 Relationship : The link between customer and company can be improved when the products communicates on behalf of customers
- 🌀 Innovation : New applications are imagined every day all over the world

Which Industries need M2M ?

Intelligent Device Networking

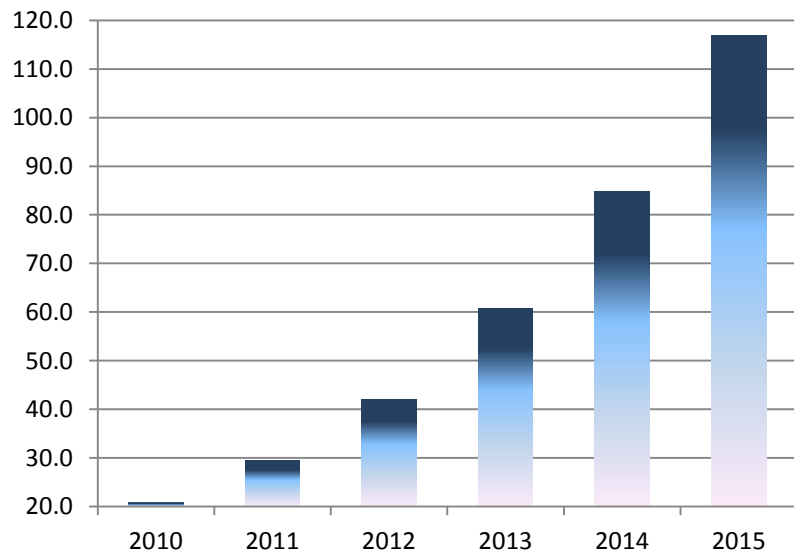


All kind of industries are or will be soon doing
Machine to Machine

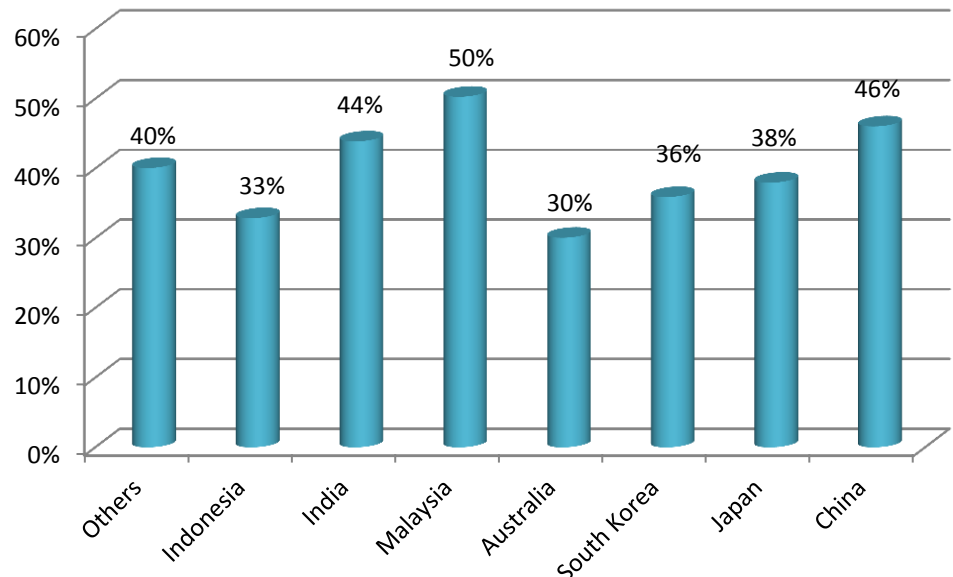
Machine to Machine in APAC

- APAC M2M connections at 20.8 million in 2010 and are expected to reach 116.6 million by 2015.

M2M Connections in APAC

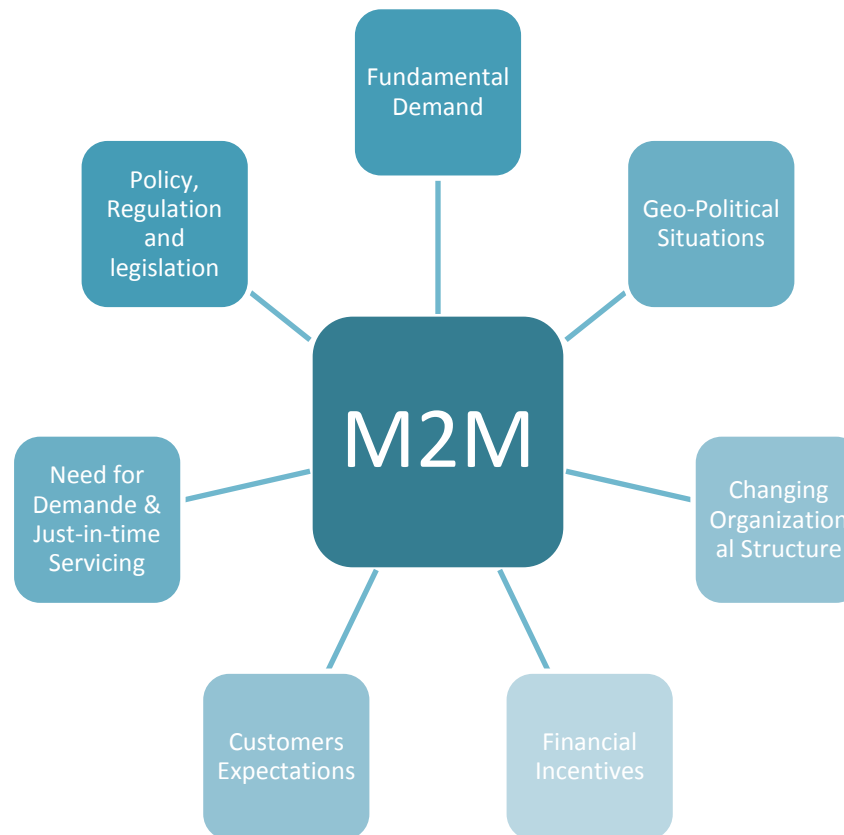


CAGR 2010-2015



APAC is the next challenge. M2M trend is huge

- 🔗 M2M market is driven by several forces. It shows a rapid adoption and development trend.



Macro-trends validate future with Machine to Machine

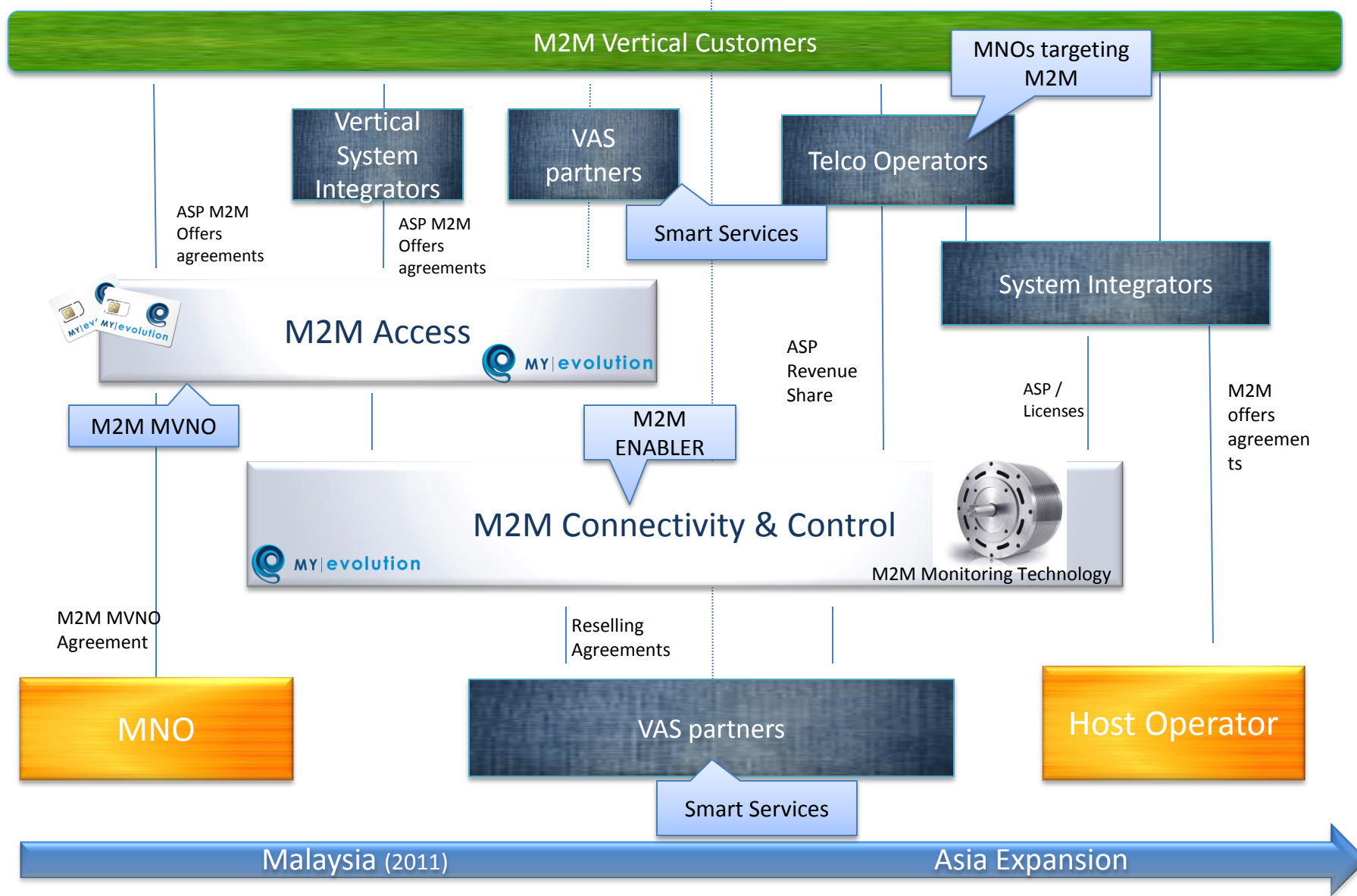
Our Business



MY Evolution's Business

- Our Customers require particular services & solutions when addressing M2M
- We provides specifically adapted Machine-to-Machine *Data Access* and *Connectivity Solutions* embedded *as a Service*.
- With *M2M Services & Solutions*, our business customers can manage efficiently communication between their IT systems and remote communicating equipments
- MY Evolution is a M2M Telecom Service Operator (MVNO) based in Malaysia





Transportation

- ☐ International & Domestic: Lorries for food, security, goods
- ☐ Domestic : Car tracking, Delivery & Logistics

Payment & Retail

- ☐ Road Tolling
- ☐ Point of Sales
- ☐ Bank, Merchants

Industrials

- ☐ Water Monitoring
- ☐ SCADA
- ☐ Pumps & Valve Sensors
- ☐ Electrical Generator Monitoring

Security

- ☐ Surveillance Systems

Who is the M2M Customer ?



Vertical Customer
(Fleet Tracking, Bank, Utility, ...)

Admin / HR

**1 customer has 100 times
more assets than employees**

CTO

Buying N Assets & Modules

Buying X Employees Fleet Sims Packs

Your Enterprise Team

Vertical Specific VAS /
System Integrators

**Selling Enterprise Packs to
Monitor Assets is not the
solution.
And sell to Who?**

CHALLENGES BEFORE USING M2M

- Requirement for greater productivity, cost savings and efficiency
- Limited availability of resources for Business Growth (staff, energy, infrastructure,...)
- Increased need for secured channels, safety/security and asset protection
- Increase of labor cost and Increase of Regulations for Corporate Responsibility

CHALLENGES WHEN IMPLEMENTING M2M

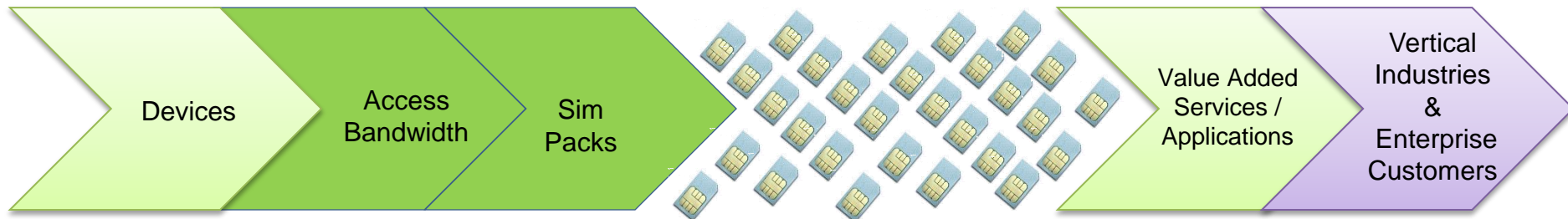
- Difficulty to coordinate deployment of M2M "Smart Application" with Vendors, Telcos & SIs
- Limited availability of devices addressing resources (MSISDN, IPs, ...)
- Need significant investments for setup, equipments, solutions & data access
- Retention of real-time connectivity and network information by Telcos

Customers need to find expertise in many domains



Challenges with Many assets

**M2M Connectivity is required
when many assets are involved**



M2M Connectivity is required when many assets are involved

- Secured Simcards
- Global Control Technology
- Service & Managed Operations



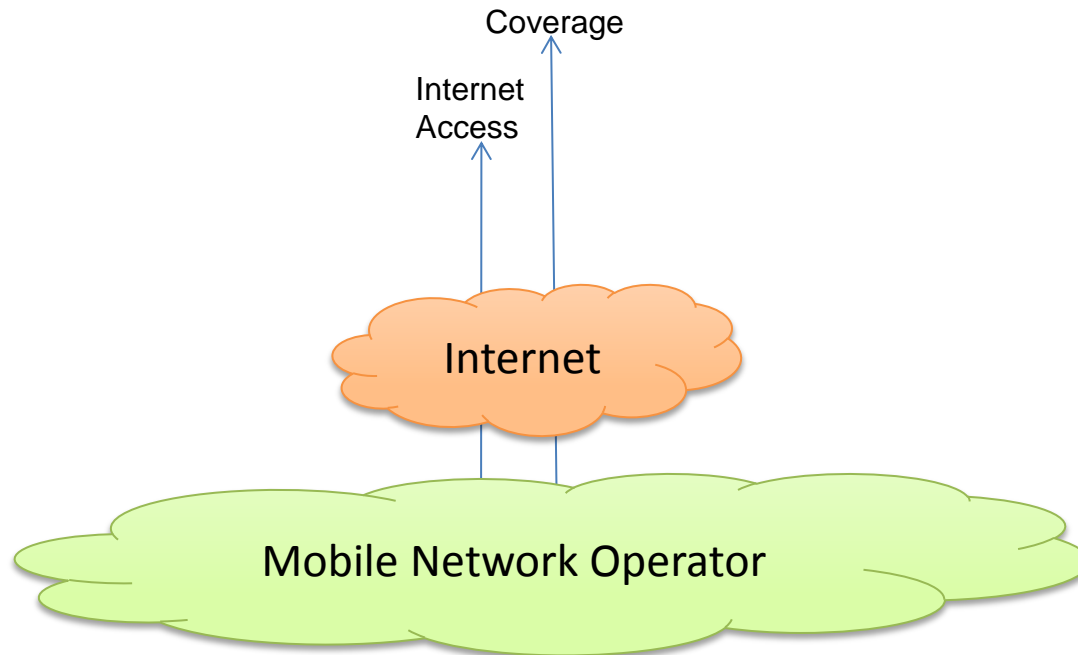
Opportunity for Telcos

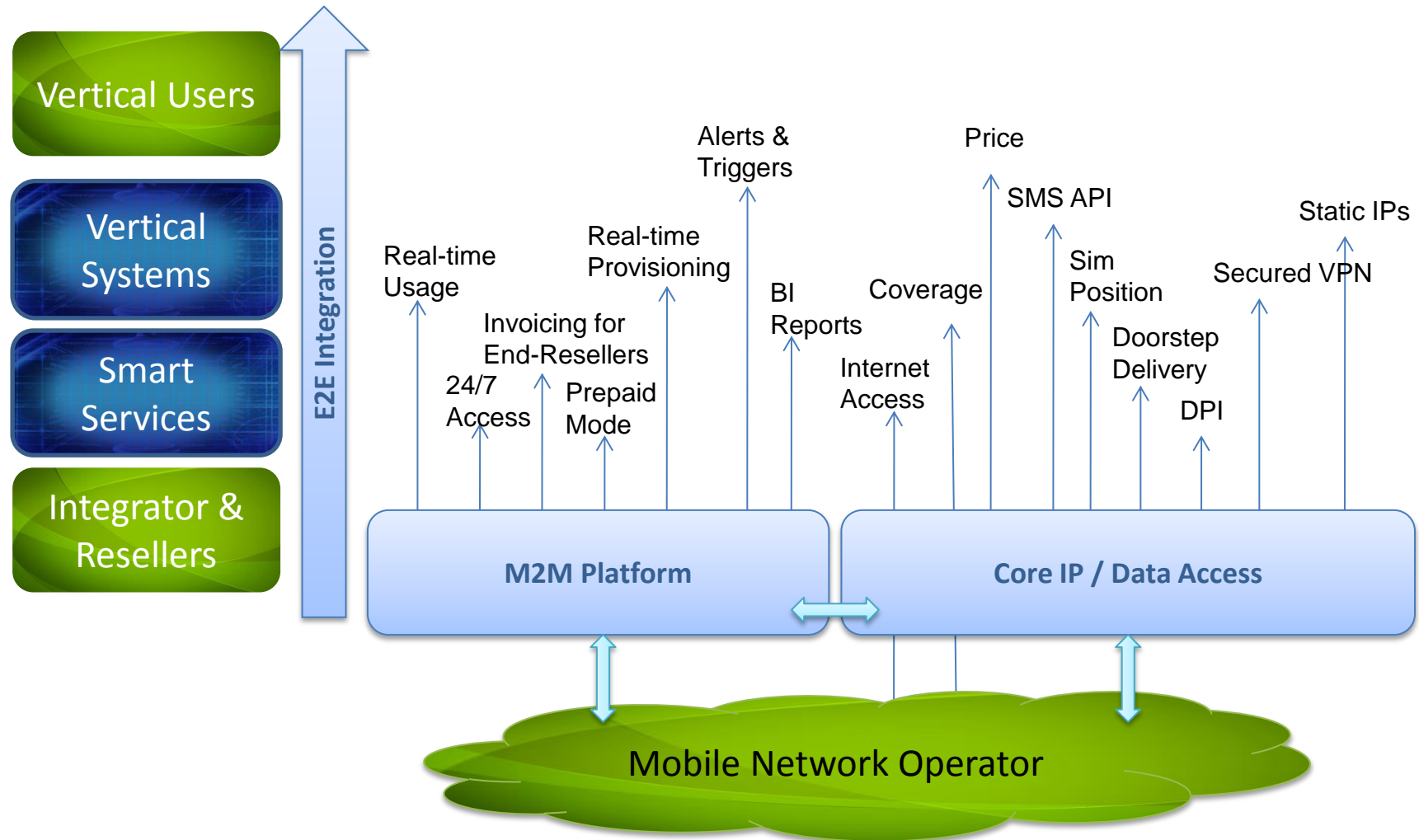


- 🔵 MNOs currently use Enterprise Account Managers and sell SIM cards with existing pricings and Manual Activation.
- 🔵 To tackle B2B M2M, MNOs now need :
 - ⚙️ To Provide Automated Processes with End Customers
 - ⚙️ To Provide Real Time Control and SIM management
 - ⚙️ To Provide M2M optimized Pricings
- 🔵 Thus, a transformation is required towards different methodologies & products:
 - ⚙️ Vertical Sales Expertise & System Integration Technical support
 - ⚙️ Tailor-made Price Plans for each Customer or each Project
 - ⚙️ Real Time Provisioning & Asset Life Cycle Management
 - ⚙️ Data, SMS & Core IP Services (Managed IPs, VPNs, ...)
 - ⚙️ Device Qualification and Support


- **Unsecured**
- **Uncontrolled**
- **Cost Inefficient**

Who is your B2B Customer here?





End to End Expertise + M2M Connectivity + Data Service

 Customer's Requirements to a Commercial Offer, not Marketing mind to Sales Portfolio


 End-2-End solutions are required, not data pipes

 Offers are :


- Dedicated to a Customer, or Project
- An End to End Aggregation of Services and Solutions
- Specific to a Life Cycle Management (workflow, alarms, triggers)
- Tailored Pricing Model (not just a Data Package)

 Implementation must be fast and predictable

 Need to Forecast Costs

 For Customers, Predictability & Control of the TCO is usually more important than price

 Device Costs and Data Costs must be aligned

 Each Customer is different, but MNO must provide Specificity within a cost effective framework (Horizontal Connectivity)

White Label to
Vertical End-
Users
Operator

- ❑ Covers All Value Chain, One Stop strategy, Best Revenues
- ❑ Cash & Stock Intensive, Highly Competitive in each Vertical, Delivery & Support problems

Direct Services to
VAS providers or
Vertical End-Users

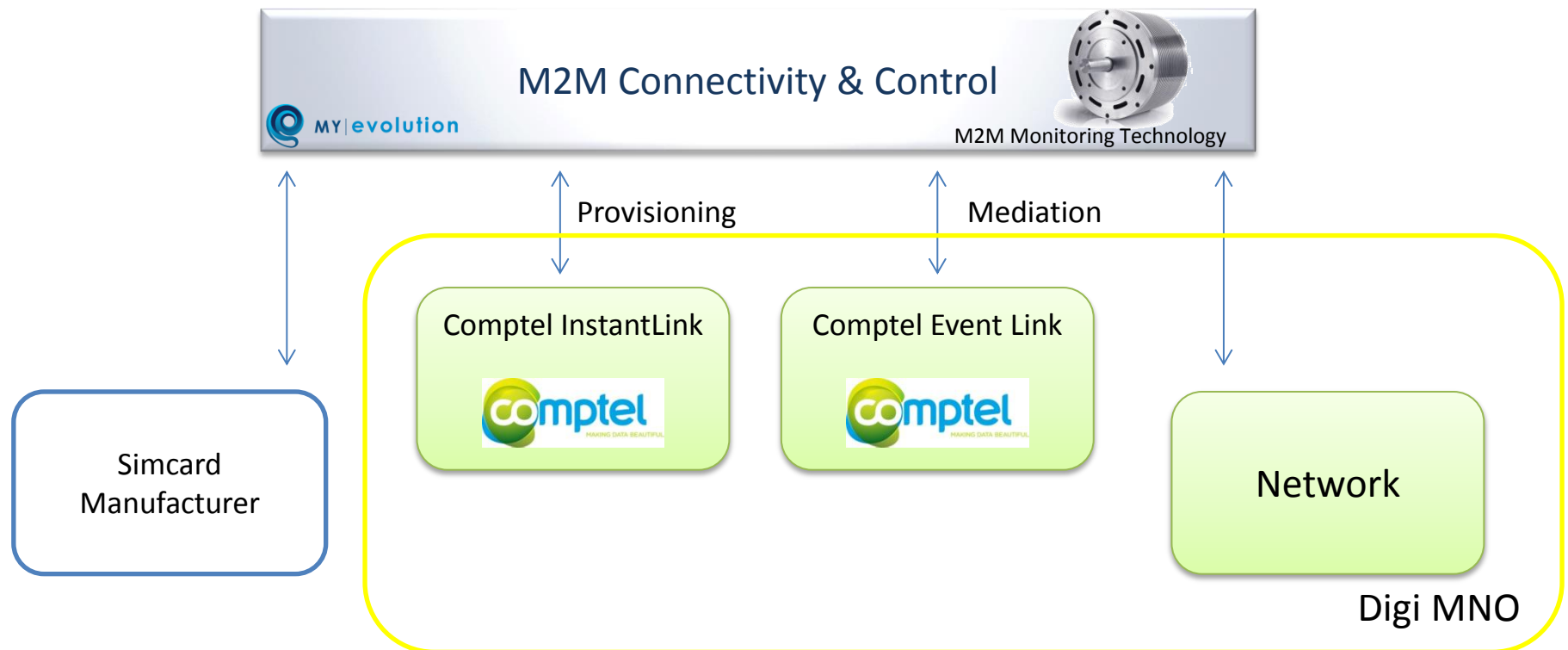
- ❑ Network services packaged and tailor-made pricings. Maximizing revenue with end-to-end solutions
- ❑ Solution Integration & Vertical Business Case & Price Point expert teams required

Wholesaler &
Enabler

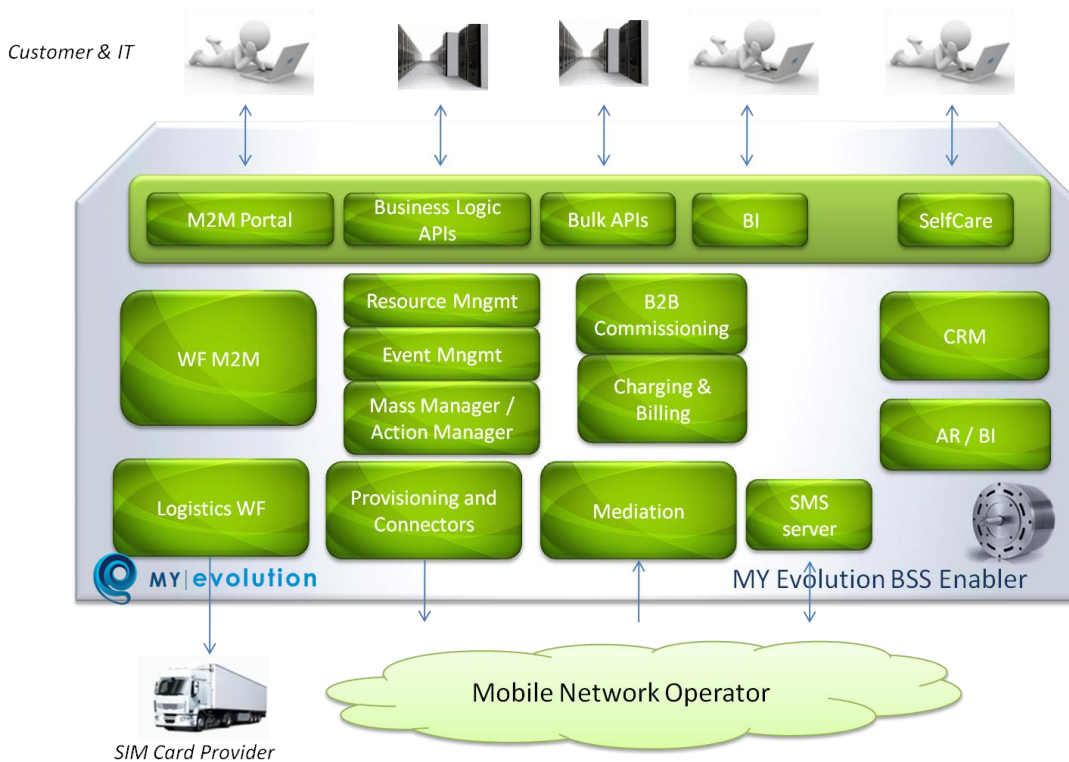
- ❑ Enabling Vertical Eco-system to drive Network services
- ❑ Requires many eco-system Partnership agreements. Low revenue & High Margin

Choose your positioning according to your market and capabilities

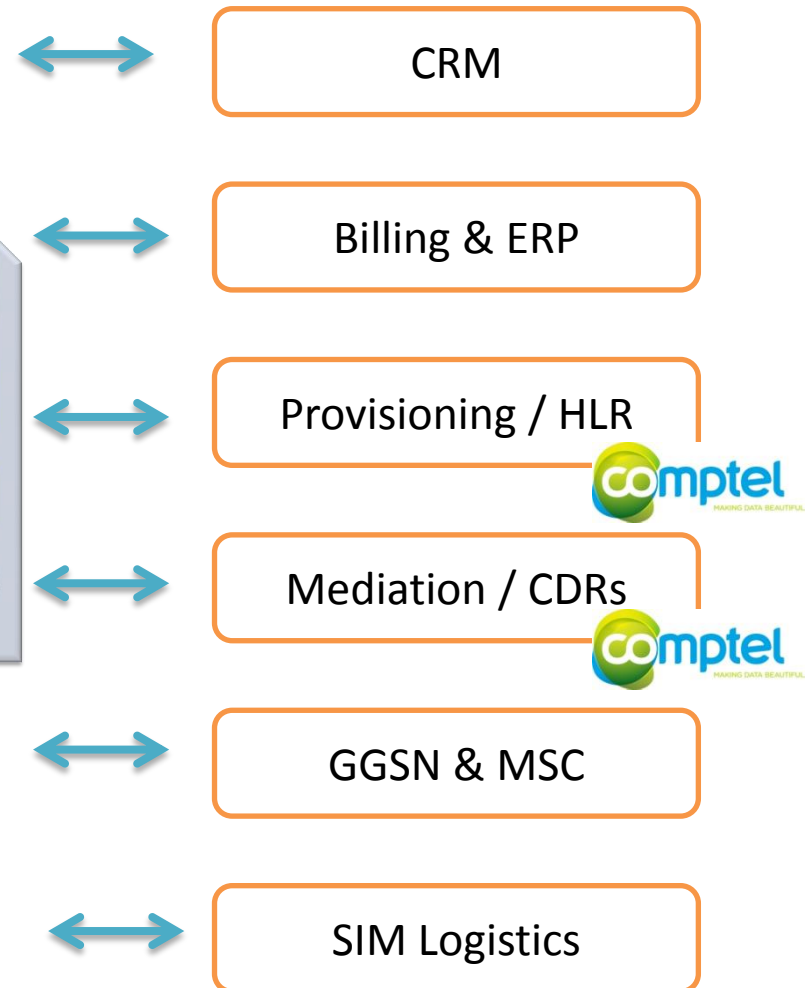
- In 2011, MY Evolution MVNO integrated to MNO in Malaysia DIGI
- Comptel is providing DIGI, and project teams successfully integrated Comptel Instant Link (Provisioning) & Event Link (Mediation) with to MY Evolution M2M technology.



M2M Connectivity



MNO Information System



M2M Connectivity Technology (Ready for Customers, Sales, Resellers & Operations)

Self-care & Reseller Management	Workflow & Life Cycle Management
Order Management	Alarm & Triggers Workflow
Sim Card Management	Rating, Commissioning
Offer Management	Provisioning, CDR Mediation
Device Management	Core IP Connectivity

Managed Services

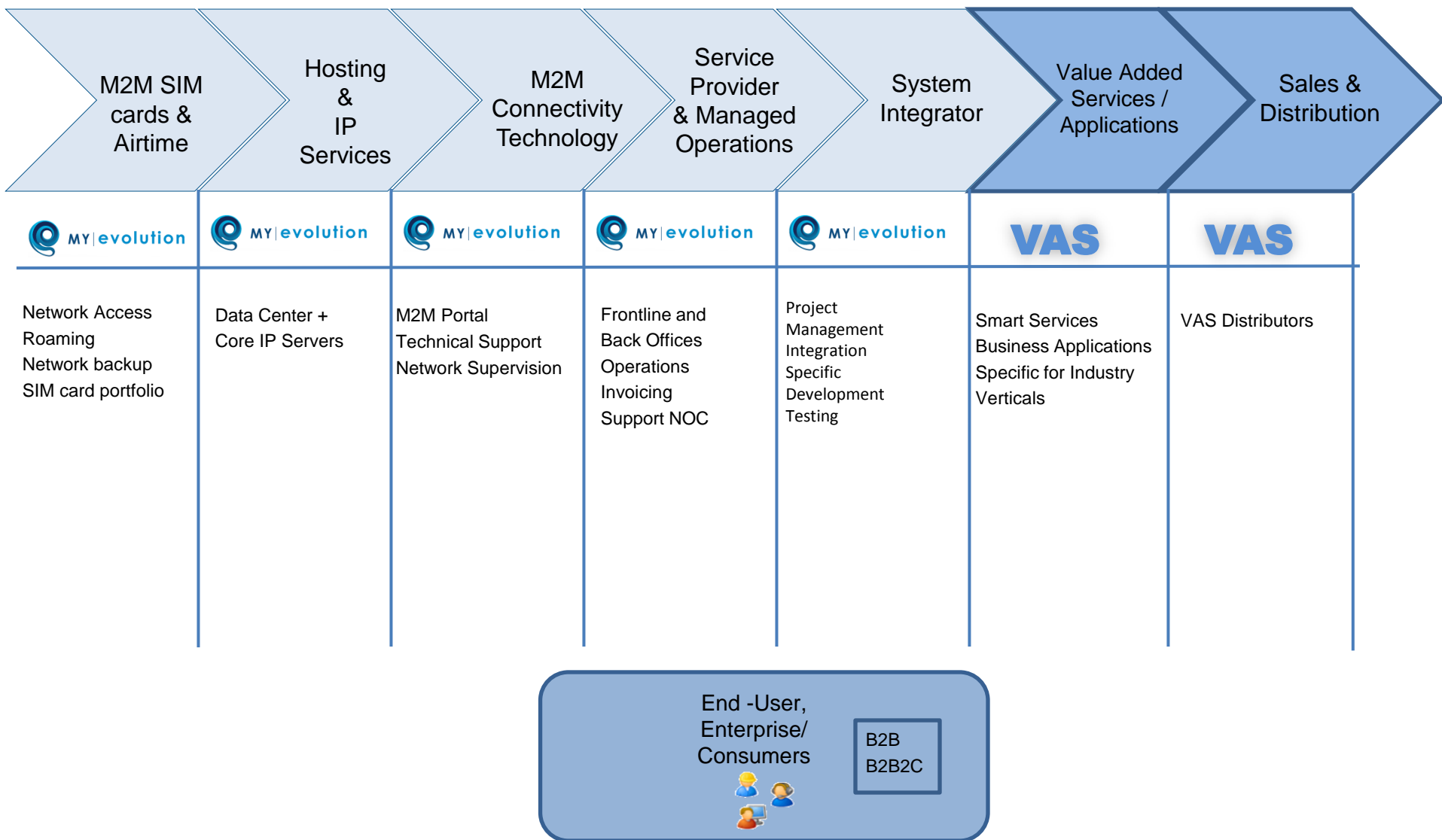
 Application & IT, Hosting, Back Office, Front-Line

Professional Services

 Business Model, Vertical Expertise

 Integration Services with legacy Systems (Billing, CRM, Mediation, HLR, ...)

All in One M2M Enablement



- ☞ M2M is not 'if' but 'when', and 'when' is NOW
 - ⚙ MNOs must transform their commercial approach
 - ⚙ MNOs should use ready made solutions with their existing systems
- ☞ MY Evolution Sdn Bhd is the *first M2M dedicated MVNO in Asia*, with daily management of M2M challenges
- ☞ MY Evolution is using every day it's M2M technology with Comptel Systems

**Today, MNOs can use Comptel & MY Evolution
Combined Experience
to reach the potential of M2M**



Thank you



M2M Communication as a Service

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