



MY|evolution
Communications as a Service



Internet of Things

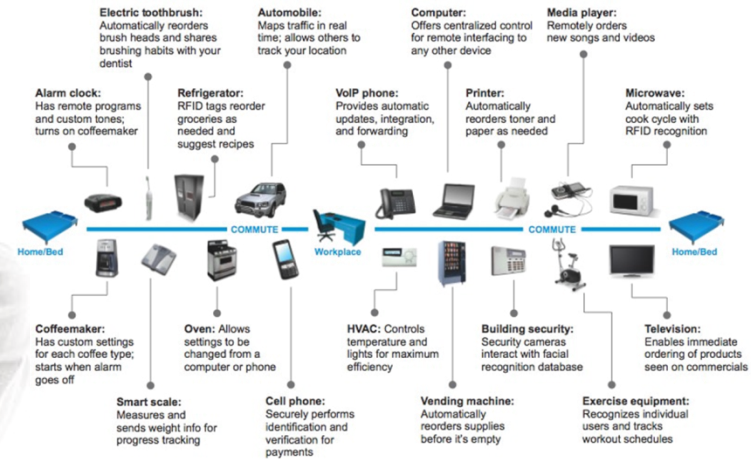


What is Internet of Things?

It is the ability to interact with more and more objects around us

With Non Connected or Reactive Devices

And With Connected and Active Devices
(Machine to Machine)

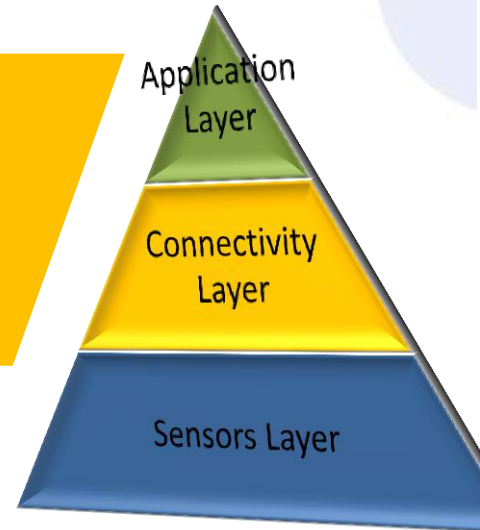


Can manage tasks
autonomously

Active Connected Devices

Connected means :

Communication between
Geographically Distributed
Wireless Devices through a
Centrally Managed Software Platform



A Machine to Machine system is composed of :

- ⚙️ Connectivity enabled devices to capture events and collect the data
- ⚙️ A cellular/hybrid network to communicate with the server
- ⚙️ A software application that allows the data to be analyzed, reported, and acted upon





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Potential



Connected Devices Market

2003

2010

2015

2020



6.3 Billion

6.8 Billion

7.2 Billion

7.6 Billion

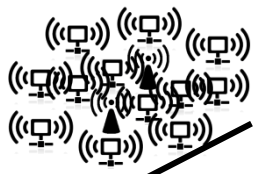


500 Million

12.5 Billion

25 Billion

50 Billion



0.08

More
Connected
Devices

1.84

Today
More
than 2

3.47

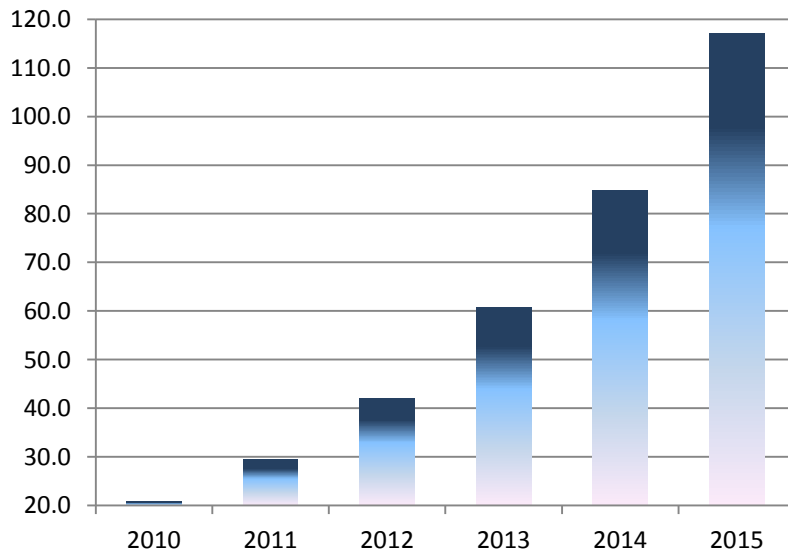
Not so far
away
More than 4

6.58

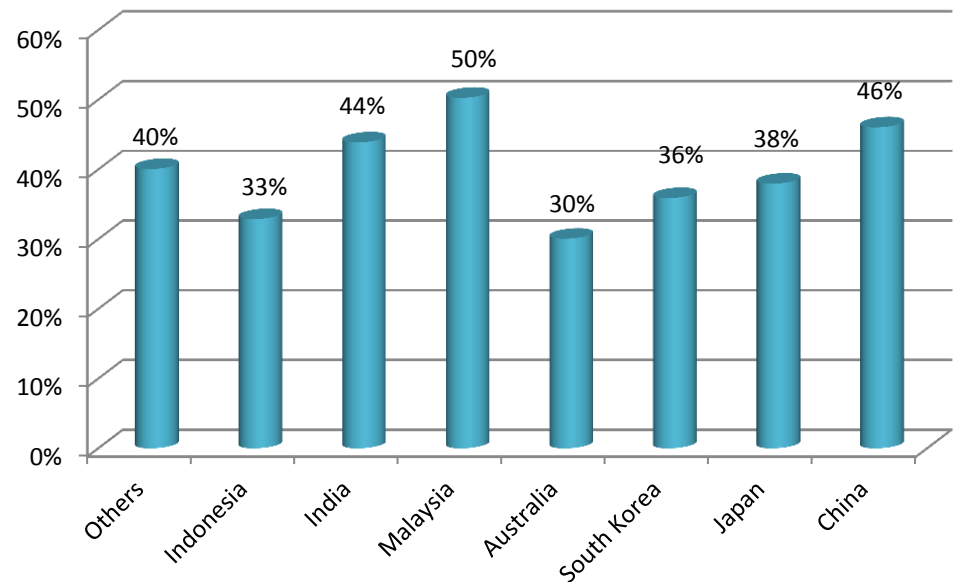
Machine to Machine in APAC

- APAC M2M connections : 20.8 million in 2010
116.6 million by 2015 (by 5.6)
- Malaysia is to grow faster at average growth rate at CAGR 50%.

M2M Connections in APAC



CAGR 2010-2015



Industry Applications

Smart Cities



Smart Environment



Smart Water



Smart Metering



Security & Emergencies



Retail



Logistics



Industrial Control



Smart Agriculture



Smart Animal Farming



Domotic & Home Automation



eHealth



Who is it for ?

It's for everyone



Useful Products

Every business tries to provide a customer experience with better products for everyday lives

Relationships

The link between customer and company can be improved when the products communicates on behalf of customers

Innovation

New applications bring new business opportunities

Supply & Demand Drivers

Consumer Quality of Life

Enterprise Productivity and Profitability

Conservation of Energy and Resources

Fundamental Demand

Geo-Political Situations

Changing Organizational Structure

Financial Incentives

Customers Expectations

Need for Demand & Just-in-time Servicing

Policy, Regulation and legislation

Demand



Opportunities

Supply



- Consumer's appetite for new devices and new services delivered via devices
- Drive for business efficiency
- Environmental monitoring & management
- Energy efficiency through better management
- Safety & security
- Increase in healthcare costs

- Need for Faster processing & more storage at lower costs
- Need for Proliferation of (connected) devices
- Increasing viability of addressing widening array of applications



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M2M Benefits



FLEXIBILITY AND TIME TO MARKET

PRICE CONTROL AND RISK REDUCTION

INTERNATIONAL FOOTPRINT

ASSET MANAGEMENT

QUALITY, SCALABILITY & SERVICE

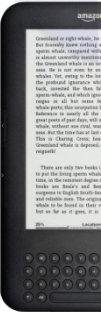


What do Customers Look For ?

- Retail Customer

KEEP IT SIMPLE

- Plug & Play (no hidden add-ons such as simcards, batteries, subscription fees, ...)
- Always On & Working (no or long billing cycles once a year, easy renewal)
- Affordable & Stylish
- Social and privacy



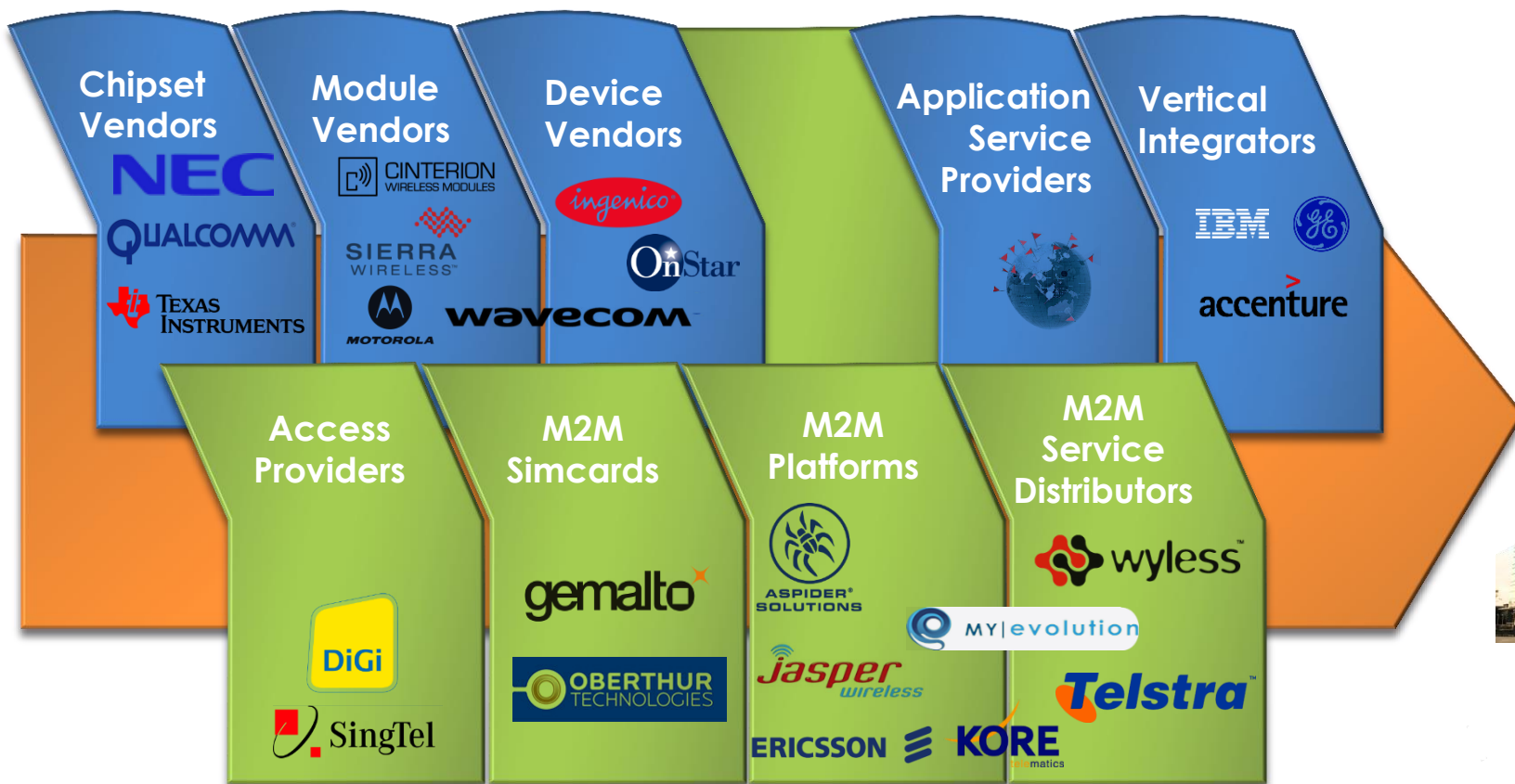
- Business Customers

MAKE THEIR JOB EASIER

- Controllable environment. The device is not in the hand of the customer (driver, supplier, installation, shop, ...)
- Simplicity in deployment and supply chain
- Information Security
- Service Quality



Value Chain



Retail



Corporate



Government

Challenging Eco-System



M2M Challenges and Solutions

Industry Customers Challenges

DRIVERS FOR 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, equipment, solutions & data access

Retention of real-time connectivity and network information by Telcos



Complexity is a profit killer

Tools and Services to Enable Smart M2M Solutions

Real-time Provisioning & Usage
-
SIM Card Management

Billing & Invoicing for End-Users
-
BI reports

Managed IP services
-
SMS & Lifecycle Workflows

24/7 Support

Smart Pricing

APIs and Web Services

M2M Cloud Services

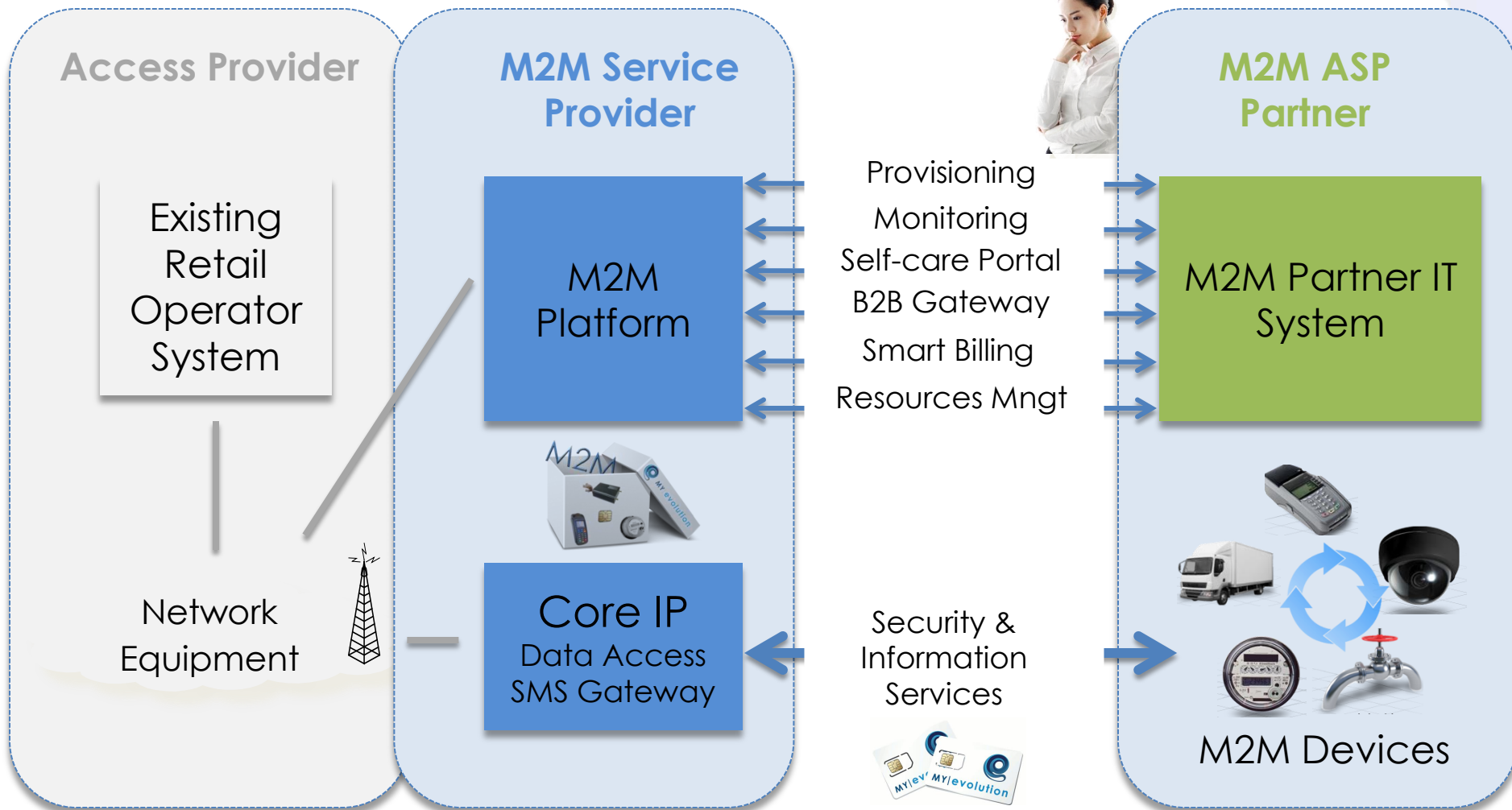
Alerts & Triggers

Multi-country Access Coverage

Location Based Services

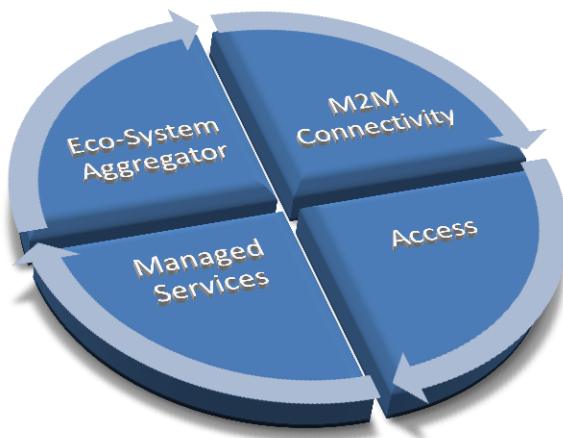
Secured VPN

M2M Enablement Model



MY Evolution and M2M

- Industrials require dedicated services & solutions when addressing M2M
- We support these initiatives with specifically adapted **Machine-to-Machine Services, Data Access** and **Connectivity Solutions**
- With our *M2M Services & Solutions*, our business partners can manage efficiently communication between their IT systems and remote communicating devices



MY Evolution is a **dedicated M2M Telecom Service Operator** based in Malaysia and operating across Asia



Conclusion

Internet of Things is not '**if**' but '**when**',
and 'when' is **NOW**

- MY Evolution is the ***first M2M dedicated Service Provider in Asia***, dedicated to solve the M2M challenges of our customers



Questions ?

Thank you



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