

M2M Challenge 2013 Kick-off



m2m Forum
Milan, May 14th 2013



Agenda M2M Challenge Kick-off



The M2M Challenge 2013/14

Gerhard Schedler, Head of M2M Centre of Competence, **Swisscom**

The Benefits of a Partnership

Bo Ribbing, Head of Sales Development, Device Connection, **Ericsson**

The M2M Challenge Movie 2012

The Winning Solution of 2012

Pascal König, CEO, **Limmex**

The Application Procedure

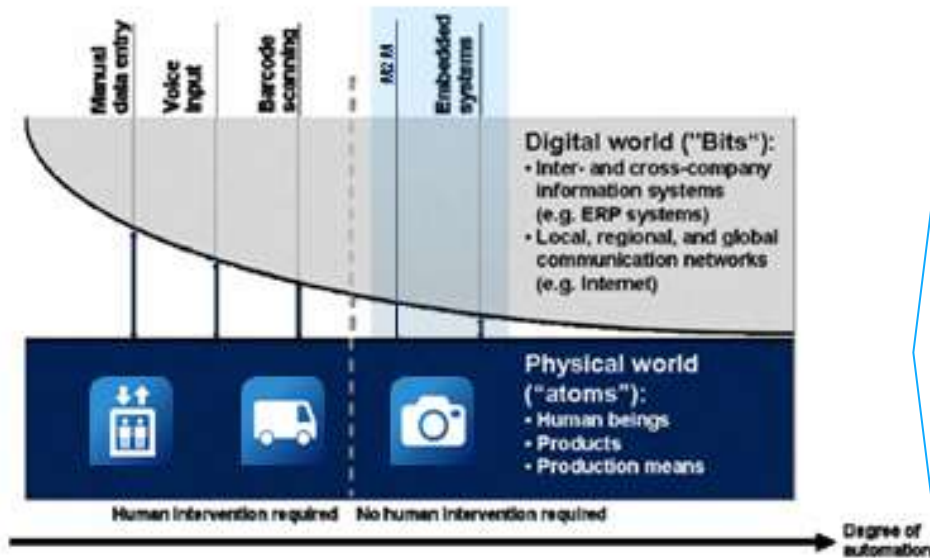
Guido Walcher, Director Quality and Intellectual Property, **Telit**

The Official Start of the M2M Challenge 2013/14 (Swisscom, Ericsson, Telit, Varta)

M2M: Attractive growth potential

In 2014, the global mobile M2M connectivity market will be valued at CHF 8.6 billion, the European market CHF 3.6 billion

„You only can manage what you can measure.“



In 2020 more SIM cards will be used for M2M applications than for mobile handsets.

- Attractive growth potential**
- Growth in the mobile M2M Connectivity Market:**
 - CAGR EU (2010-14): + 22% p.a.
 - EU Market (2014): CHF 3.6 Mrd.
 - World Market (2014): CHF 8.6 Mrd.
- Volume growth over compensate ARPU decline:**
 - ARPU 2010: 3-15 CH/month
 - ARPU (long-term): < 1 CH/month (high quantities)
- Very low churn rate (less than 1%)**
Long life-cycle of modules / Investments

Note: Only the mobile M2M Connectivity market is shown.
Source: idate research 08/2010, yankee group, Berg Insight

M2M Development Predictions

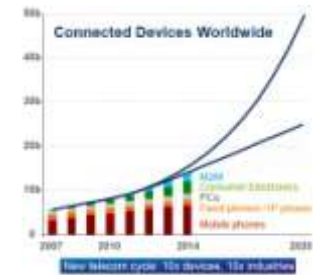
„Prognosen sind schwierig, besonders wenn sie die Zukunft betreffen“ (Niels Bohr)

- *“There is no reason for any individual to have a computer in his home.”* - Ken Olsen, Gründer von DEC, 1977
- *“Television won’t be able to hold on to any market it captures after the first six months.”* - Daryl F. Zanuck, Chef 20th Century Fox, 1946

M2M Development

Key Drivers

1. Devices are becoming more powerful (intelligent)
2. Networks transmit greater amounts of data
3. Adaptation of new technology is getting faster
4. The product use phase is becoming more important
5. Communication is getting cheaper (unfortunately)



The "ingredients" for above-average growth definitely exists.

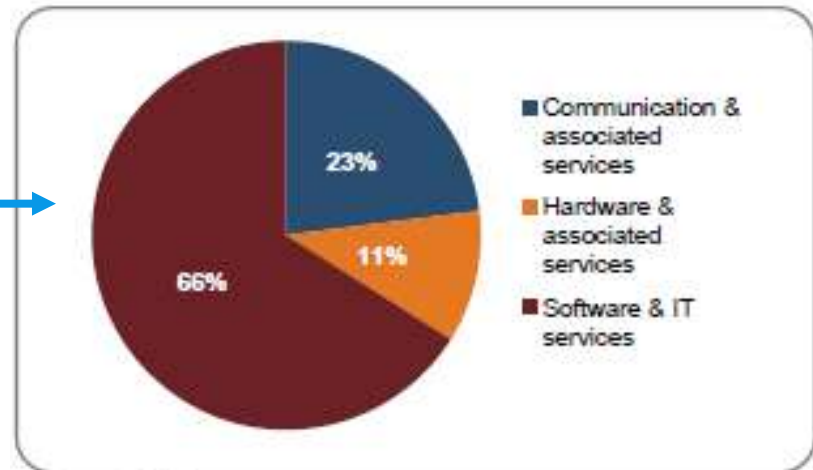
M2M Development

Important driver – ECO System

Innovative solution companies
in the M2M field



European cellular M2M modules revenue, 2012



Source: IDATE

„It is not the strongest of the species that survives, or the most intelligent that survives. It is the one that is the most adaptable to change.“ (Charles Darwin)

With M2M solutions we help our customers to stay flexible.

Worldwide leading M2M innovation competition



The “M2M Challenge” innovation competition is going into the second round. It was first launched in 2012 and has already proven to be the leading M2M award worldwide. The worldwide leading competition is recognizing new and revolutionary m2m solutions in the categories of Energy, Mobility, Security, Healthcare, and Consumer Electronics & More.

- Leading M2M award with regards to number of participants and international focus
- In 2012: Contestants from 44 countries, more than 200 participants
- In 2013: approx. 10 promotion events
- Registration from 14th of May to 30th of November

Partners:



Categories for the submission of m2m solutions



MOBILITY

HEALTHCARE

ENERGY

SECURITY

CONSUMER ELECTRONICS & MORE

I AM CONNECTED

BECAUSE I PROVIDE A
WEATHER FORECAST



Agenda M2M Challenge Kick-off



The M2M Challenge 2013/14

Gerhard Schedler, Head of M2M Centre of Competence, **Swisscom**

The Benefits of a Partnership

Bo Ribbing, Head of Sales Development, Device Connection, **Ericsson**

The M2M Challenge Movie 2012

The Winning Solution of 2012

Pascal König, CEO, **Limmex**

The Application Procedure

Guido Walcher, Director Quality and Intellectual Property, **Telit**

The Official Start of the M2M Challenge 2013/14 (Swisscom, Ericsson, Telit, Varta)



Partnerships for 50bn connected devices



50bn connected devices in 2020 (Ericsson)

- Forrester Research forecasts an increase in the worldwide sales of M2M technology of USD 4.2bn to 17bn in 2016.
- ABI research assumes that just connectivity revenues in the M2M Services Market account for \$31 bn in 2016.
- The GSM Association estimates that in 2020 24 bn devices will be connected, Ericsson estimates 50bn connected devices.

Activities of Ericsson

Push the M2M market

Support the business development of operators

- Strategic partnerships (e.g. SAP)
- Ericsson Device Connection Platform
- M2M Challenge: Encourage the eco system and the creation of innovative M2M solutions in different application fields (mobility, energy, security, consumer electronics, healthcare)

Everyone is invited to join these initiatives to build-up a strong M2M eco system.

Partnership Benefits



Ericsson Device Connection Platform

The Ericsson Device Connection Platform (DCP) is a cloud service enabling operators to offer connectivity management to enterprise customers. The platform supports operators in building up the M2M business from three perspectives:

- Managed connectivity through the device life cycle
- Supporting operators' sales preparation (e.g. Go-to-market program)
- Local sales development support
- Expanding operators' M2M business (e.g. pre-integrated solutions of M2M eco-system partners)



M2M Challenge

Encourage innovative M2M solutions in different application areas

- Support for business development and R&D
- Engage and cooperate with new technology partners
- Address leading developer communities, promising start-ups and researchers
- Position as M2M key player and innovation leader



Agenda M2M Challenge Kick-off



The M2M Challenge 2013/14

Gerhard Schedler, Head of M2M Centre of Competence, **Swisscom**

The Benefits of a Partnership

Bo Ribbing, Head of Sales Development, Device Connection, **Ericsson**

The M2M Challenge Movie 2012

The Winning Solution of 2012

Pascal König, CEO, **Limmex**

The Application Procedure

Guido Walcher, Director Quality and Intellectual Property, **Telit**

The Official Start of the M2M Challenge 2013/14 (Swisscom, Ericsson, Telit, Varta)



Agenda M2M Challenge Kick-off



The M2M Challenge 2013/14

Gerhard Schedler, Head of M2M Centre of Competence, **Swisscom**

The Benefits of a Partnership

Bo Ribbing, Head of Sales Development, Device Connection, **Ericsson**

The M2M Challenge Movie 2012

The Winning Solution of 2012

Pascal König, CEO, **Limmex**

The Application Procedure

Guido Walcher, Director Quality and Intellectual Property, **Telit**

The Official Start of the M2M Challenge 2013/14 (Swisscom, Ericsson, Telit, Varta)



Agenda M2M Challenge Kick-off



The M2M Challenge 2013/14

Gerhard Schedler, Head of M2M Centre of Competence, **Swisscom**

The Benefits of a Partnership

Bo Ribbing, Head of Sales Development, Device Connection, **Ericsson**

The M2M Challenge Movie 2012

The Winning Solution of 2012

Pascal König, CEO, **Limmex**

The Application Procedure

Guido Walcher, Director Quality and Intellectual Property, **Telit**

The Official Start of the M2M Challenge 2013/14 (Swisscom, Ericsson, Telit, Varta)



The Process (1)

1

Kick-off



May 14

- Announcing start of the M2M Challenge to potential participants (developers, innovative start-ups, researchers)
- Kick-off event
- Open database

2

Application



May 14 to Nov 30

- Ongoing online registration
- Ongoing promotion, also through cooperation partners (leading ICT clusters, trade shows and conferences), social networks, media
- 10 promotion events

3

Evaluation



Dec 2013

- Evaluation by M2M experts (online evaluation and roundtables)
- Evaluation criteria: degree of innovation, business potential, usability

4

Awards Ceremony



Feb 2014

- Announcing finalists
- Announcing award winners
- Promote winning solutions (press, social media, internet, brochures, movies)

5

Communication



Starting Jan 2014

- Promote new and revolutionary ideas to develop M2M eco system



Worldwide promotion events in 2013



The Process (2)



1

Kick-off

- Opening of database at 12
- m2m Forum
- Public relations of cooperation partners and Navispace
- Social media

2

Application: Online registration from May 14 to November 30, 2013

- Follow the registration link and create your participant profile. Become a member of the m2m apps community at www.m2mapps.com. Having registered you will receive your log-in to the database.
- The database for submission is divided into five categories, and you will have to choose whether you want to submit your idea for Mobility, Energy, Healthcare, Security or Consumer Electronics & More.
- Then describe your solution or running prototype in a functional way, accompanied by images and videos showing the special features, results or advantages of your solution. A questionnaire concerning your solution will tell you what kind of information has to be provided.
- You have the opportunity to access the database as often as you like during the submission phase. Hence, you have until November 30th to make updates and final corrections.

The Process (3)



3

Evaluation

Entries will be evaluated by an international panel of experts based on criteria including degree of innovation, business potential and usability.

4

Awards ceremony

- Win Prizes worth more than \$ 160,000
- \$5,000 cash for the M2M Innovator of the year and overall winner

5

Communication

- All winners (category winners and overall winner) will be added to the “Hall of Fame”
- Opportunity to present your innovation at the awards ceremony
- Benefit from extensive promotion activities and press work, brochures, Internet, Social Media and more
- Accelerate your business by M2M Challenge database, platinum, gold and silver partners, as well as regional partners and media partners
- Dedicated promotion of all finalists at international tradeshows, promotion events and online

More information on www.m2m-challenge.com



Agenda M2M Challenge Kick-off



The M2M Challenge 2013/14

Gerhard Schedler, Head of M2M Centre of Competence, **Swisscom**

The Benefits of a Partnership

Bo Ribbing, Head of Sales Development, Device Connection, **Ericsson**

The M2M Challenge Movie 2012

The Winning Solution of 2012

Pascal König, CEO, **Limmex**

The Application Procedure

Guido Walcher, Director Quality and Intellectual Property, **Telit**

The Official Start of the M2M Challenge 2013/14 (Swisscom, Ericsson, Telit, Varta)

3...2...1... Official start of the M2M Challenge 13/14



SWISSCOM



ERICSSON

Telit[®] wireless solutions
Making machines talk.[®]

VARTA



M2M Challenge Management

Dr. Sonja Sulzmaier

s.sulzmaier@navispace.de

T +49 (8152) 7940601

M +49 (172) 56 56 356

Keramikstr. 4

82211 Herrsching

Germany

M2M Challenge Organization

Sophie Eicke

s.eicke@navispace.de

Phone: +49 (8152) 9822250

Keramikstr. 4

82211 Herrsching

Germany

www.navispace.de