



PORTAONE
CUSTOMER
CONFERENCE
2019

IoT: Why Should I Care?

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IoT: Why Should I Care?

1. Why Should I Care?
2. What Should I Focus On?
3. How?

Why Should I Care?



- Existing Revenue Sources Are Not Growing Anymore
- Opportunity To Solve Real-World Problems
- Can't Afford Not To!

Do

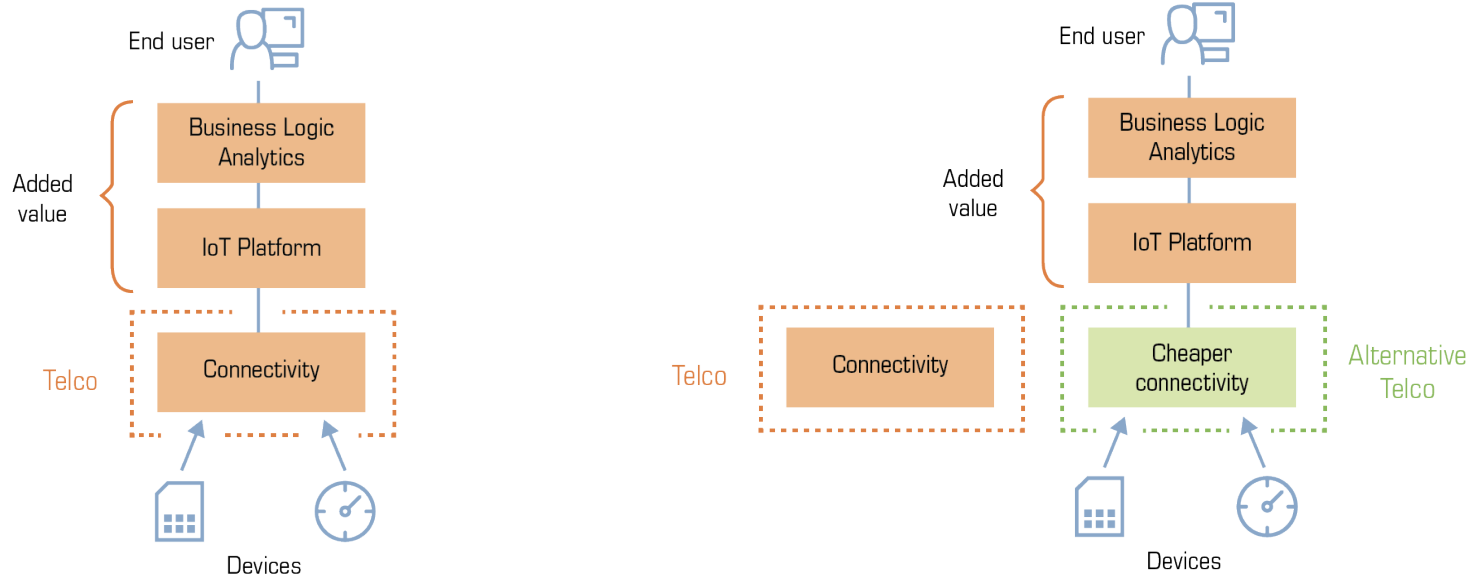
- Focus on business opportunity/monetization
- Applications may be for consumers, industrial, and public service

Don't

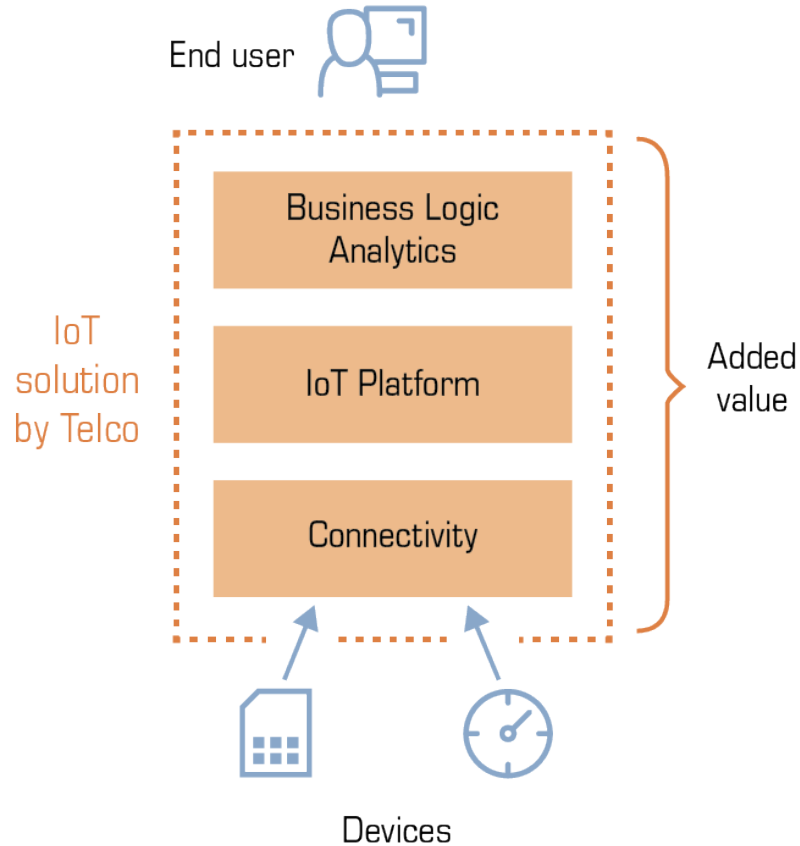
- Focus on the technology
- Gimmicky
- Just focus on consumer IoT

- Industrial: Mining, Agriculture, Finance, Logistics
- Consumer: Security, Safety For Seniors, Loss
- Public Service: Transport, SmartCity

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- Connectivity is just one aspect
- Focusing on Connectivity only, leads to competition on price



- Offer Full Stack
- Added Value = “Secret Sauce”
- Examples: SIM Optimization,



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Thank you!

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CONNECTING THE WORLD

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