



AllThingsTalk
MAKE IOT IDEAS HAPPEN

AllThingsTalk Cloud

The IoT challenge

How to materialise a really great idea?

- Need a hardware & datacom specialist
- Need a backend architect & developer
- Need a web & mobile designer & developer
- Need a big data guru
- Who does the business, marketing, sales?

Time is not on your side

- Have a prototype running in months
- Roll out a pilot after a year
- Sign first paying customers after 1 to 2 years
- How good and unique is your idea?



LoRaWAN

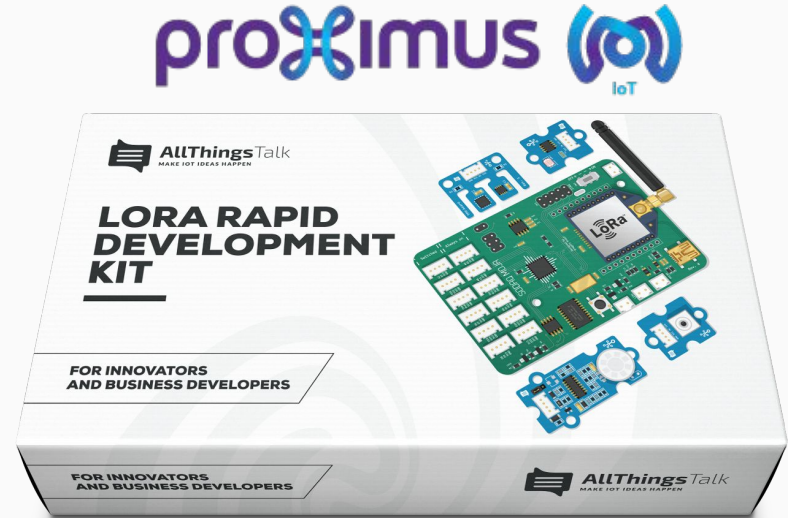
Go-to-market case study Proximus

Challenge of early LoRa adoption

- Demands radio and low-power engineering skills to implement
- No standard back-end integration
- Limited off-the-shelf sensor portfolio
- Limited end-to-end solutions

Productification steps

- Introduce sensor reference architectures: radio, interfaces, firmware
- Adopt back--end, APIs, integration with public clouds
- Make prototyping easy to non--radio engineers (target web and mobile developers)



What's in the kit



Hardware

Arduino computer, LoRa™ Radio and plug n' play sensors. Powered by solar and battery.



AllThingsTalk Cloud

Connect LoRa™ and other devices with web services. Let them interact using **when-then** rules. Store and visualise data with mobile or web dashboards.



Access Proximus IoT Network

Free Beta access for prototyping products and services.





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Protocol Translation & Data Aggregation

STOMP

Gateway Networks

X-bee
Z-wave
BLE,
Mbus
Ethernet,
WiFi,
3/4G

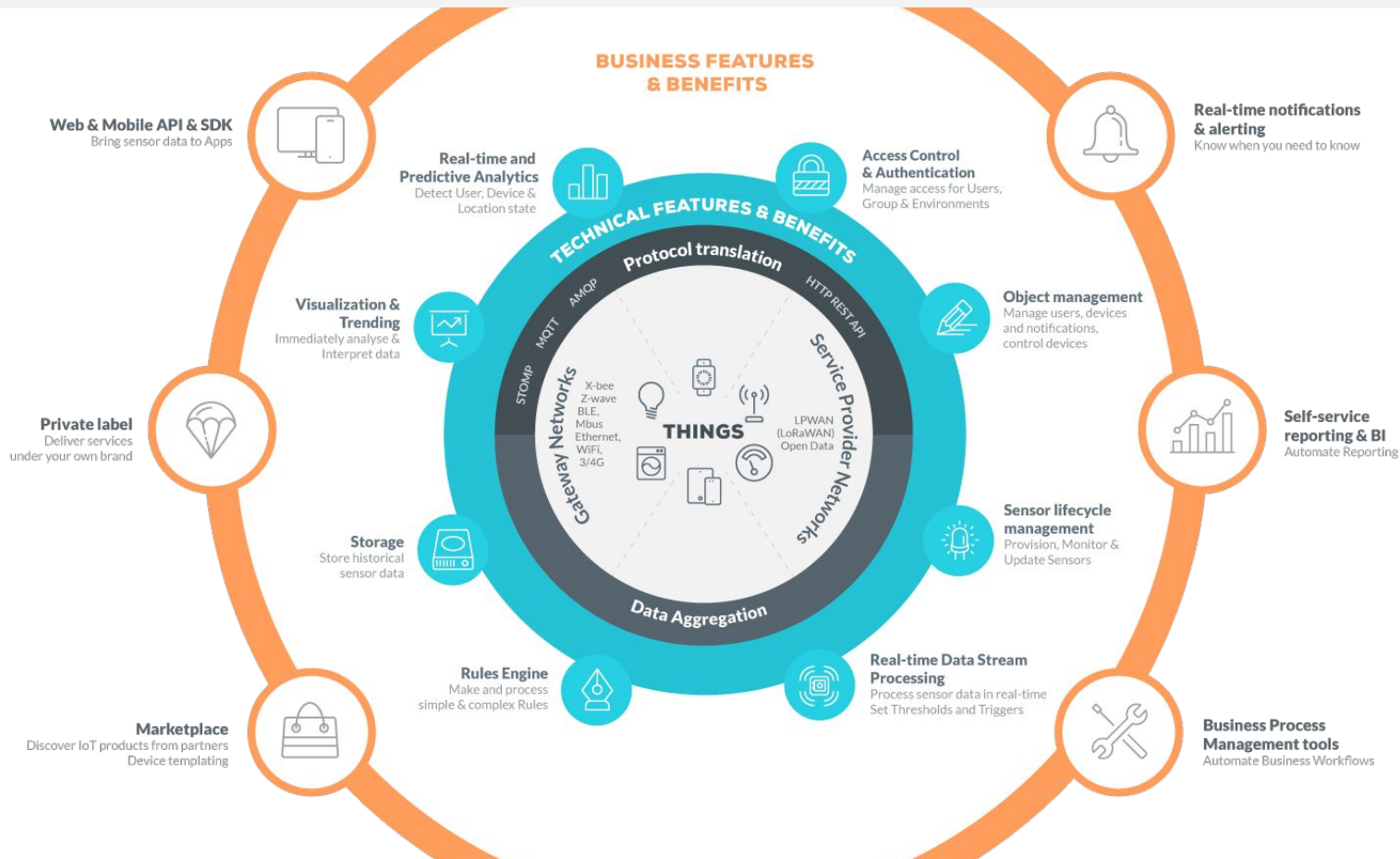


LPWAN
(LoRaWAN)
Open Data

Service Provider Networks

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IoT Application Enablement Platform



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IoT Application Enablement Platform-as-a-Service

Radically lower cost to develop and run an IoT solution

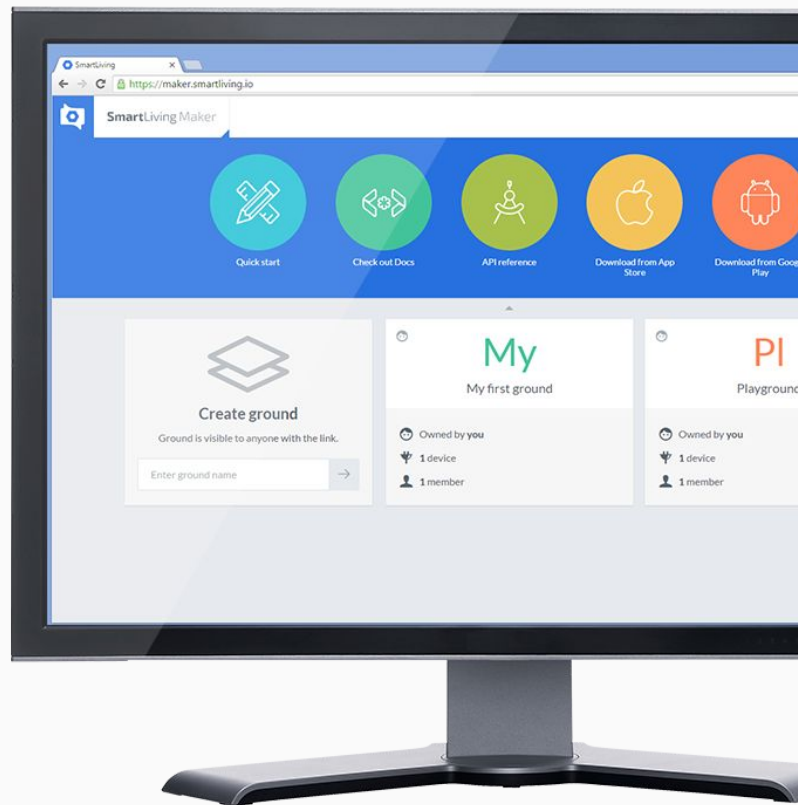
- Connect and mix all kinds of sensor & protocols
- Less technical skills needed
- All-in-one from prototype to production
- All-in-one from mobile apps to big data

Speed up time to market by a huge factor

- Have a prototype running in hours or days
- Roll out a pilot in days or weeks
- Bring a smart product to market in weeks or months

Keep control over the customer

- Private label: your brand, your customer
- Focus on the product experience, not the technology



Differentiators

Completeness of functionality

One of the only true end-to-end solutions

Usability & immediate value

Clear UI and comprehensive documentation

Focus on Interoperability

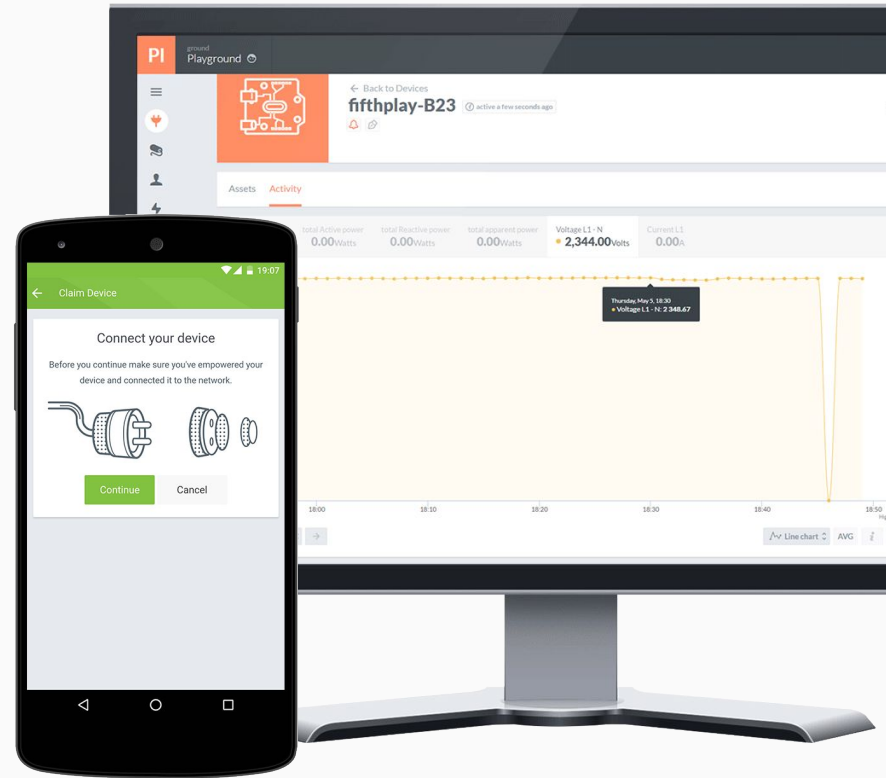
Interconnect new & existing hardware, services and legacy systems

Early focus on LoRaWAN

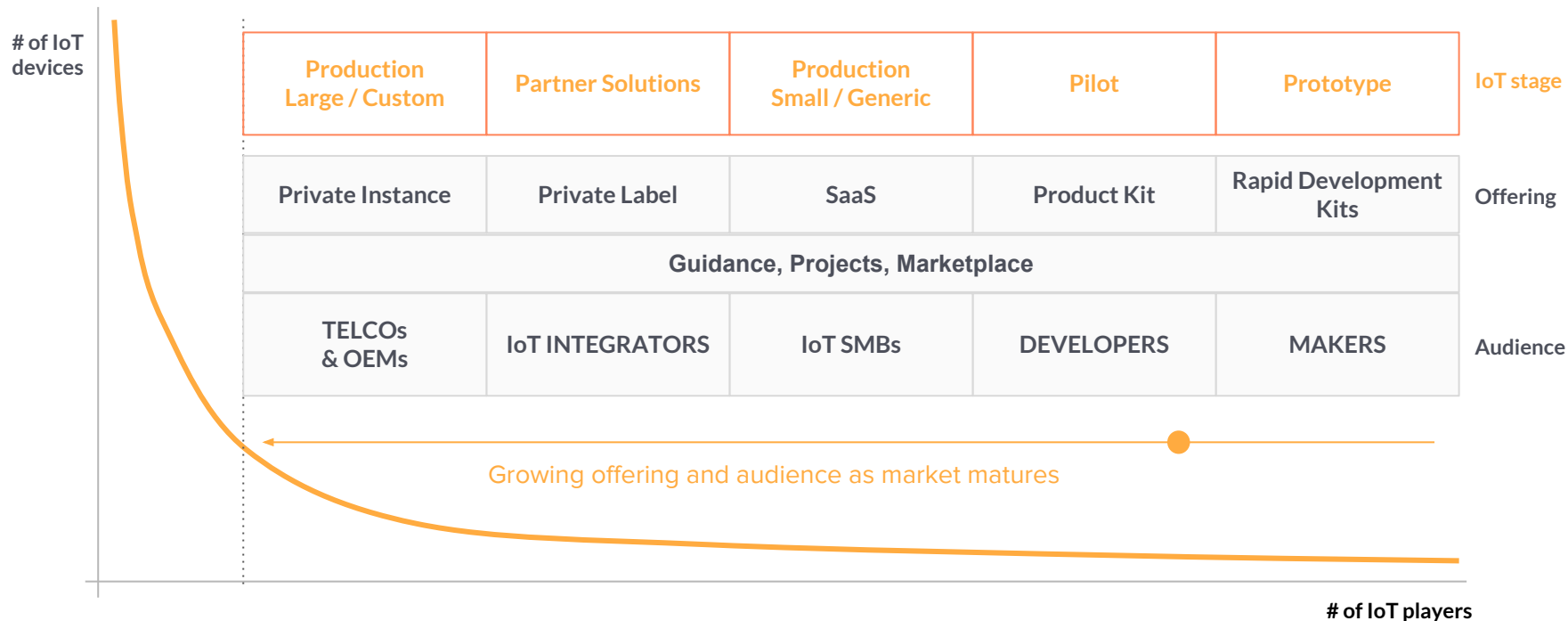
We believe this is a winning IoT protocol

Focus on partners

Channel model



Enable the IoT partner channel



AllThingsTalk offering

Tools

Rapid Development Kits & Sensor Packs
Private Label Web-engagement platform
Product Kits

Guidance

IoT innovation workshops
Private hackathons

Projects

IoT Systems Integration skills

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IoT Prototyping-to-Production SaaS
Private Label SaaS
Private Cloud instance

AllThingsTalk MarketPlace

B2B(2C) IoT matchmaking

= Paid BizDev

= Core offering

proximus
Developer Beta

Hack-A-Post

IOTOPIA

Microsoft

orange

studiodott.

AXA

bpost

BASF
the green chemistry

PLEQ

fifthplay

AGORIA

intel

SaaS >4.000 registered users WW
2 Private Label partners, 7 prospects
2 prospects for Private Cloud instance prospects
Growing number of eco-system partners

AllThingsTalk references

Tools

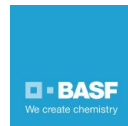


and >2 kits sold per day

Guidance



studiodott.



Projects



fifthplay

studiodott.

RTR

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RTR

and 4.000+ users in 82 countries

Private Label plans for partners

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PROSPECT

UNDER YOUR BRAND

START IOT RISK-FREE

Unlimited number of devices, users and gateways

5 Public Grounds

5 Private Grounds

Data feed 2 M messages*

Big Data Storage 500 MB

1 M Mobile notifications

5 K e-mail notifications

€ **249** /MONTH

12 month plan

*Maximum 1 data feed per second

SELL

UNDER YOUR BRAND

Unlimited number of devices, users and gateways

20 Public Grounds

20 Private Grounds

Data feed 10 M messages*

Big Data Storage 2 TB

4 M Mobile notifications

20 K e-mail notifications

€ **599** /MONTH

12 month plan

*Maximum 1 data feed per second

GROW

UNDER YOUR BRAND

Unlimited number of devices, users and gateways

50 Public Grounds

50 Private Grounds

Data feed 25 M messages*

Big Data Storage 5 TB

10 M Mobile notifications

50 K e-mail notifications

€ **1199** /MONTH

12 month plan

*Maximum 1 data feed per second

SCALE

UNDER YOUR BRAND

Unlimited number of devices, users and gateways

100 Public Grounds

100 Private Grounds

Data feed 50 M messages*

Big Data Storage 12.5 TB

20 M Mobile notifications

100 K e-mail notifications

€ **2199** /MONTH

12 month plan

*Maximum 1 data feed per second



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