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.
Proximus wants to build a developer community

AllThingsTalk wants to access LoRa

A developer community that has access to LoRa

Has LPWAN

Has Developers

Ecosystem created
All Things Talk Cloud
IoT Application Enablement Platform
AllThingsTalk Cloud
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

<table>
<thead>
<tr>
<th>IoT stage</th>
<th>Production Large / Custom</th>
<th>Partner Solutions</th>
<th>Production Small / Generic</th>
<th>Pilot</th>
<th>Prototype</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering</td>
<td>Private Instance</td>
<td>Private Label</td>
<td>SaaS</td>
<td>Product Kit</td>
<td>Rapid Development Kits</td>
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<tr>
<td>Audience</td>
<td>TELCOs &amp; OEMs</td>
<td>IoT INTEGRATORS</td>
<td>IoT SMBs</td>
<td>DEVELOPERS</td>
<td>MAKERS</td>
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</tbody>
</table>

Growing offering and audience as market matures
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

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

AllThingsTalk MarketPlace
- B2B(2C) IoT matchmaking

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**
proXimus Developer Beta
AGORIA
Intel
Hack-A-Post
IOTOPIA

and >2 kits sold per day

**Guidance**
orange
studio dott.
AXA
intel
Microsoft
BASF

**Projects**

fifthplay
studio dott.
RTR

**AllThingsTalk Cloud**

PLEQ
RTR

and 4,000+ users in 82 countries
## Private Label plans for partners

### AllThingsTalk Cloud

<table>
<thead>
<tr>
<th>Plan</th>
<th>Features</th>
<th>Price</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>PROSPECT</strong></td>
<td>- Unlimited number of devices, users and gateways</td>
<td><strong>€ 249</strong>/MONTH</td>
<td>12 month plan</td>
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<td>- 5 Public Grounds</td>
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<td>- 5 Private Grounds</td>
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<td>- Big Data Storage 500 MB</td>
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<td>- 1 M Mobile notifications</td>
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<td>- 5 K e-mail notifications</td>
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