Máquina a Máquina, Internet de las Cosas, Big Data, Cloud Computing y nuevas oportunidades comerciales

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GSMA Connected living
Mobilising the Internet of Things

OUR VISION: to enable the Internet of Things, a world in which consumers and businesses enjoy rich new services, connected by an intelligent and secure mobile network.

How will we achieve that?
- Promoting Industry Collaboration
- Supporting Appropriate Regulation
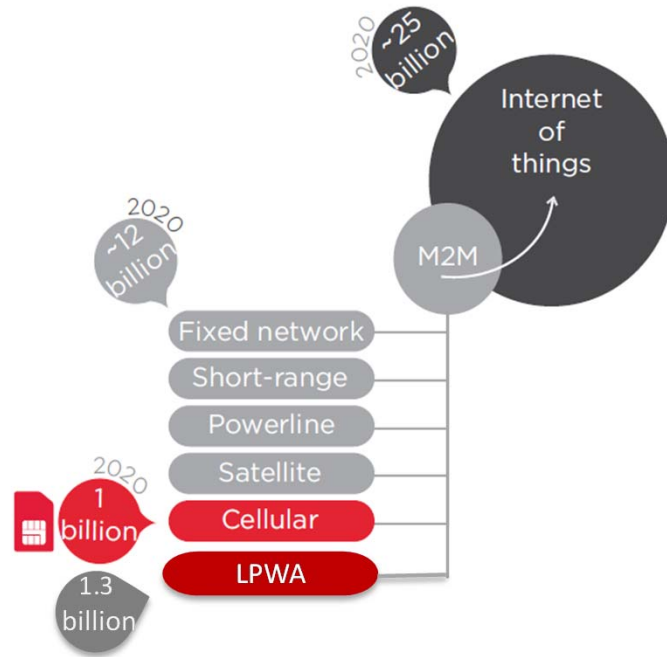- Optimising Networks
- Developing Key Enablers

| 1. LPWA | 2. Remote SIM Provisioning | 3. IoT Big Data | 4. IoT Business Enablers |

Mobile IoT and Low Power Wide Area Networks (LPWA)

Connected Living — GSMA

IoT growth is enabled by multiple tech

LPWA opens up a family of mobile IoT businesses

Long Battery Lifetime:
➤ Can be as long as 15 years for apps such as water metering

Extended Coverage:
➤ Can provide deep indoor coverage (10dB to 20dB more RX sensitivity than present 3GPP radio interfaces)
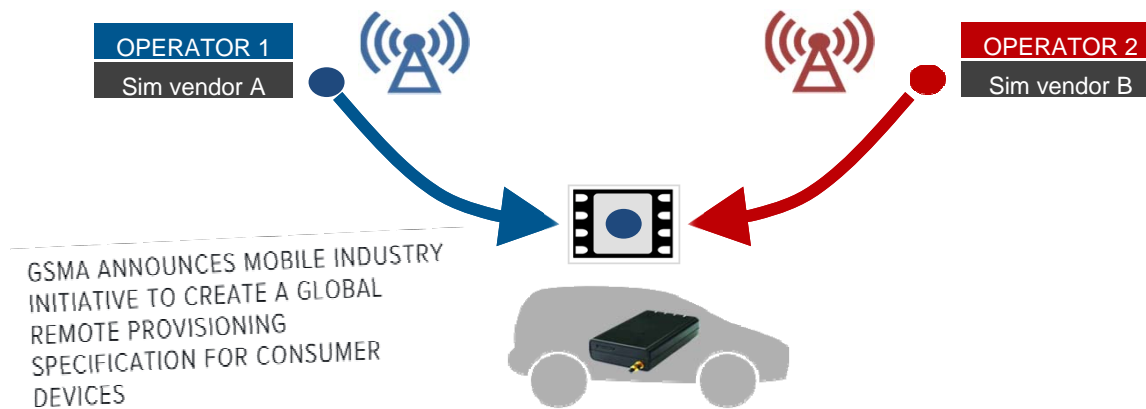
Low Device Complexity / Cost:
➤ Can be at and below current GSM/GPRS module prices

Other:
➤ Mobility, security, management of millions of devices, billing/charging

GSMA Embedded SIM at a glance

The GSMA Embedded SIM Specification

OPERATOR 1
Sim vendor A

OPERATOR 2
Sim vendor B

GSMA ANNOUNCES MOBILE INDUSTRY INITIATIVE TO CREATE A GLOBAL REMOTE PROVISIONING SPECIFICATION FOR CONSUMER DEVICES

March 2, 2015 | Press Release

Common Remote Provisioning Specification to Put Consumers in Control of Connecting Mobile Devices and Help to Grow Market

Barcelona: The GSMA has today announced that it is working with mobile network operators, mobile device manufacturers and SIM vendors to create a common and global specification for the remote over-the-air provisioning and management of connectivity to consumer devices. The industry-wide initiative will allow consumers to activate the SIM embedded in a device such as a smartphone, tablet or wearable with the mobile network operator of their choice. A common approach and consistent user experience will also help to grow the market by allowing consumer device manufacturers to build products that support global deployment.
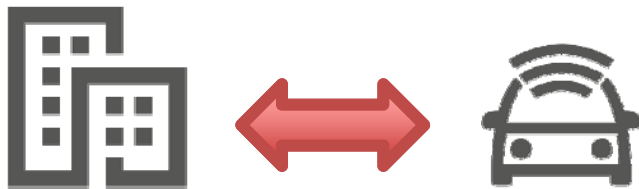
Key benefits

Space efficiency:
➢ 90% SIM space reduction

More choice:
➢ The industry will be able to design new ranges of products

User controlled:
➢ Consumers can manage their subscriptions and select from any operator for any device on a global basis

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IoT Big Data Ecosystem

Goal: Creation of new business models, products and services by applying various capabilities to IoT and context data captured from multiple sources

- Enable an ecosystem through which data can be harmonised and shared from multiple sources
- Develop new commercial products and services by applying capabilities to harmonised IoT and context data

IoT Business Enablers – Policy and Regulation

Security

- The GSMA has created a set of IoT security guidelines to explain how service providers can protect themselves from cyber security threats for the lifetime of their service.

Taxation

- For services with low ARPU, no taxation is key