

IOT & Digital Transformation Journey

Ooredoo Kuwait

December 2018

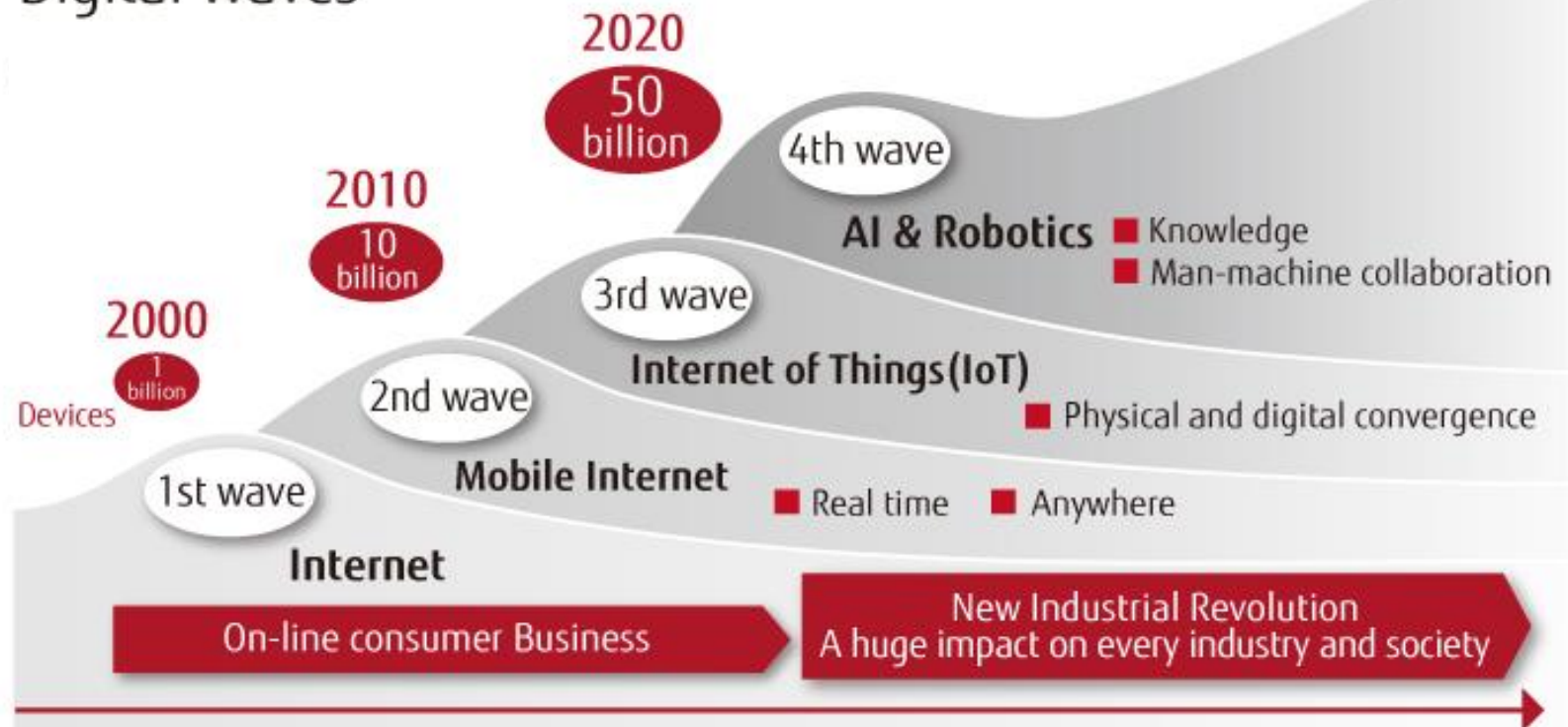
Bilal Agha – B2B Marketing Director



Digital Transformation: 3rd Wave IoT

The IoT will have a great impact on the economy by transforming many enterprises into digital businesses and facilitating new business models, improving efficiency and increasing employee and customer engagement.

Digital Waves



Source: Fujitsu Journal

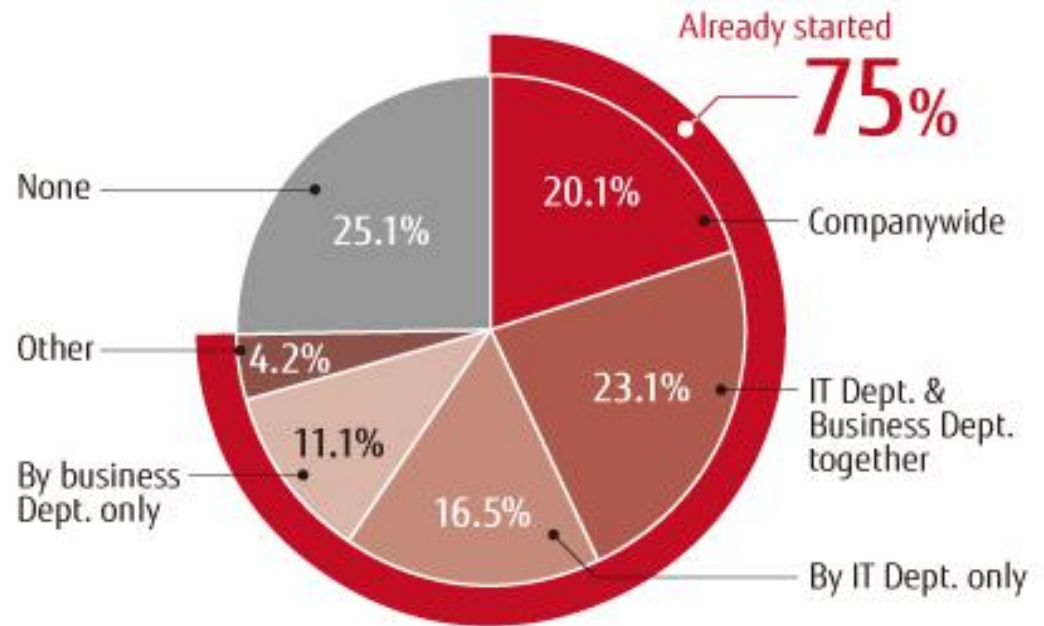
75% of businesses have embraced digital technology

■ 75% of the companies already starting preparation for Digital Business

■ 20% of companies promoting company wide

*1: May not total 100% due to rounding errors
Source: Gartner Research study conducted July to August 2015, n = 334

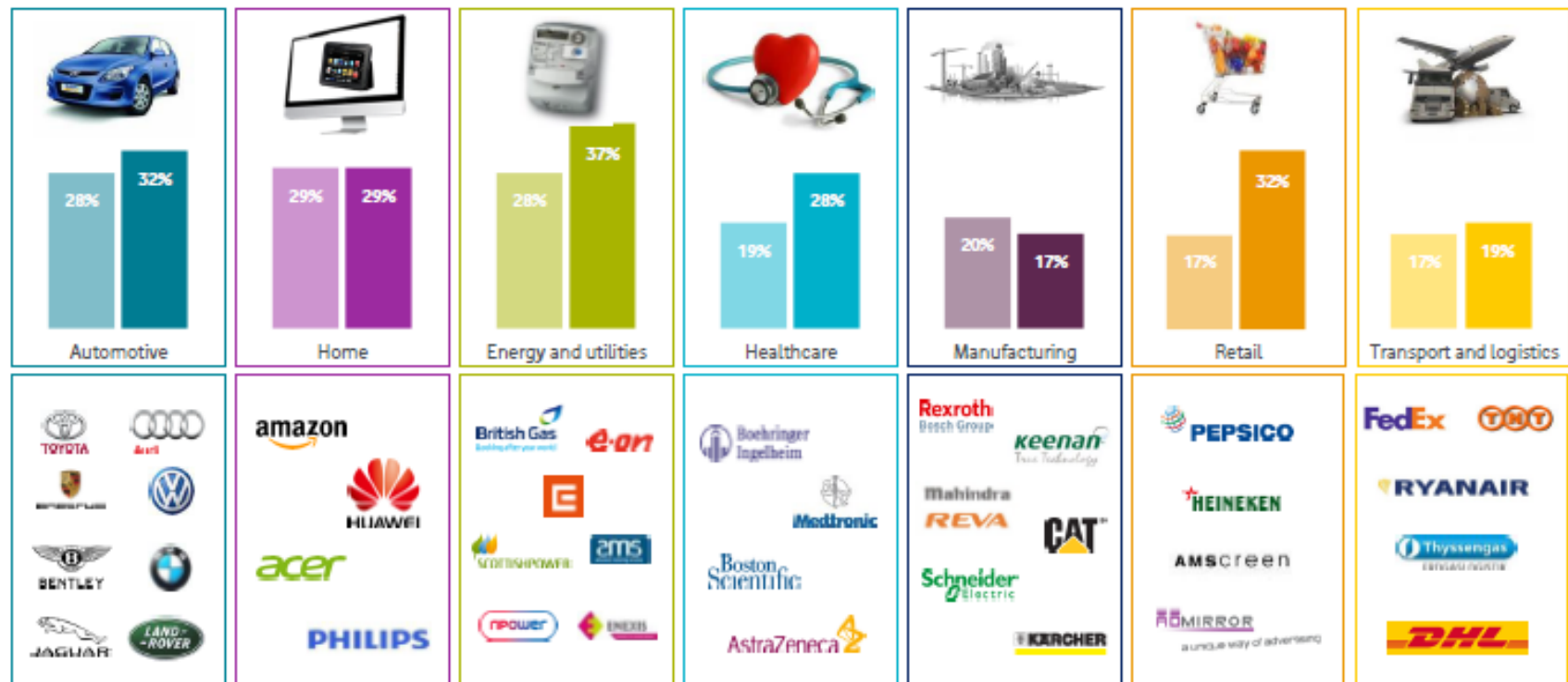
*2: Graph prepared by Fujitsu based on Gartner Research figures



In Kuwait, it is estimated at 20% of companies started preparation for their Digital Transformation

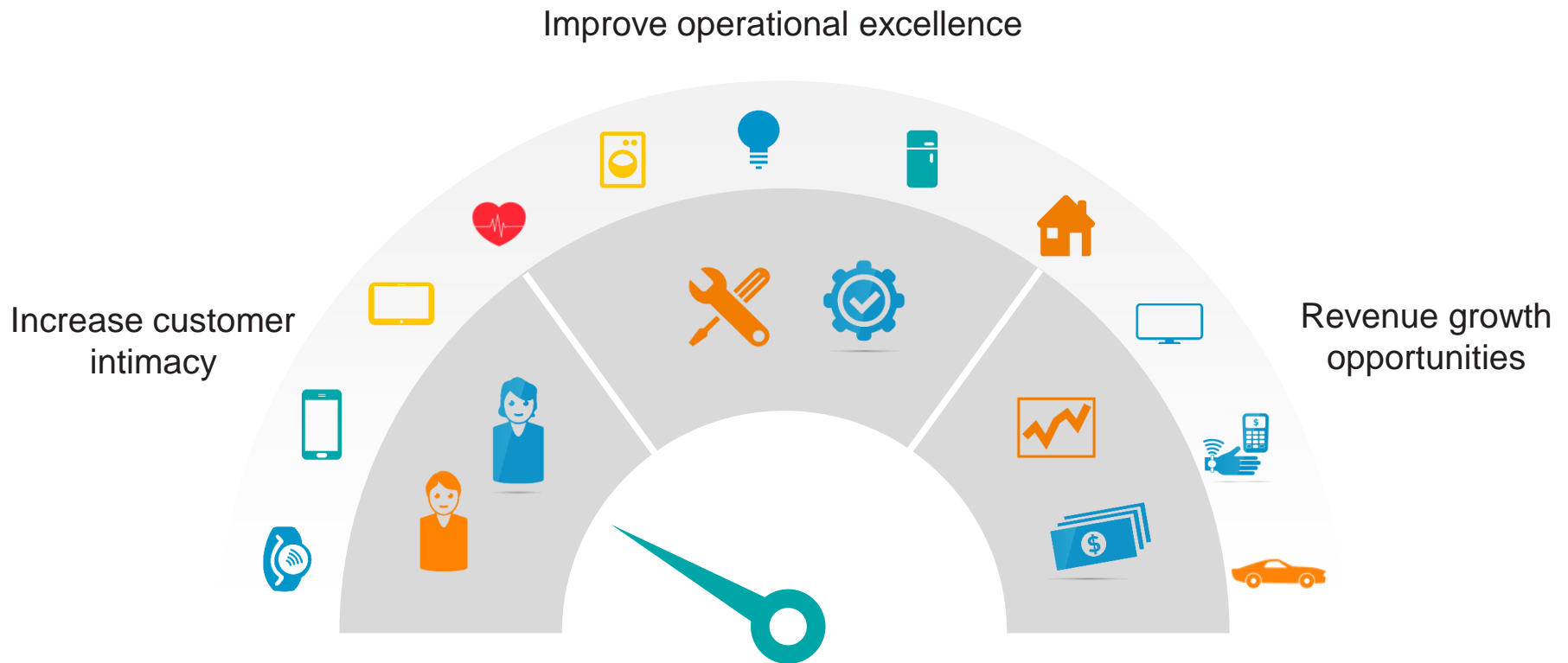
Source Gartner

IoT Impact on Different Industries



Source: Beecham Research

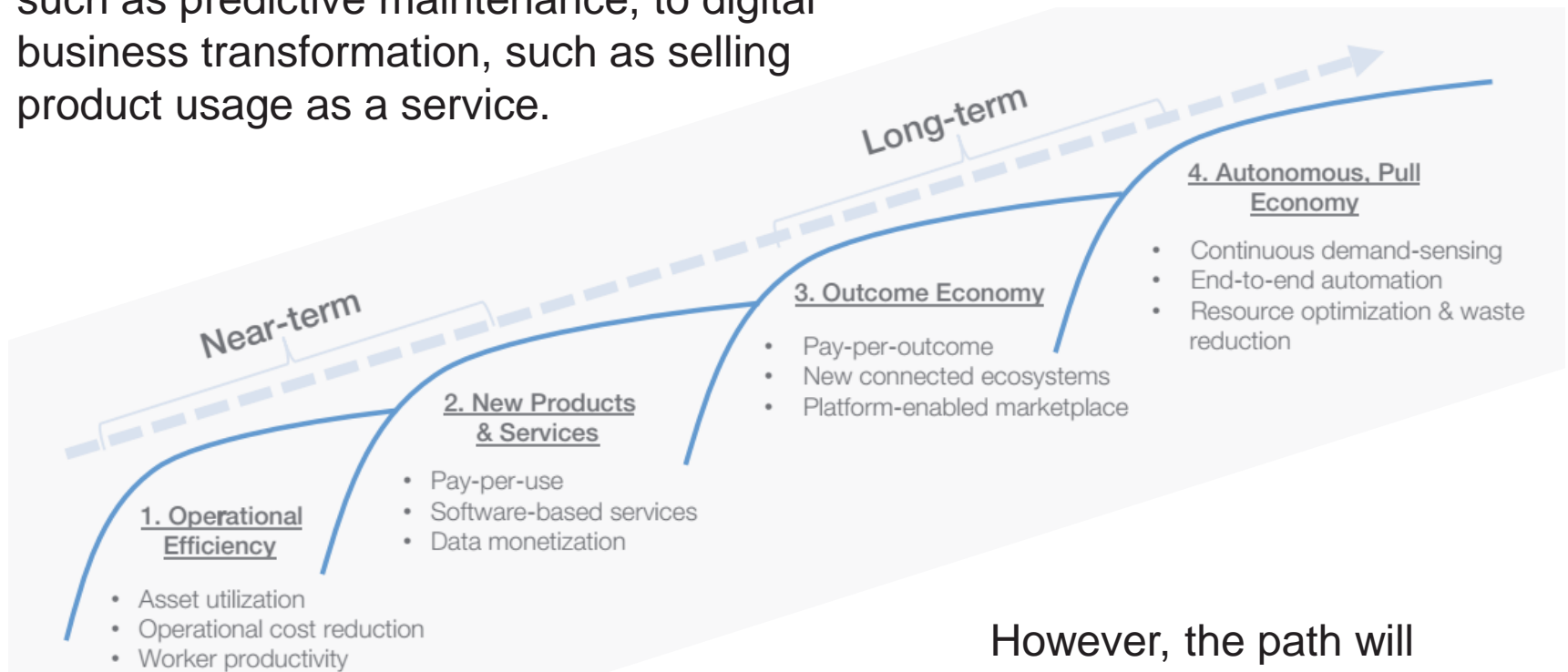
IoT Implication on the Businesses



Shift from product based to service based to outcome based to pull economy

IoT Adoption and Impact Path

The IoT can deliver business benefits ranging from operational improvements, such as predictive maintenance, to digital business transformation, such as selling product usage as a service.



However, the path will continue to evolve to outcome economy and beyond

Source: World Economic Forum



Ooredoo Strategy

Ooredoo Business

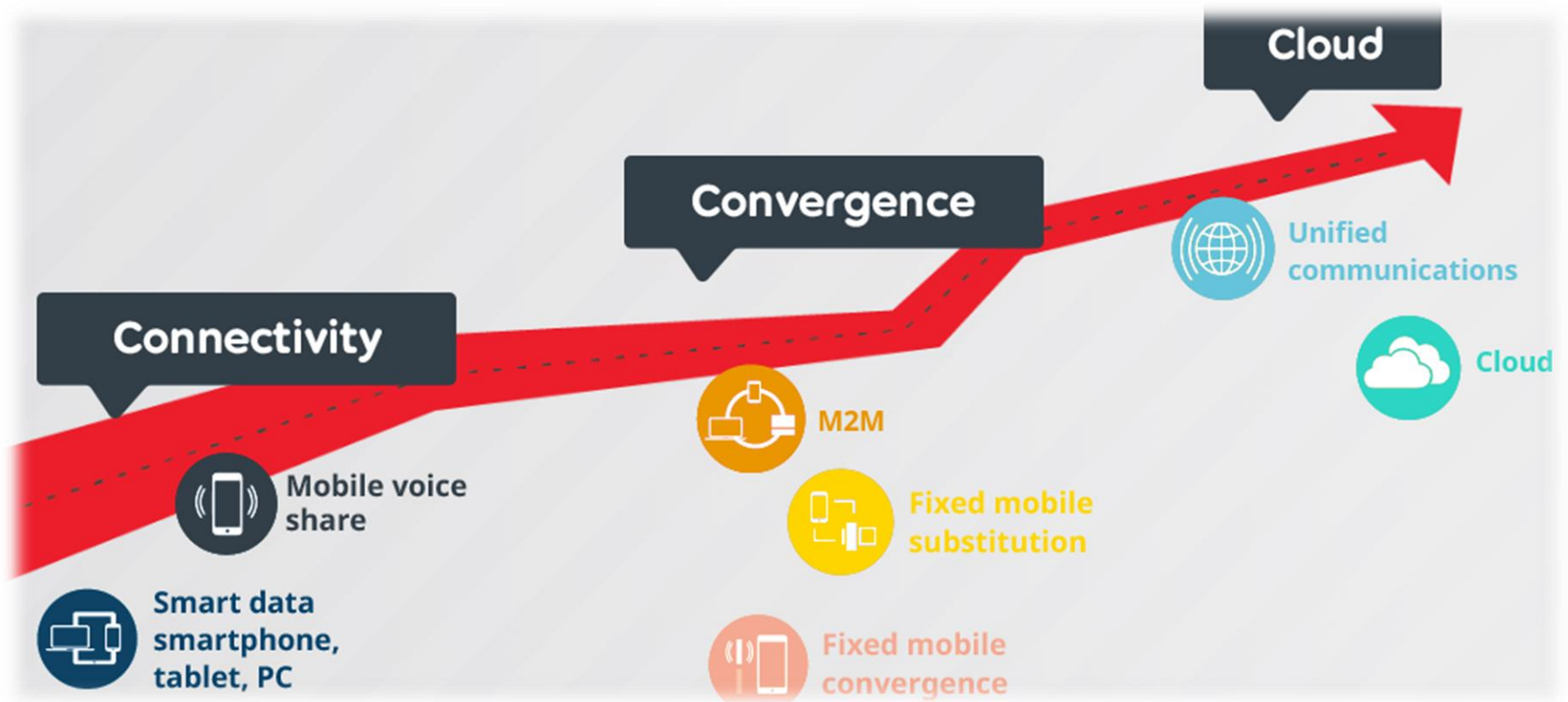
A trusted Digital Partner

Vision and Values

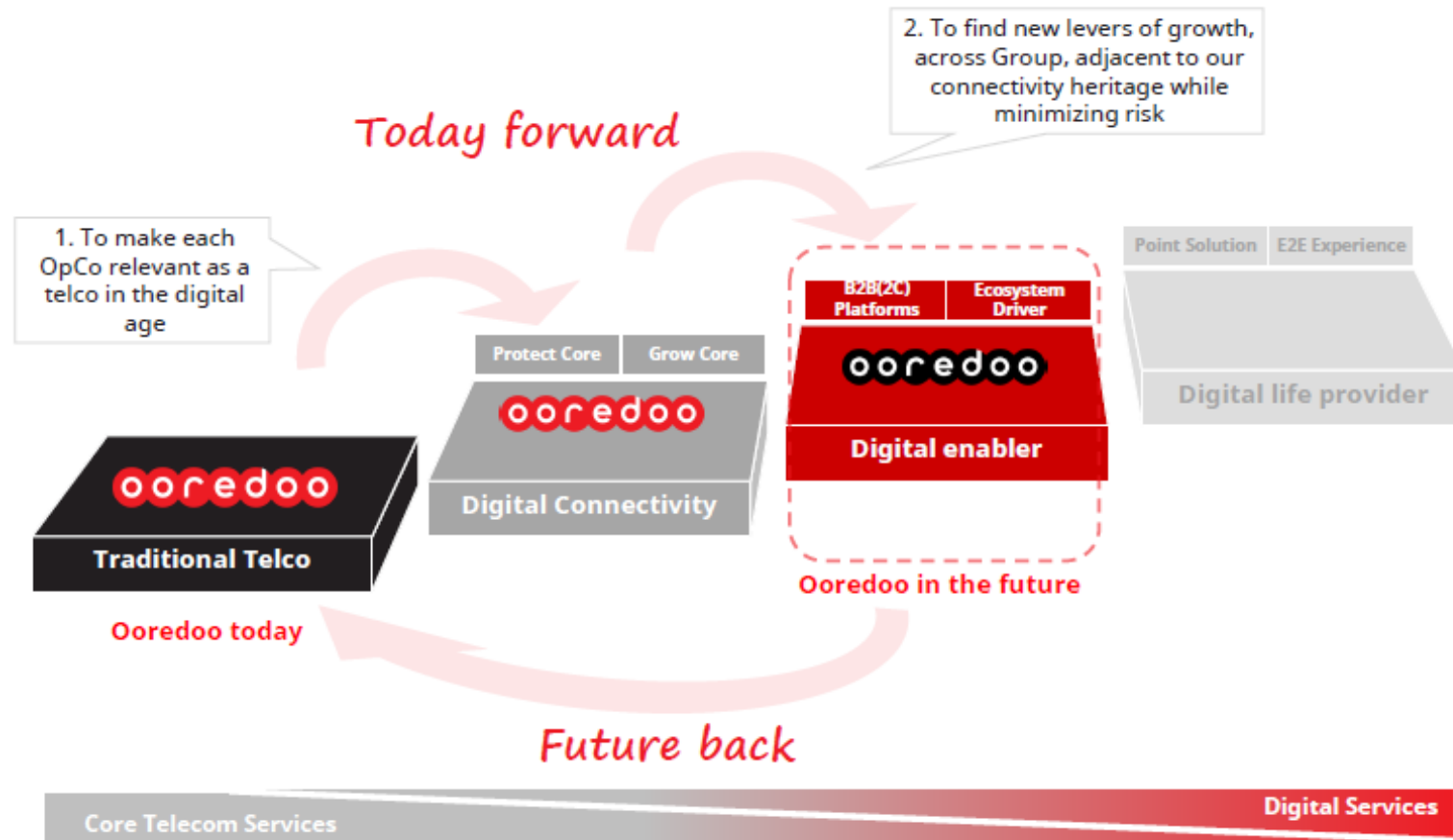
To be a one-stop shop turnkey provider in order to serve the needs of the customer in their Digital Transformation journey



Ooredoo Digital Transformation Enablement



Ooredoo Business has a clear positioning vision in the digital telco landscape, which will be pieced together gradually



Ooredoo Strategy to be the Enabler in IoT



IoT Solution Partners

Application Service Providers & Analytics



System Integrators



TATA
CONSULTANCY
SERVICES



Infosys

IoT Platform Providers



Hardware Providers



HUAWEI



SAMSUNG



AMBER
WIRELESS

Network Providers*



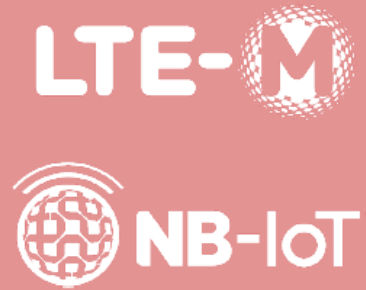
amdocs

Ooredoo with its ecosystem will seek out the right partner to fulfill the customer business requirements



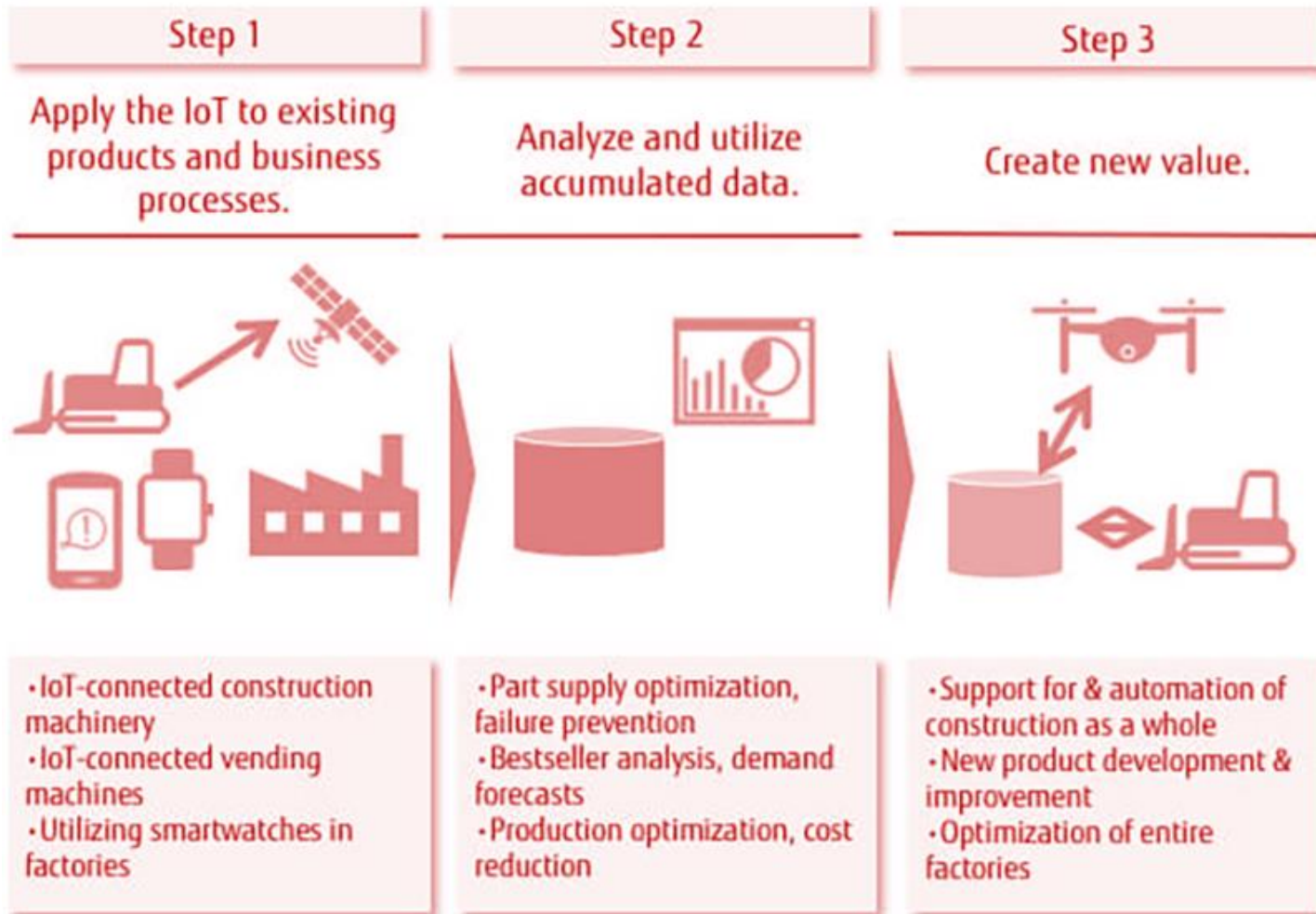
Embracing IoT

Enabling Smart IOT Solutions with Sustainable Technology

KEY FEATURES	KEY BENEFITS		CHOICE OF TECHNOLOGIES	
Low Cost Module	3GPP Standards	Global Coverage		
Better Coverage	Secure	Scalable		
Long Battery Life	Integral Part of 5G: complimentary technologies	Long-Term Status: 3GPP has confirmed Mobile IoT to evolve with 5G standard		
Low Data Needs				
2-Way Communication				

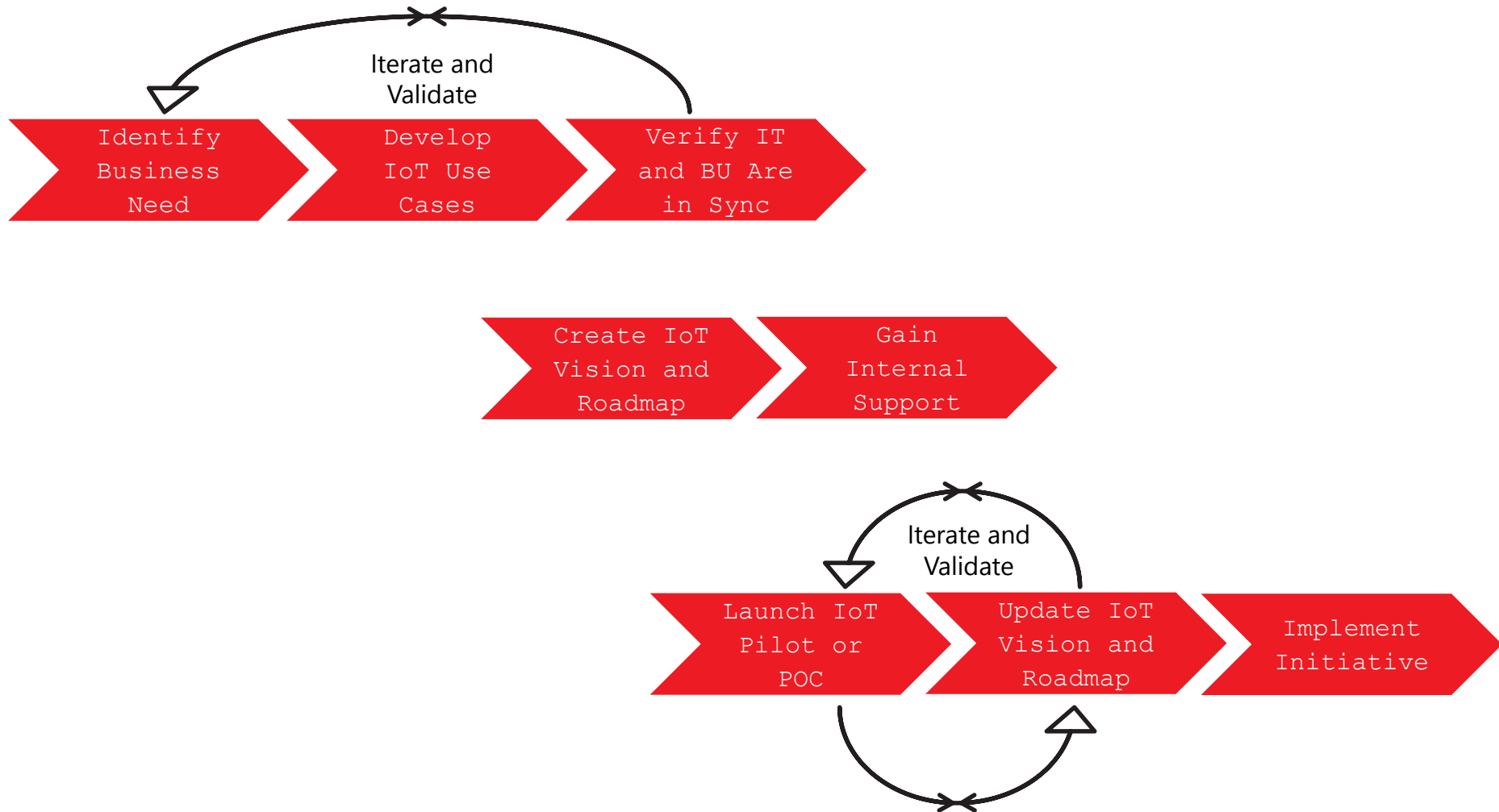
Source: GSMA

Steps Toward Embracing the IoT



Source: Fujitsu Journal

Creating the Business Case for IOT



Source: Gartner



Thank You