



# Enabling Massive IoT across all industries

Nicolas Andrieu  
Director Middle East and India  
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# The Challenges of Massive IoT

- € **Low cost**, to address everything
- 🌐 **Global**, to be used everywhere
- ⚡ **Low power**, to provide autonomy
- 👤 **Easy to use**, to deploy it fast



- 🌱 **Produce more with less** resources and effort
- ⚙️ **Create innovative value**, avoid commoditization

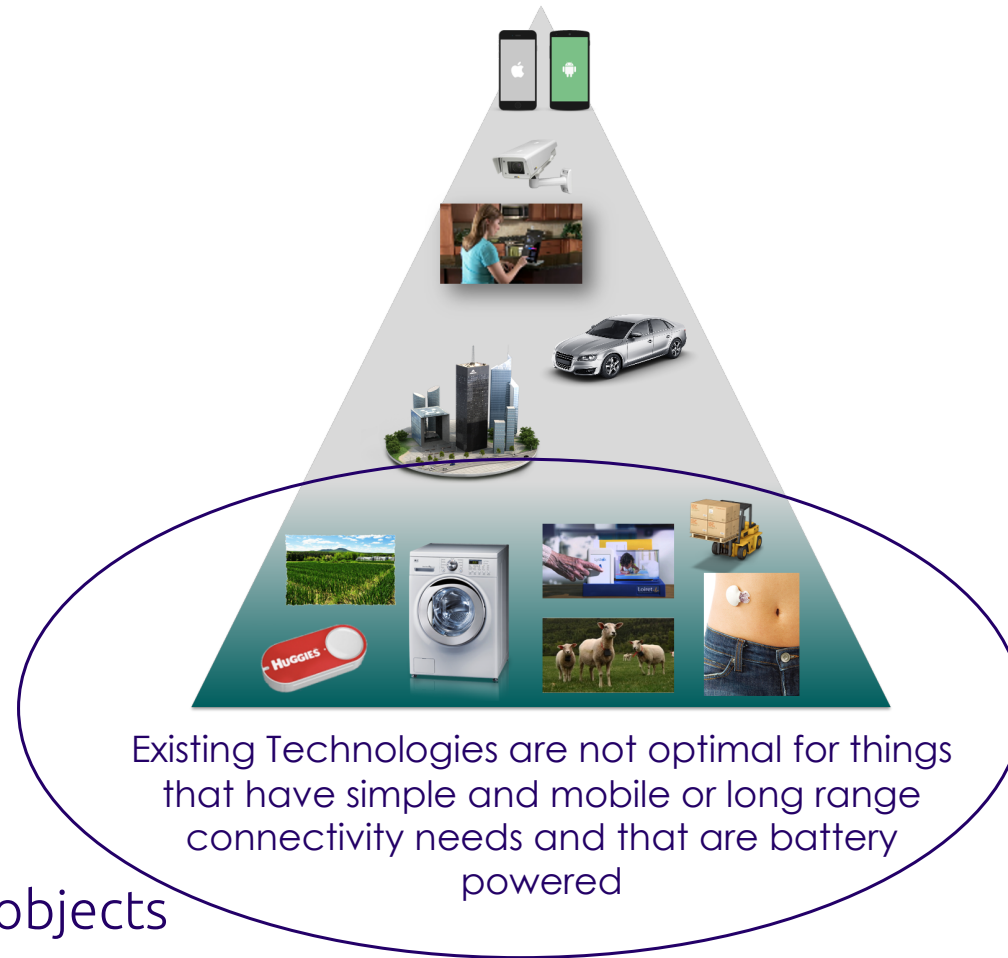
# Why Little Data ? – Why Big Data ?

0 – 12 Bytes

0 – 140 / Day

But...

... Billions of objects



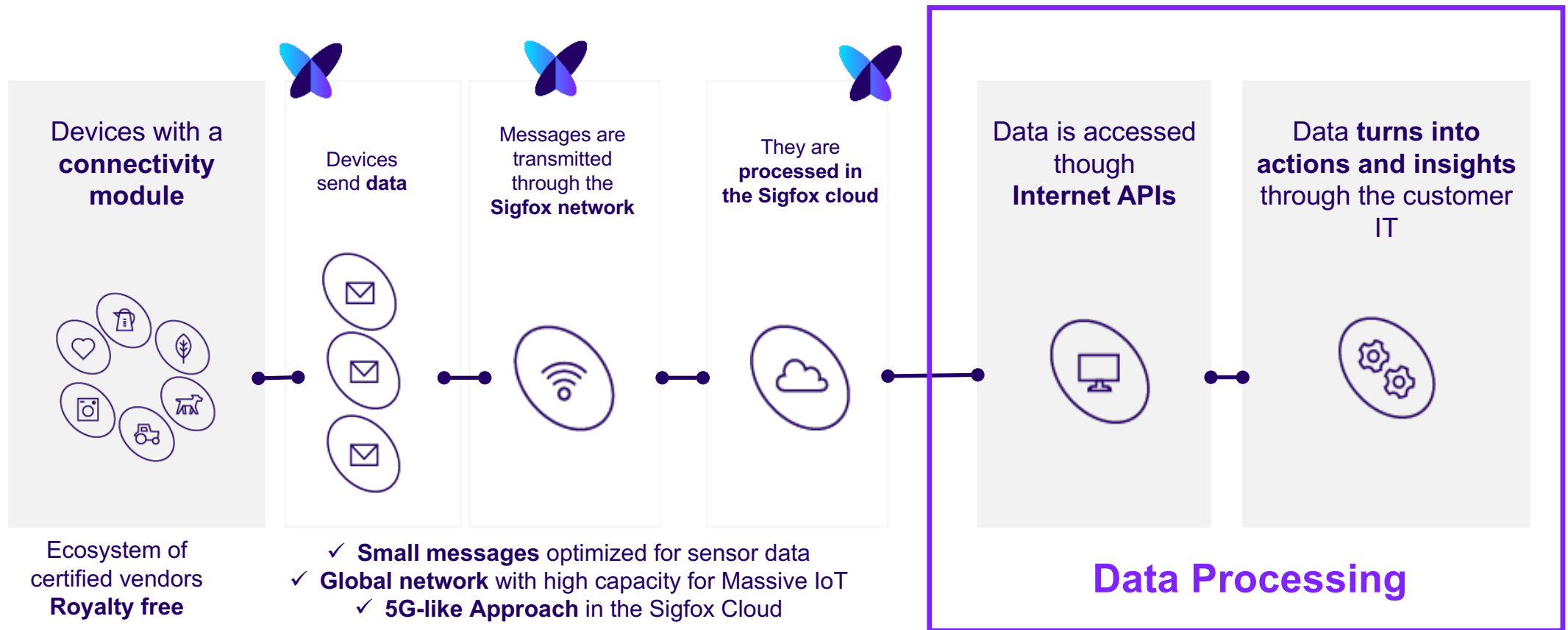
## Requirements

High Throughput  
Low Latency



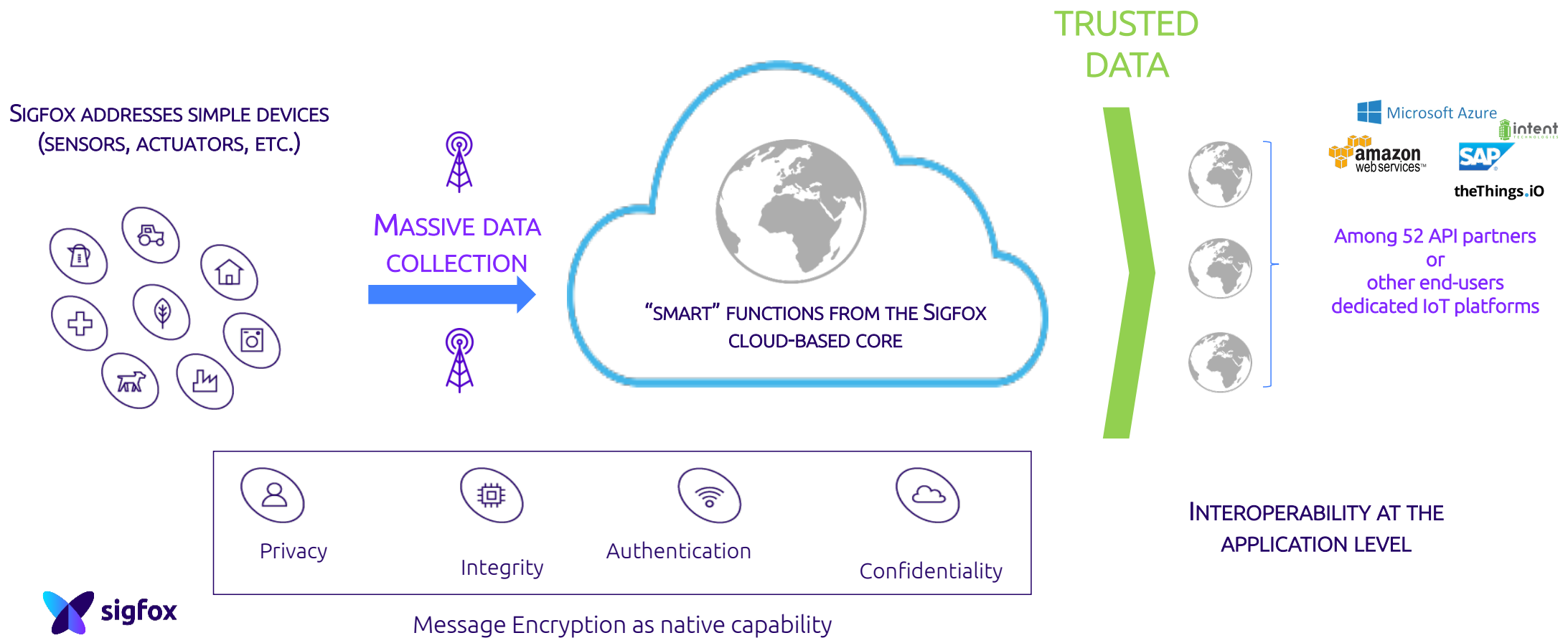
Message based  
Ultra low cost  
Power consumption  
Low complexity  
Global Reach  
CONFIDENTIAL

# A NEW PARADIGM TO ADDRESS THE MASSIVE IoT CHALLENGE

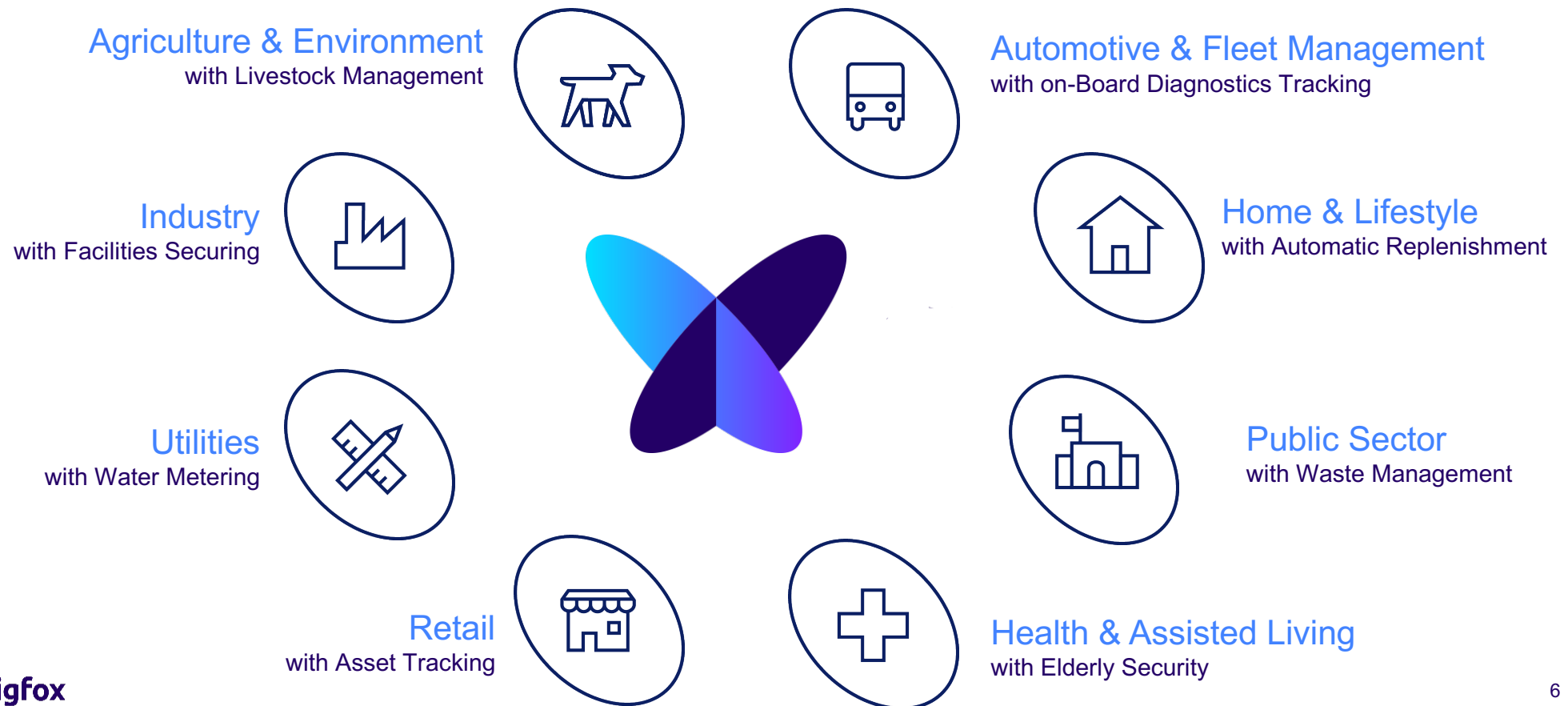




# SIGFOX PROVIDES TRUSTED DATA TO THE MARKET PLAYERS



# DATA MANAGEMENT APPLICABLE ACROSS ALL INDUSTRIES



Present in 32 countries, targeting 60 countries by 2018



Platform	Device & Application	RF Modules	Semiconductors	Network
Microsoft Telefonica OVH.com ThingWorx PLAT.ONE <small>ENTERPRISE-GRADE IOT</small> carriots	TST WNC <small>Wistron NeWeb Corp.</small> flex <small>LIVE SMARTER</small> Otio	Adeunis <small>RF Embedded Wireless Solutions</small> Radiocrafts <small>Embedded Wireless Solutions</small> NEMEUS SEMCO GROUP	Atmel SILICON LABS ST <small>life.augmented</small> ON Semiconductor	TELECOM DESIGN ATIM TEXAS INSTRUMENTS NXP

# FOSTERING A DATA-DRIVEN WORLD

## Promotion of Internet and data-infrastructure growth

- Refrain from mandating technical approaches to IoT – Instead encourage open, voluntary IoT standards to support innovation

## Multi-stakeholder approach to policy discussions

- Including policy makers, standards bodies, service providers, network operators, infrastructure manufacturers, device manufacturers, and end users



## Collaborative approach between various players

- Promote the development of the Internet of Things across vertical sectors and industries to reach efficiency gains and to benefit from other growth opportunities
- Foster the vertical adoption of IoT through interoperability standards at data level (API, application layer, etc.)