M2M/IoT come priorità di business: il ruolo dell'operatore
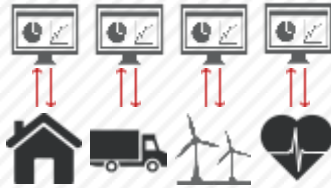
Francesco Sasso
Partner Manager M2M/IoT

18.02.2016

From M2M to IoT

M2M

- Industry-specific use cases
- **~3B M2M connections** by 2022 (analyst averages)
- Typically cellular (3G/4G/5G), fixed and satellite communications
- B2B channels
- Data and analytics for the project in hand

IoT

- Platform focus: Vertical /Horizontal/Mass market
- **~20B connected «things»** by 2022 (analyst data)
- All types of connectivity (including WiFi, BLE, ZigBee, WMBus, RF-mesh,…)
- B2B, B2B2C and B2C channels
- Big data and «more» analytics

The M2M market is evolving into the broader IOT market. This is a much larger market of "smart" connected objects, with more communications methods, interactions and much more data to analyze

Vodafone is a leader in the M2M market

Gartner Magic Quadrant

- Vodafone is **the strongest M2M service provider** on the market according to **Analysys Mason***, with more M2M connections than any other operator: Tier 1 in all 5 criteria

- Leader in **Gartner**'s first ever Magic Quadrant** for managed Machine-to-Machine services

- First in **Machina Research**'s benchmark study*** for third year in a row

*   http://m2m.vodafone.com/cs/m2m/analysys-masons-m2m-scorecard-2015

** http://m2m.vodafone.com/cs/m2m/insight_news/2014-11-06-vodafone-recognised-as-a-leader-in-first-gartner-magic-quadrant-for-m2m-services.jsp

***http://m2m.vodafone.com/cs/m2m/insight_news/2014-06-12-vodafone-named-global-m2m-leader-for-third-year-in-a-row
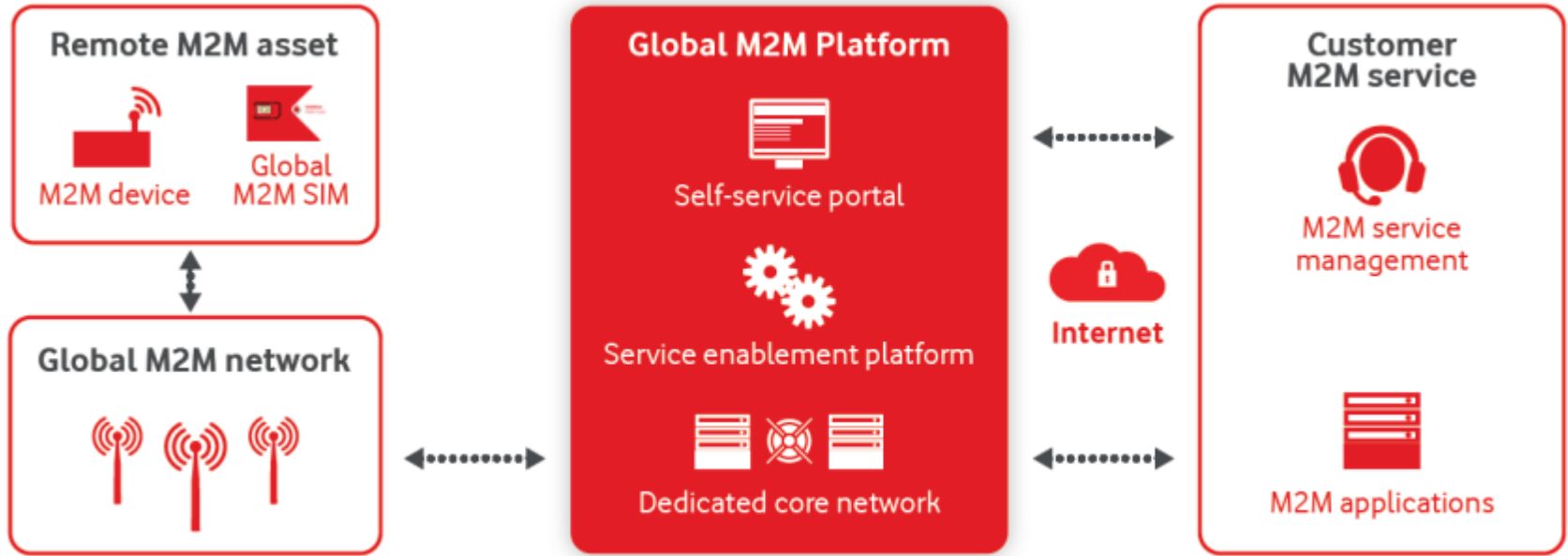
Vodafone Global Strategy

1

Extend our global leadership in Managed M2M Communications

3

Create leading end-to-end services in other key M2M markets

M2M Strategy

2

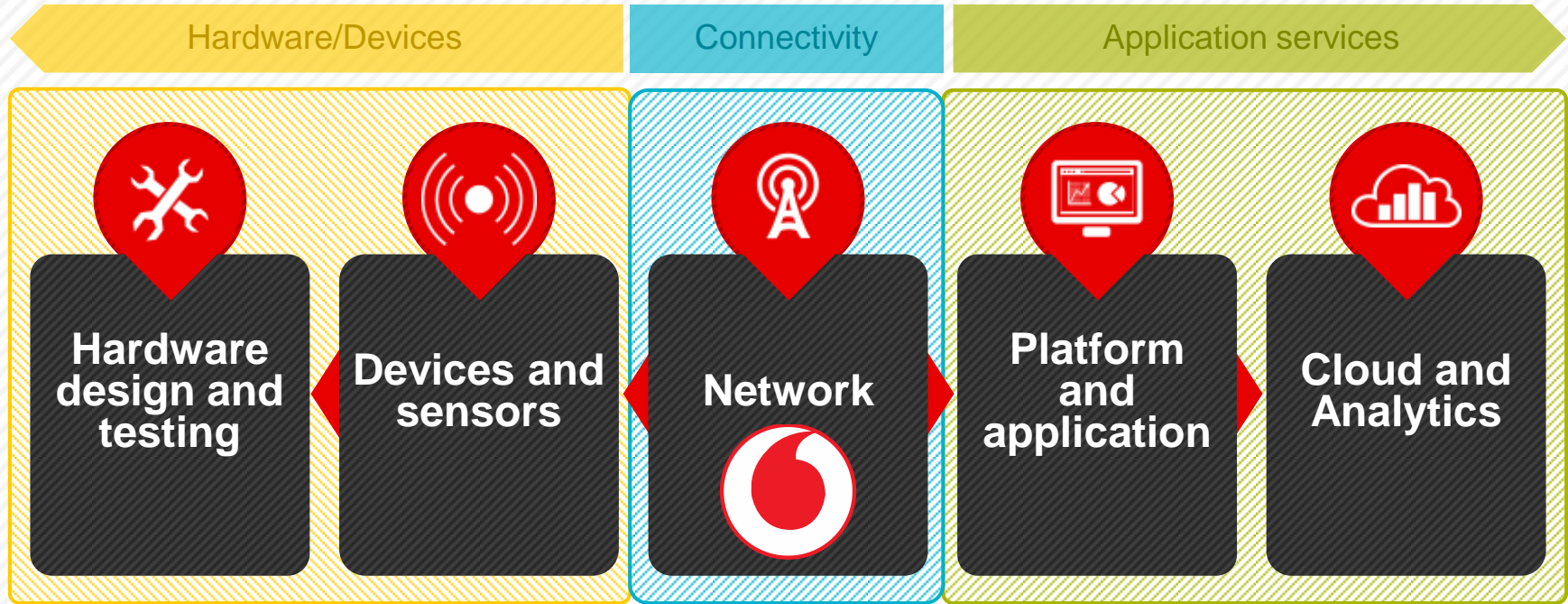Vodafone Automotive: Become the leader in providing Connected Car services

Leverage on VF leadership position in Managed M2M Communications to provide a strong basis for moving up the value chain in priority vertical markets

Fully managed end-to-end communications

Vodafone Proposition

Hardware/Devices	Connectivity	Application services

- Hardware design and testing
- Devices and sensors
- Network
- Platform and application
- Cloud and Analytics

Expand business reach to address the overall value chain leveraging on a mix of internal assets and partners

Vodafone and Solair

- Vodafone and Solair are supporting **Made in Italy Innovation**

- Our common **international footprint** grants global scaling

- Every business has its peculiar needs. Together we are able to **build tailored solutions** which are specifically designed

IoT is the game-changer for every business.
NOW

Thank you!