

# ACCELERATING IoT AS A SERVICE

Creating intuitive and frictionless experience



## Technology advances creating large market

5G is expected to create significant business opportunities for operators, by defining network features for smart cities and the Internet of Things (IoT). “Network slicing” enables sharing of physical networks and accommodates diverse applications that require very high bandwidth and/or low latency.

IoT market is poised to reach USD 1.1 Trillion by 2025, of which Smart cities alone is expected to become a \$237.6 Billion opportunity by 2025.

Deployment of next-generation IoT networks will enable the smart application for utilities, telematics, traffic management, healthcare, wearables, buildings, and homes. Multi-access Edge Computing (MEC) will supplement the 5G network as it will enable support of a more substantial number of IoT devices and reduce latency through local processing of information in applications like V2X, smart transport, city-wide surveillance, etc. Transformation to Newer Operating Models: DevOps and NetOps offer easy automation and agility that is significantly reducing time and cost taken to develop and deliver products.

## Opportunities & Challenges

**Generating Incremental Revenues:** Leveraging existing brand and infrastructure to scale, virtualize networks, rapidly introduce innovation, and embrace IoT opportunities along with the right ecosystem will help effectively monetize diverse IoT services.

**Lack of Interworking Standards:** Operators understand that data and services need to be open and formatted in such a way that they can be supported by multiple platforms and prevent vendor lock-in. However, most devices do not interwork easily, making it difficult for operators to architect and deploy IoT networks.

**IoT platforms yet to mature:** Ruggedized industrial-strength platforms need to offer characteristics such as reliability, interoperability, modularity, and ability to scale dynamically to cater to millions of devices.

**Operating Models:** Success of IoT services is reliant on the use of newer Operating Model – a decentralized, adaptive structure that addresses current challenges and positions operators to face future ones.

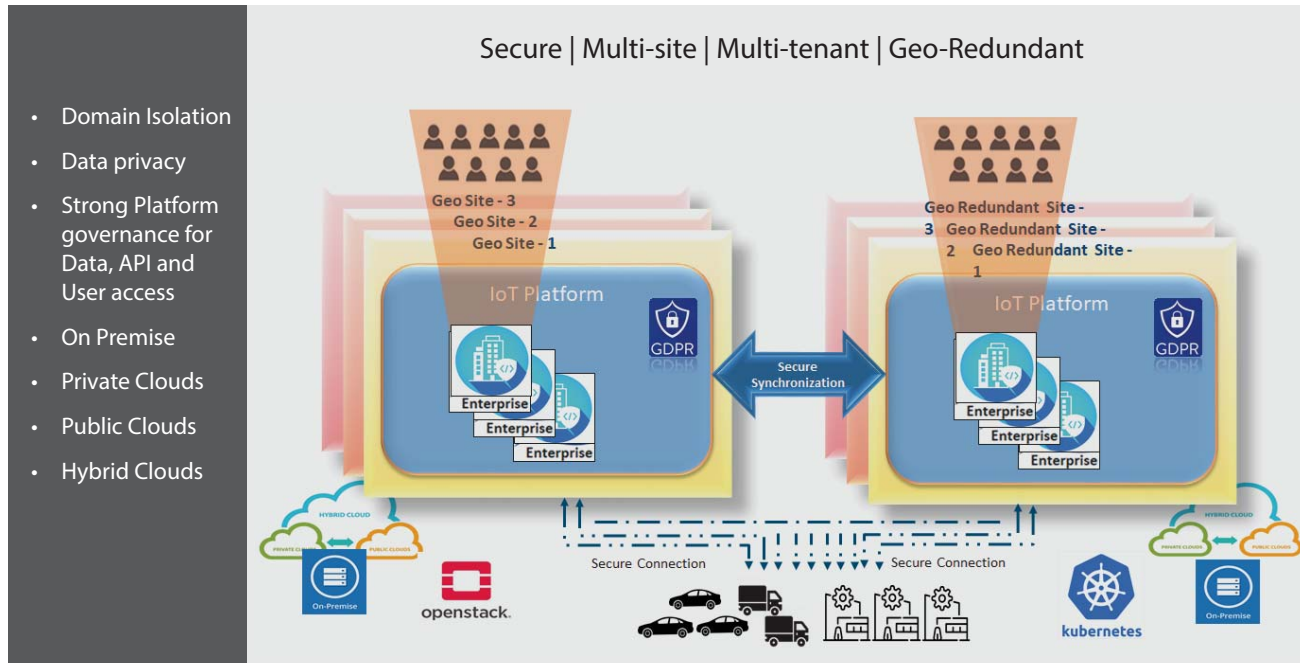


## Flexible, Scalable, Reliable

- Peace of mind with 24/7 monitoring
- Anywhere view of my devices
- Intelligent insights
- Intuitive and frictionless experience
- Easy plug and play products
- Smart alerts and notifications

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## IoT Platform



- Domain Isolation
- Data privacy
- Strong Platform governance for Data, API and User access
- On Premise
- Private Clouds
- Public Clouds
- Hybrid Clouds

- TETHER IoT platform enables developers to easily connect devices and establish connections to related applications, information systems, and operational assets.
- Model-driven, rapid application design functionality eliminates the need for manual coding, and flexible connectivity options minimize integration work
- Enterprises and developers can easily create, test, and deploy IoT solutions faster than ever thought possible.
- Build more feature-rich solutions in a fraction of the time. And deploy IoT solutions that are scalable, secure, and meet the needs of the largest of enterprises

## Differentiators

- Data ownership with customer
- Highly flexible & scalable microservices architecture based on Kubernetes
- Deliver services with real-time information, 99.9% uptime guaranteed
- Enterprise integrator is packaged with the solution to facilitate easy integration with enterprise systems like CRM, Salesforce, etc.

## Success Stories

### Smart Home Solution – Large tier 1 operator

Built complete Smart Home solution on TETHER platform which allows their customers to control and monitor the appliances

### Connected Vehicle Solution for Leading Indian OEM

Tata Elxsi licensed connected car IoT platform for a leading Indian OEM to connect, manage, and predict fleet performance and health