**Digitalising around IoT
Connecting for Good**

vodafone
business

Global trends

Urbanisation

Congestion

Pollution

Health

Global competitiveness

Digitalisation is inevitable

New revenue streams

Faster services delivery

Greater efficiency

Better insight

At the centre of digitalisation is IoT

IoT

Remote Monitoring	Process Automation	Location Services		Product Development	Customer Service	Service Billing
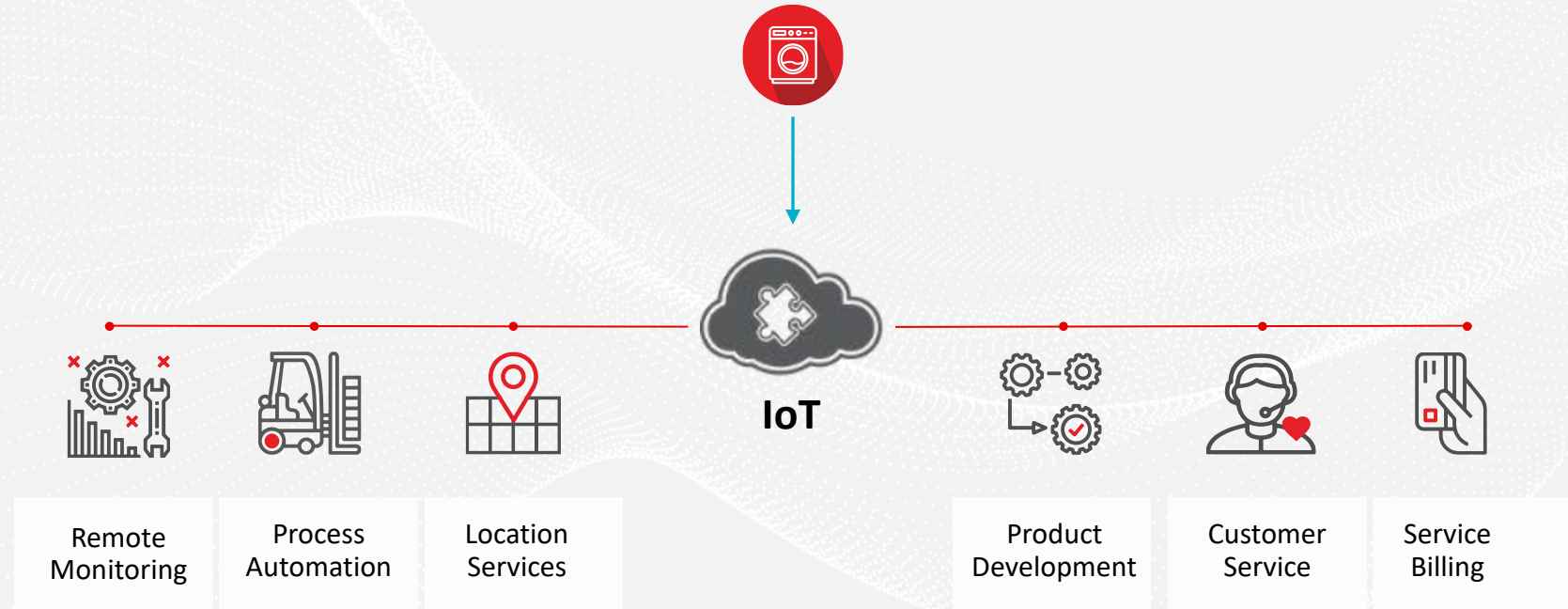
But digitalisation is a one way street

1 Process re-engineering

2 Automation

3 Increased reliance on a 3rd party eco-system

Larger enterprises can manage the risk

Dumb metering

Utility

Process performance	
Best case: **85%**	Worst case: **70%**

Smart metering

Utility | Telco | IT | Utility

Process performance	
Best case: **100%**	Worst case: **0%**

The digitalisation challenge is in the mid-market

1

Need for "end-to-end" solutions

2

Internal developments have limited success

3

Disproportionate risk of failure

De-risking digitalisation

Simple

- Agile and fast to prove
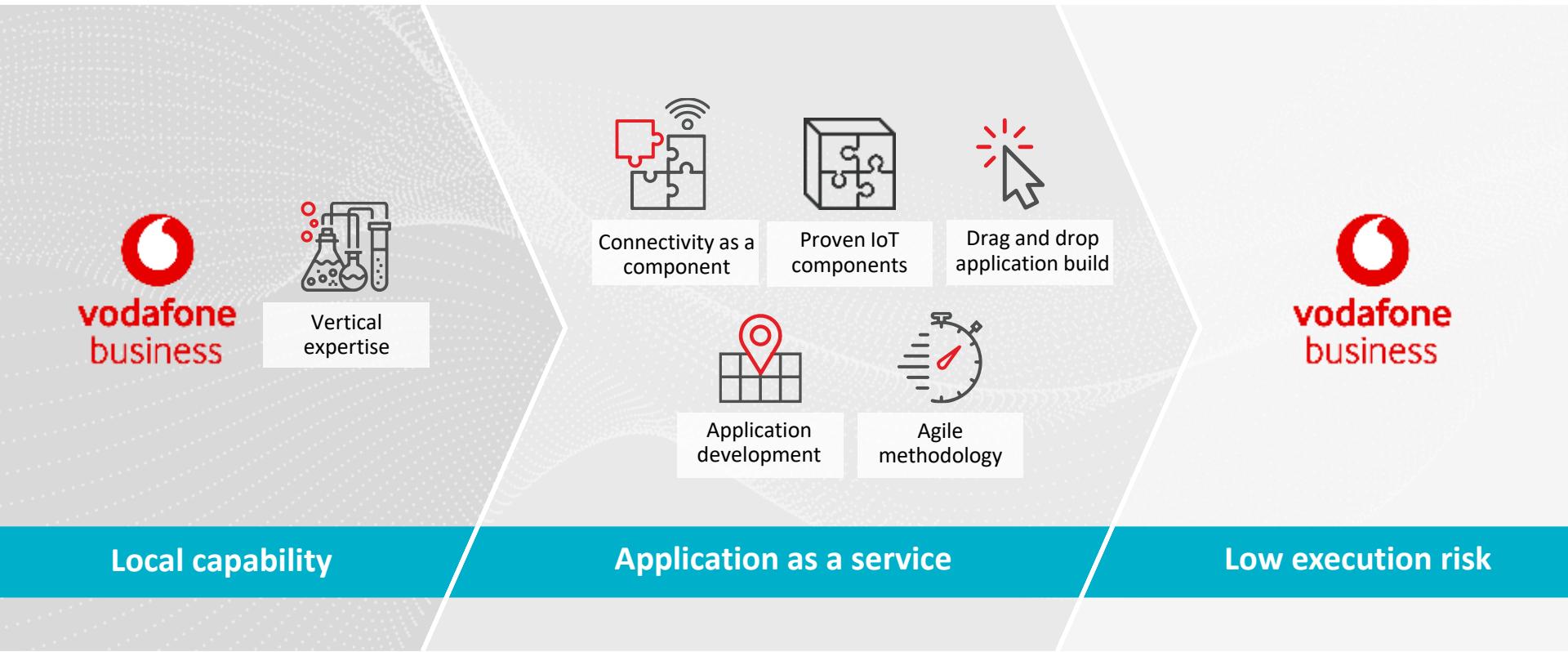- Use what works
- Buy it as service

Scalable

- Connectivity made easy
- Access to multiple markets
- Flexible infrastructure

Secure

- An eco-system of trust
- An eco-system with experience
- Low execution risk

Vodafone Business ^AppInvent – digital services accessible to all

Local capability

Vertical expertise

Application as a service

Connectivity as a component

Proven IoT components

Drag and drop application build

Application development

Agile methodology

Low execution risk

What's the message

1

Digitalisation is a change in direction not a technology

2

The IoT eco-systems exists to minimise the risk of change

3

The benefits can be disproportionally higher than the risk

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