



**The IoT Platform
that puts you
in control**

Simple. Trusted. Scalable IoT
The future is exciting.

Ready?



The Internet of Things is accessible to all

We believe that the Internet of Things (IoT) should be accessible to every organisation. No matter which sector you're in, or how big or small your company, you should be able to easily build, deploy and manage an IoT project, and do it without the need for considerable investment. A less risky route to IoT is an urgent need.

Even back in 2013, when organisations were just setting out with IoT, the vast majority (94%) reported that they were seeing at least some benefits from their projects. And around a third (36%) reported a significant return. In 2017, organisations are still reaping the benefits of investing in IoT. 95% of adopters now say they're seeing

tangible benefits from IoT. And they're more likely to see bigger benefits – over half (53%) report a significant return.¹

It's clear that that an IoT solution which offers total flexibility is vital; an IoT toolset that's simple to use, delivers trusted performance and allows you to scale at your own pace. In other words, a new way to create IoT solutions at speed so that you can make the most of opportunities in your marketplace. And it's also got to be secure. Our research shows that security and privacy of data inhibit IoT development, as does the perceived complexity of initiating and delivering an IoT project.

¹Vodafone IoT Barometer 2017/18





Simple, trusted and scalable

The Vodafone IoT Platform does just that. It is an IoT platform that is transforming the way businesses can access and benefit from IoT. Simply, it's making it available to any organisation, in any sector, and of any size or configuration. It brings together hardware, connectivity and application enablement... all in one place.

It simplifies IoT allowing you to easily manage your day-to-day IoT operations, and develop apps that meet your business needs. It offers effortless scalability; you can start with just a few IoT connections and then expand when you need to – deploying devices anywhere in the world.

And it's trusted: security is built in, end-to-end. Vodafone's IoT network and SIMs are designed and used only for IoT ensuring a high quality of service, availability and performance.

Ready to deliver IoT

The Vodafone IoT Platform has been designed to enable you to deliver your IoT project simply and quickly.

Ready to manage connectivity

At the heart of our solution is the ability to manage your connectivity – from one SIM to many thousands of them. The Vodafone IoT Platform enables you to do that simply. Our dedicated IoT network means you benefit from our experience and global reach, as well as superior levels of service. You can count on every SIM to ensure that whatever device it is embedded within, and wherever it is located, the vital data you need is delivered seamlessly and securely to generate value. That means you can focus on what you do best, rest-assured that your IoT estate is working hard to benefit your business. Every day.

Once you're operational, you can manage your IoT connectivity end-to-end through our dedicated IoT portal. You can provision your SIMs one by one or in bulk and manage them across all technologies, from 2G to 4G to NB-IoT to satellite communications.

Ready to manage devices

Knowing the state and the integrity of data flow to and from your devices in the field, is vital to IoT success. You need to be able to monitor your devices and track any unusual behaviours to ensure detection of any potential issues. The platform offers Device Management giving you full visibility of your devices in real-time.

The platform allows you to monitor the behaviour of all your devices in real time, as well as update their configurations, patch and repair both software and firmware. And it can all be done remotely so improving operational efficiency and reducing the need to send engineers out to deal with your devices.



Ready to build applications

We offer a broad, global ecosystem of partners and developers who can create IoT solutions rapidly across many verticals whilst ensuring agility and security.

The Vodafone IoT Platform gives you access to a solution factory for your IoT future. Our partners and developers can respond to your business needs to create the right solutions swiftly and reliably.

That's vital at a time when delivering digital transformation is high on the agenda of all organisations. Successful digitalisation enables you to achieve operational excellence, create

better ways of working, and discover new business models to open new revenue streams and opportunities for value creation swiftly and at scale.

And because most organisations are looking to integrate their IoT estate with their business systems (our Barometer puts the figure at 90%) the platform allows seamless integration with analytics and cloud services from leading providers such as IBM, AWS, SAP and Microsoft.





Secure and ready for work

Organisations need confidence that their assets, systems and data are protected. That level of confidence is only possible if security is a key deliverable from day one. That's why we've addressed security at each of the different levels within the platform. We've deployed the right technology and the right processes to achieve end-to-end security and answer the concerns of customers seeking to leverage the power of IoT quickly.²

You can trust The Vodafone IoT Platform. Our dedicated IoT network delivers the highest level of security where it counts the most: at each device and each SIM. That's vital because a significant number of businesses see security as a barrier to entry into the IoT revolution. Mitigating risks to enterprise as well as public data, and compliance with stringent privacy regulations are a priority.

²According to the Vodafone IoT Barometer 2017, 79% of adopters agree that IT security is an enabler, giving businesses the confidence to do more

Ready to drive your business

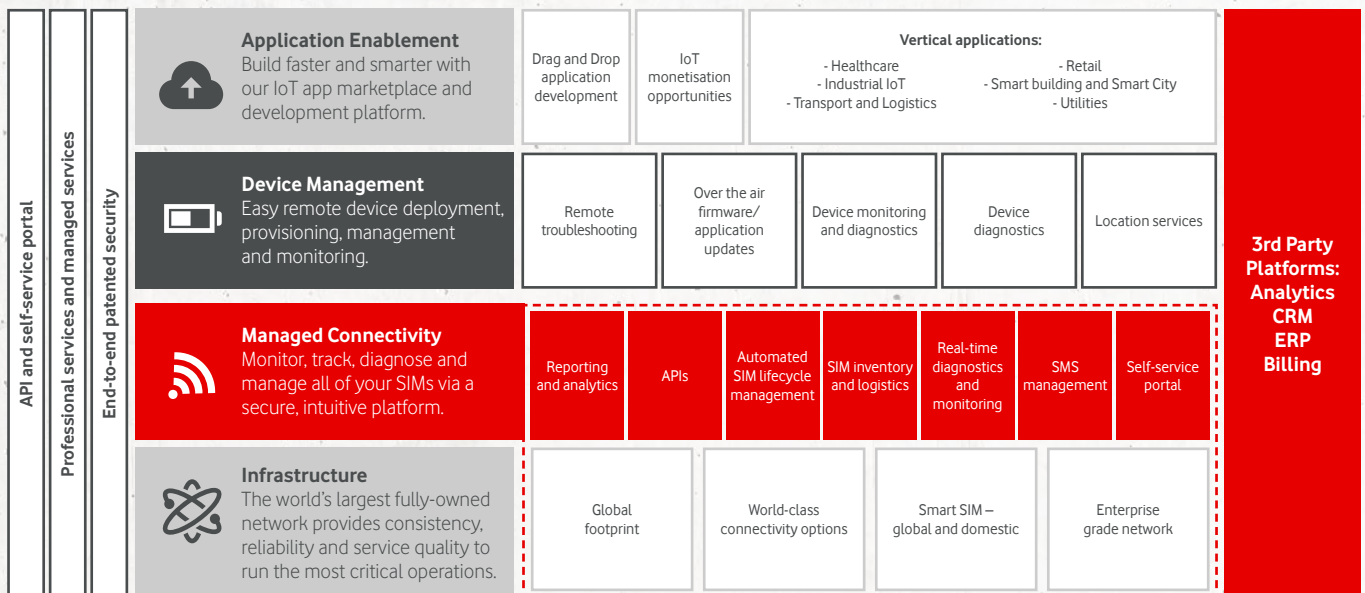
IoT is already driving the development of new markets and industries, and it's influencing the evolution of new business and organisational forms. Simply, IoT will change the way we do just about everything. The data generated will help us reimagine our economies and our lives. It is the heart of digital transformation. That's why the Vodafone IoT Platform is a game-changer: it enables every organisation – large or small – in any sector the ability to reap the benefits of IoT in their own way.

IoT is no longer a mystery. It's not complex. It's a force for change that you can harness simply, securely and at the scale that suits you. Most importantly, it's all on a platform you can trust.

The Vodafone IoT Platform delivers to your business:

- Managed IoT Connectivity – monitor, track, diagnose and manage all of your SIMs via a secure, intuitive platform
- Device Management – easy remote device deployment, provisioning, management and monitoring
- Application Enablement – build faster and smarter with our IoT app marketplace and development platform
- Security – be confident that every device is secure with our patented network, SIM and device based security
- Analytics – best-in-class analytics solutions from leading partners, so you can yield valuable insights in real time.

The Platform architecture



The Vodafone IoT Platform is a complete IoT offering based on our global infrastructure which provides all you need to make IoT work for your business anywhere in the world.



**To find out more about how we can help you take
advantage of IoT to transform your business,
visit vodafone.com/iot or email iot@vodafone.com**

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