

# INTERNET OF THINGS (IoT) MONETISATION

Industry estimates, linking the physical and digital worlds could generate up to \$11.1 trillion a year in economic value by 2025. – McKinsey Global Institute.

Everything is exponentially getting smarter, connected and intelligent, including those that were once isolated. This proliferation of connected machines intelligently talking to each other, while creating a network of communication points, calls for Internet of Things (IoT).

**— THINK. —  
TRANSFORM.**

The economic value that the IoT world is expected to create, holds immense promise and is a real opportunity for the Communication Service Providers (CSPs) to secure their share of the pie in the upcoming digital economy.

Expanding tech innovations and wide-scale experiments on innovative IoT use cases, commoditisation of the hardware and rapidly growing IoT adoption across industry verticals have all cumulatively increased the urgency for CSPs' digital transformation. Several CSPs around the world, who have made early deployments have already on-boarded several hundreds of thousands of new users in the form of THINGS – 'subscribers' in the digital world.

The ever increasing customer expectations for faster, always connected, cheaper, on-demand, web-scale digital services, has quickly made digital transformation a necessity for CSPs. To sustain the digital onslaught, manage falling revenue, customer churn and competition from the new age players, CSPs will have to rethink their transformation approach quickly and make RIGHT FIRST moves to win in the digital economy. Web-scale efficiencies, extreme automation and with embedded intelligence are the building blocks to gain market share in the exploding opportunities of the digital economy.

The digitisation of machines, automotive, farms, homes, utilities, industrial units, and even human bodies has opened unique and disparate type of new opportunities for CSPs like paid-for endpoints, applications and connected service revenues.

To capitalise on the IoT opportunities, which are far distinct and across industries CSPs will have to deal with wide scattered ecosystem of platforms, end-points, vertical specific apps and vendors and to focus on the most probable revenue generators. For operators, this can be very challenging and tedious process. Also CSPs traditionally have not been built for such wide explorations and hence culturally this can be an uphill task to manage such diverse ecosystem, to test various end points, apps and network to ensure the end service QoS expectations.

Tata Communications Transformation Services (TCTS) recognises these CSP challenges and hence has invested in building the entire IoT ecosystem on the back of the largest IoT deployment in India that TCTS is presently carrying out for the parent group company.

**THE IoT TEST-BED OF THE WORLD:**

With India's target IoT network being rolled out by TCTS, we are presently building a real world platform for IoT solutions and providers to compete and collaborate with TCTS at playing the role of AN END-TO-END ORCHESTRATOR and helping Tata group<sup>†</sup> companies across various industry verticals to identify and deploy best-in-class IoT solutions by acting as an integrator of all elements of the IoT value chain. While TCTS operates as an end-to-end system integrator, TCTS approach is also very modular and verticalised to suit specific industry needs.

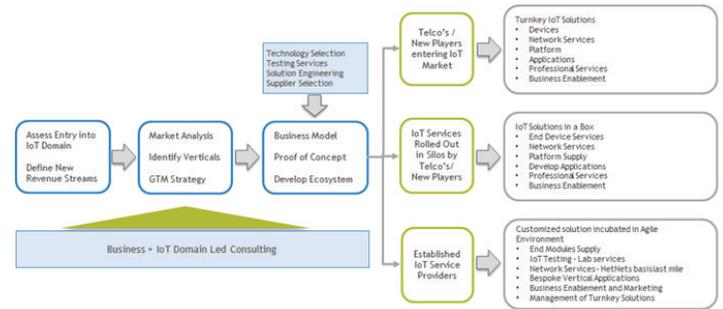
TCTS brings together the real world experiences from across industries along with the complete IoT ecosystem for CSPs to rapidly monetise the IoT opportunities in their respective markets.

**What makes TCTS unique?**

- **Sensors** - Leverage our ecosystem play to help you identify the right hardware specific to the identified use-case and also factor in the price sensitivities that exist linked to the market
- **Networks and technology** - Our choices and recommendations are based on real world trials with most of our solutions tested within our networks<sup>†</sup>.
- **Analytics** - We help you make sense of big data and convert it into appropriate automations and actions.
- **Integration services** - IoT integrations demand much deeper and wider telco experience as compared to COTS software integration as it involves more operations solutions alongside automation needs.
- **Innovative engagement models** - Choose from a wide range of flexible commercial models from revenue and gain share or pay as you go based on your market conditions
- **Real world solutions** - As a standard approach most of our solutions are tried and live tested within our networks<sup>†</sup> globally.

<sup>†</sup> Tata Group companies currently operate in more than 100 countries, across six continents. Cutting-edge innovation and a robust business excellence movement chart the group's future course.

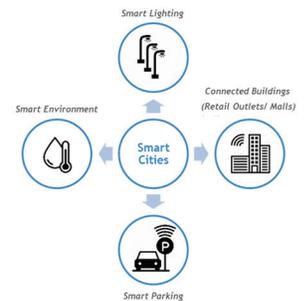
**Explore TCTS IoT Services custom made for your need**



**SMART UTILITIES**



**SMART CITIES**



**OTHER IOT SOLUTIONS**

