



The impacts of M2M/IoT revolution on MNO businesses

Understand the M2M markets drivers and get ready to deploy new services

MNO revenue generated by industrial IoT (ie M2M) services & connectivity is expected to almost **double from 9 to 16 billions USD** between 2014 and 2018⁽¹⁾. While M2M offers new businesses, they also require a very specific care, very different to traditional mobile subscription services.

To help you **optimizing & boosting your services deployments**, Gemalto developed a unique training covering both marketing and technology aspects on M2M. You will get all you need to **fully understand the M2M Ecosystem**, starting from **real use cases** up to full range of solutions to support your business objectives.

With a content based on real use cases and return on experience, and embedding “actionable” do’s and don’t, this training session will cover all you need to **fully understand the M2M Ecosystem**

■ At the end of the training you will

- > Know main markets for MNO on M2M, including specific challenges for each market
- > Anticipate the major changes coming from M2M world into MNO activity
- > Know new specifications for M2M SIM cards and eUICC (embedded UICC)
- > Benefit from field experience on successful M2M deployments

■ Who should attend?

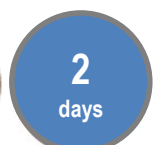
- > M2M marketing & business managers
- > SIM Managers
- > Platforms Administration
- > Project managers
- > Any person interested in M2M

■ Pre-requisites:

- > Basic understanding of GSM/UMTS radio networks
- > SIM,STK & OTA Basic course

This course is held in English

M2M training Program
Marketing & Technology



PROGRAM

M2M concepts

- > What is the difference between IoT & M2M ?
- > Simplified value chain with 5 main actors
- > The 9 Markets Segmentation

5 major M2M Markets : use Cases & Challenges

- > The fragmentation of SmartMetering market & regulations
- > The 3 main expectations of automotive market
- > The new insurance model thanks to tracking & tracing
- > Healthcare growth
- > The demanding SLA for Payment
- > Summary: the 13 new expectations of M2M players

Deployment, operations & support of M2M Solutions

- > From classic SIM cards to new M2M SIM cards
- > How dedicated M2M SIM cards are answering markets
- > Expectations

- > Solutions for service providers to become autonomous while providing demanding services
- > eUICC and Remote Subscriptions Management
- > Objectives of the GSMA specifications
- > The players and platforms architecture
- > The new subscriptions life cycle
- > Security management
- > Impacts of Russia emergency call system (Era Glonass)
- > The 10 actors value chain for complete M2M services
- > The new networks infrastructure deployed by leading MNOs
- > The 4 new services for MNOs

Real MNO services on M2M : 3 successful Deployments

What's next?

- > The MNOs answer to Apple SIM impact