

M2M and IoT Overview

Opportunities and Challenges in the End of 2014

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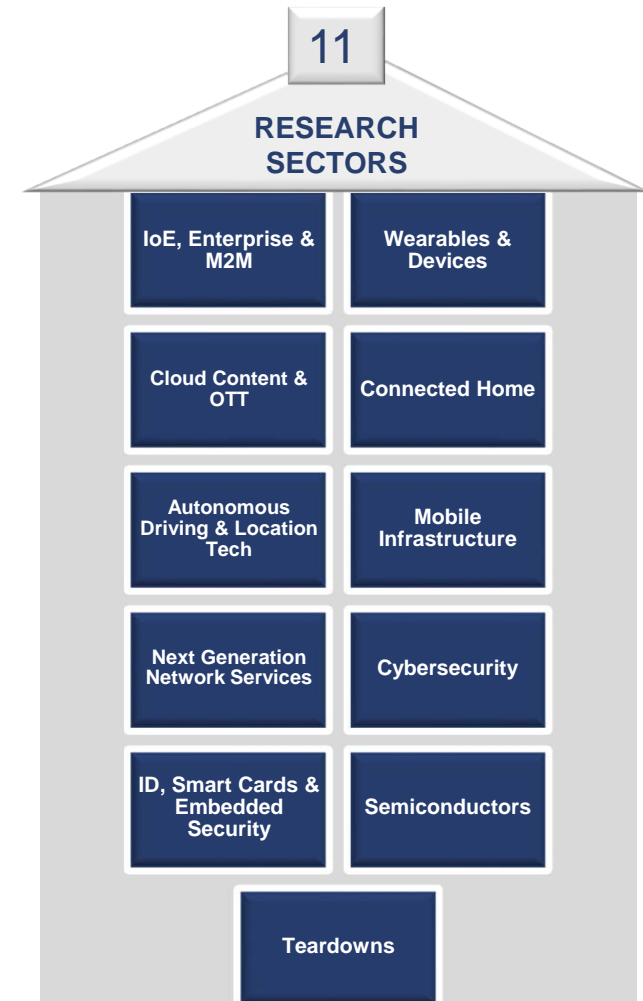
About Us

"The partner of choice for those seeking to capture leadership in the connected world of tomorrow."



ABI Research is a **technology market intelligence** company with a **24 year** proven track record that is focused on putting information into the hands of executives in order to enable them to make the right decisions on technology and market investment at the right time.

ABI Research quantifies the important markets of today, defines the strategic technologies of tomorrow, and provides insight on how technology is adopted into vertical markets.



ABI Research Differentiators



Future Focused

- First to market on key future topics: Wearables, small cells, 5G, IoT, etc.
- We put a line in the sand early



Qual. And Quant.

- We deep dive on data and also provide comprehensive insight on trends, companies, markets, and regulation
- We cover comprehensively and without silos



B2B & B2B2C

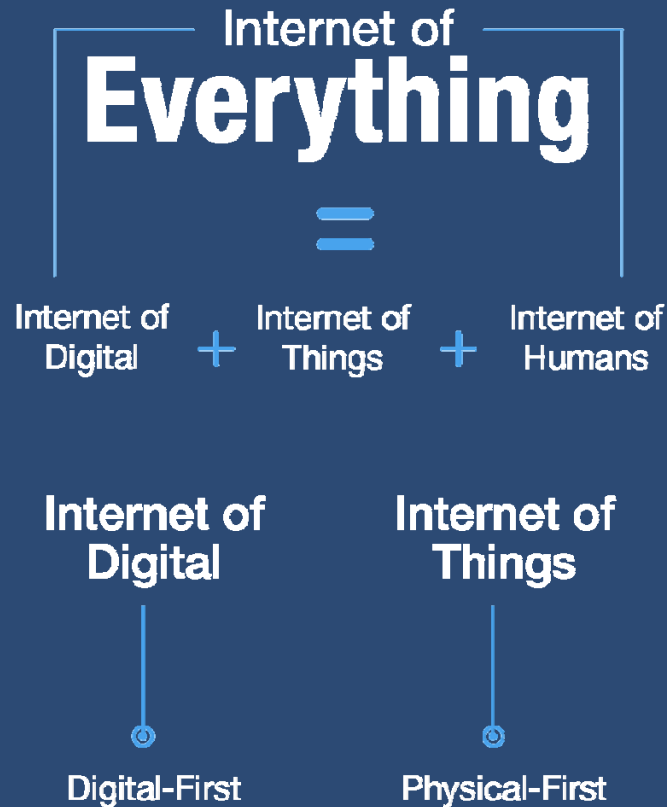
- Focused on a wide swathe of markets that matter to the business of the future
- We look into the dark and difficult corners in many areas



Tried, Tested & Trusted

- 24 years of operation; key partners to major blue chips; influential in the decision process
- We are all about actionable substance and not opinion without basis

Internet of Things Demystified



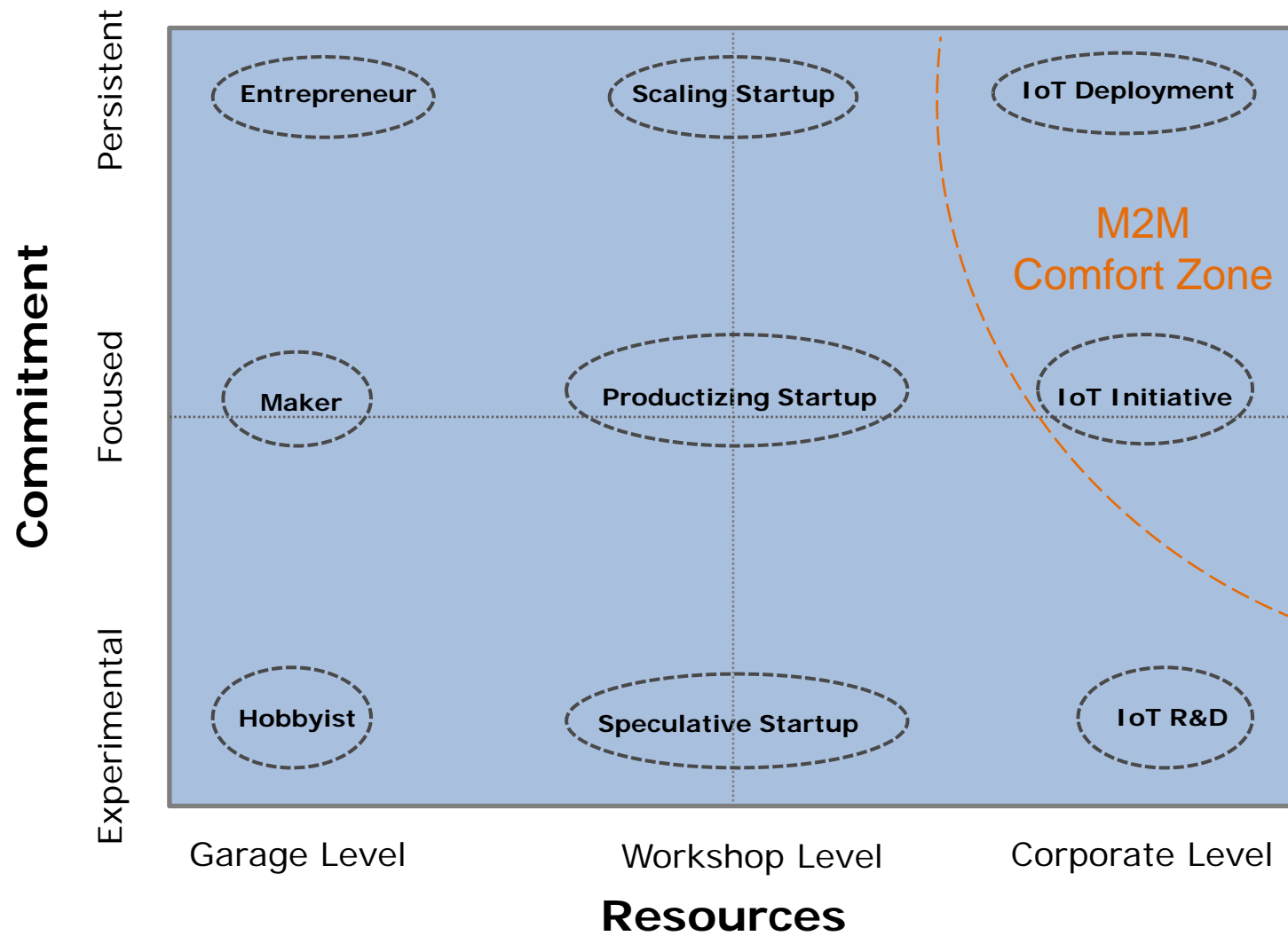
M2M



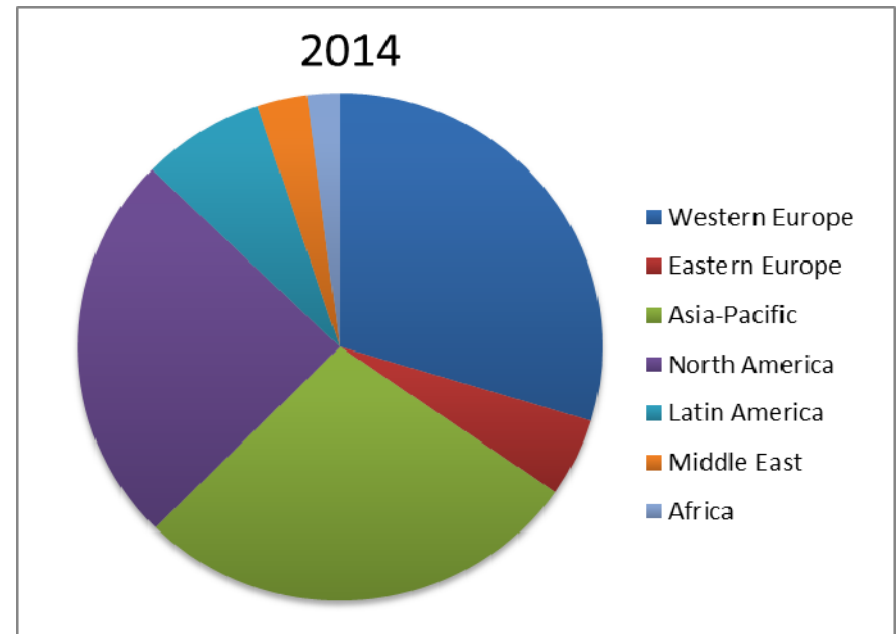
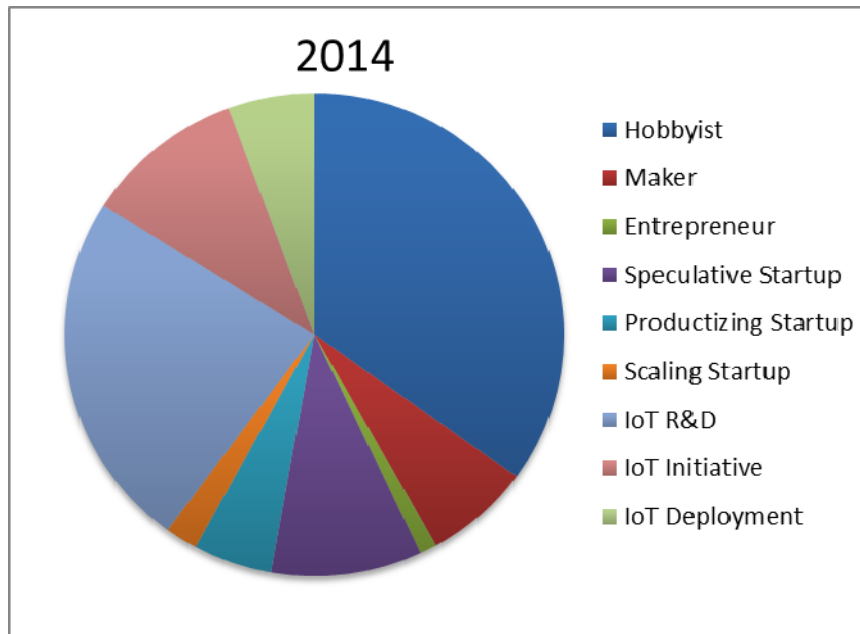
Internet of
Things

- Point-to-Point
 - Vertical
 - Closed
 - Requires commitment
- “Multipoint”
 - “Horizontal”
 - “Open”
 - “Allows experimentation”

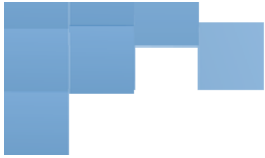
IoT Developer Segmentation



IoT Developer Segmentation in Numbers



- In 2014, IoT developers total **1.7 million**, accounting for 9% of global software devs
- Assuming a significant but still fairly gradual increase in activity – “**hardware is hard!**”
- By end-2019, the developer base to reach **3 million**, or 10.5% of all software developers
- Look for the innovation on building blocks and tech stacks to **lower the barriers to entry**



IoT Value Chain – Where's the Money?

Value
Chain

Hardware*

Connectivity**

Value-Added Services

3%

20%

77%

Value-
Added
Services

Connected
Device
Platform

Device
Management

Device
Connectivity

Device
Cloud

Application
Development

System
Integration

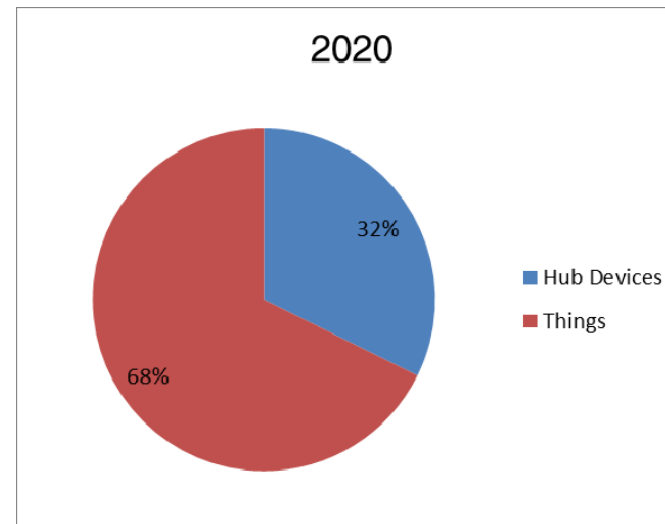
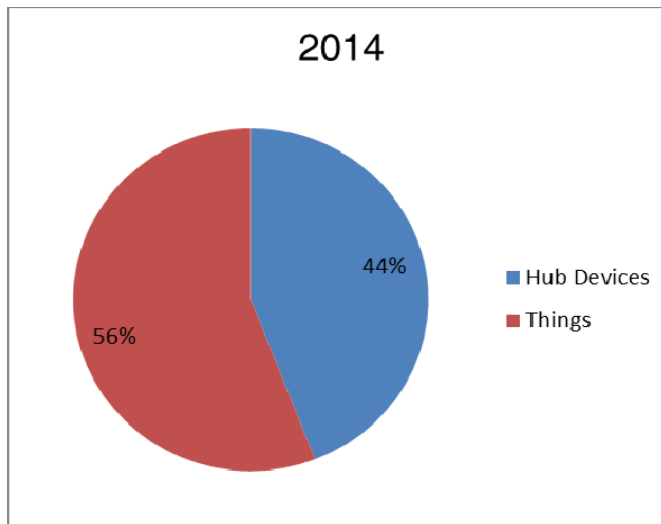
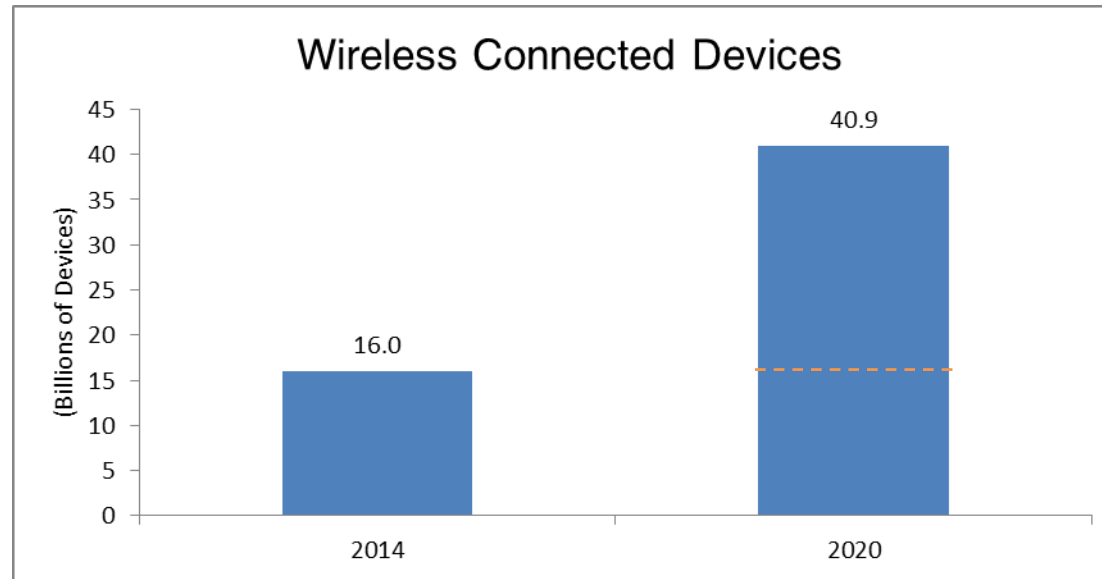
Analytics

Professional
Services

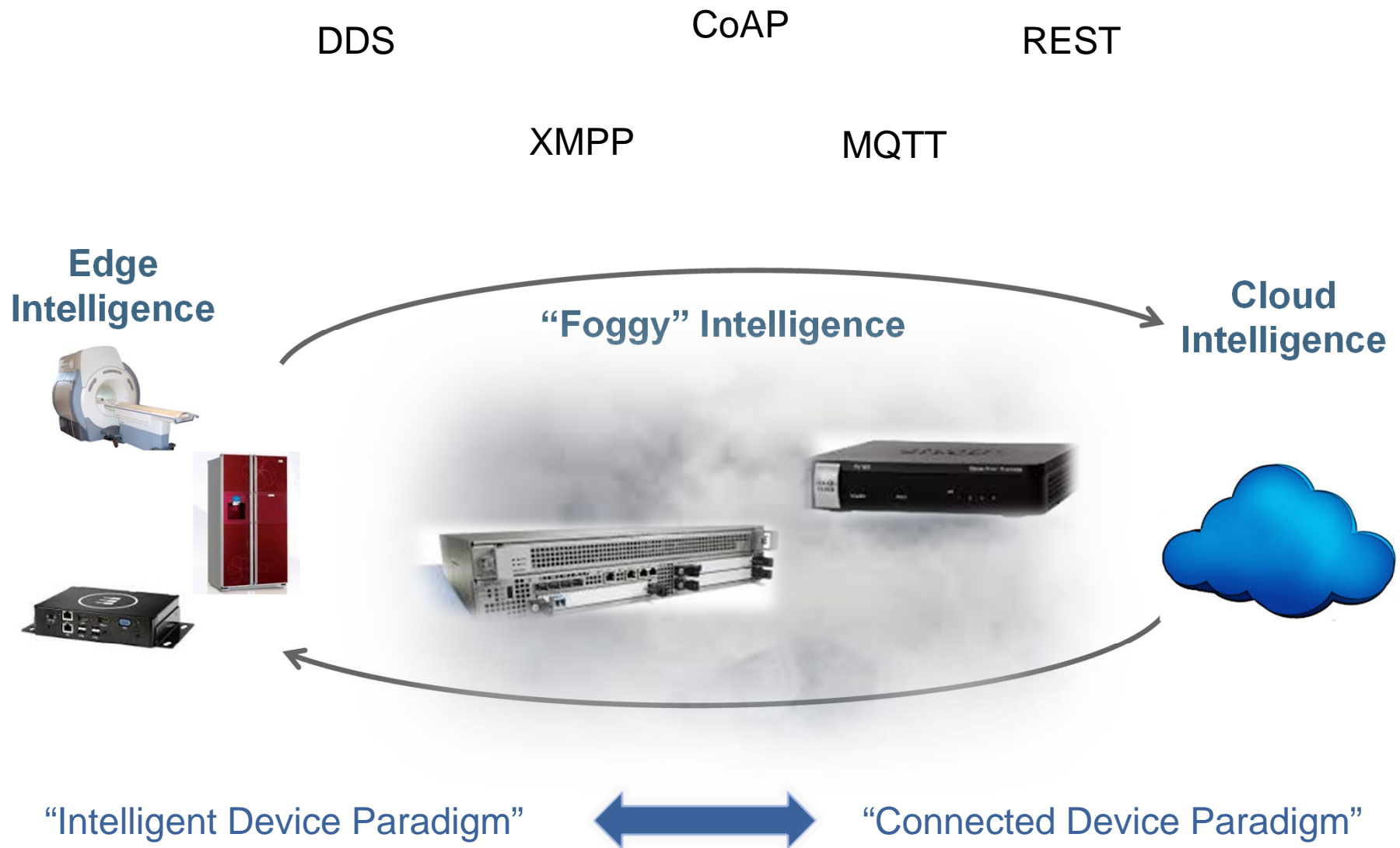
* Chipsets, Cellular Modules

** Cellular, Fixed, Satellite

Connected World Is Expanding...



...and Evolving, Too



Quest for the New Last Mile



Thread Group: residential 15.4



Helium: metropolitan 15.4



SigFox: unlicensed cellular WAN



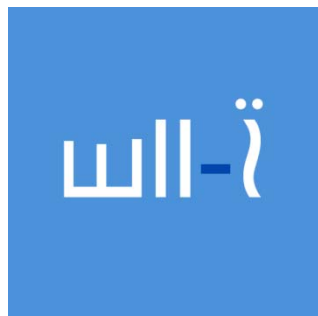
Zuli: residential BLE mesh



Veniam: vehicular WiFi hotspots



Weightless SIG: whitespace WAN



Ell-i: intelligent PoE



Wi-Next: low-power WiFi



Spire: nanosatellites

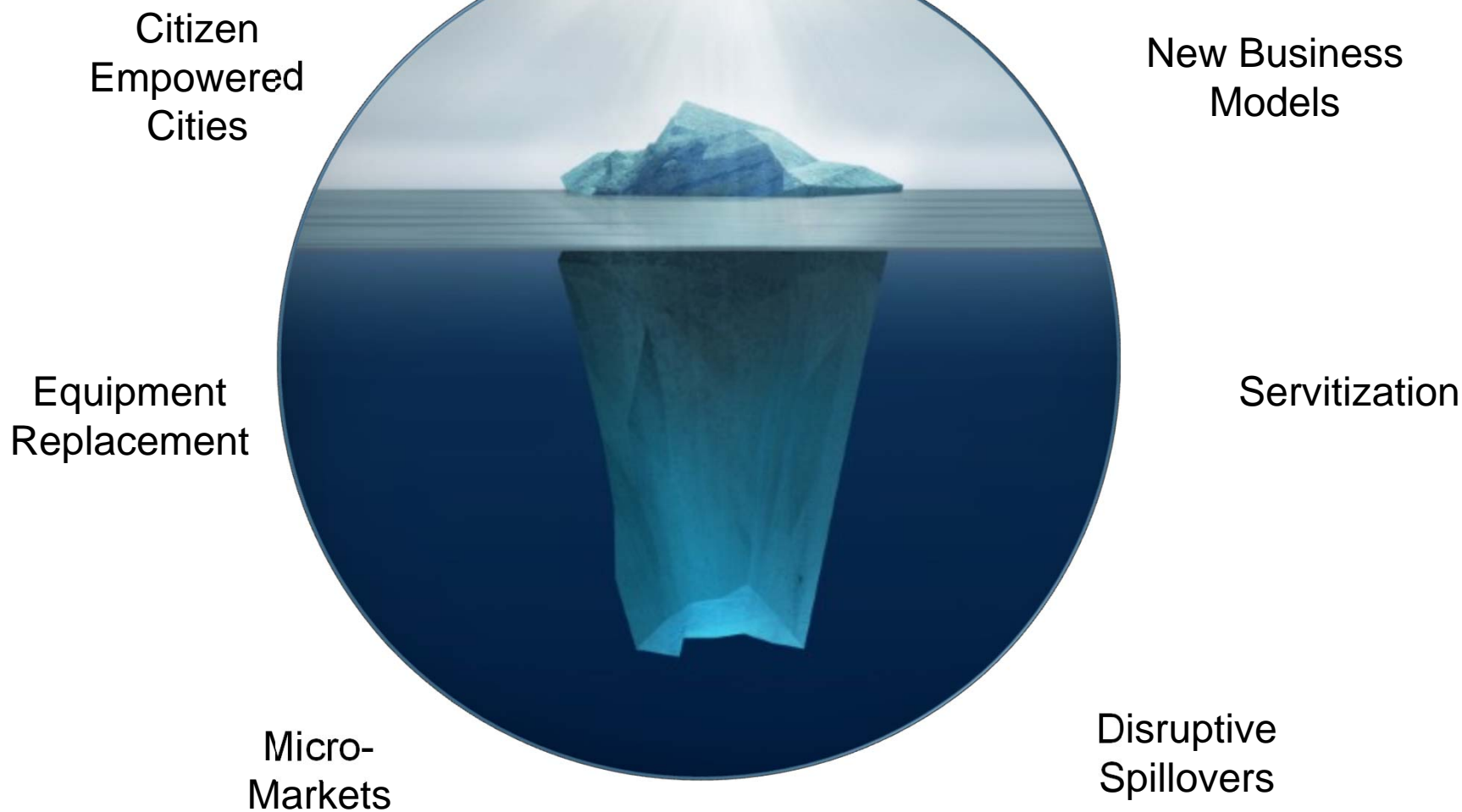
Fragmentation or Choice?

“What’s with all this fragmentation?! It is causing so much confusion that the market will surely never take off.”



“All this choice is great! Now we can build a strong business case and don’t have to settle just for one possible solution.”

Internet of Things – Tip of the Iceberg





Thank You!

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