IoT World

Evolving **LTE IoT** for the Massive Internet of Things

Massive Scale
To efficiently support dense connections of
1+ million devices/Km² (Qualcomm)
Ultra Energy Efficiency
To realize 10+ year device battery life
and 100x network energy efficiency (Qualcomm)

Case Study: Adlink-Intel-Fusheng
Capitalizing on Internet of Things with a
Starter Kit based on Intel IoT Gateways

The Internet of Relevant Things

Achieving Strategic Goals by Bridging Business Objectives with IoT Context & Data
by ARUBA a HPE Company

Amazon's Biggest Acquisitions
Amazon is on an M&A spree this year,
Report of all-time largest deals

Integrated Device-to-Cloud Solutions

Sierra Wireless acquire Numerex
to accelerates Device-to-Cloud
Strategy & scales Recurring
Revenue from IoT Services

The Internet of Things will connect Billions of Devices,
IoT World is connecting you with your Next Customers & Partners TODAY

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• Gemalto first in the world to be fully-certified by the GSMA for secure eSIM subscription management

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Daniel Dierickx
CEO & co-Founder
at e2mos
Acting Chief Editor

Dear Reader,

Here is your free copy of IoT World, one of our five e-magazines published by e2mos.

Our aim is to provide you with relevant information directly in relation with your activity.

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Thank you, Daniel Dierickx

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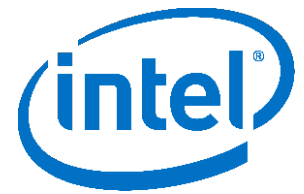
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CASE STUDY

Capitalizing on Internet of Thinks with a Starter Kit Based on Intel® IoT Gateways

Intel® IoT Gateways
Industrial and Energy Solution

Introduction

Market leaders stay ahead of their competition by embracing technologies thatadvance their existingand future systems. Driving the adoption of the Internet of Things (IoT) concept is the potential for business to unlock information that is present in their existing data. Business that connect localized systems to the cloud -- thereby creating an end-to-end approach to IoT -- can transform data into valuable intellgence, enablingthem to monitor and respond quickly.
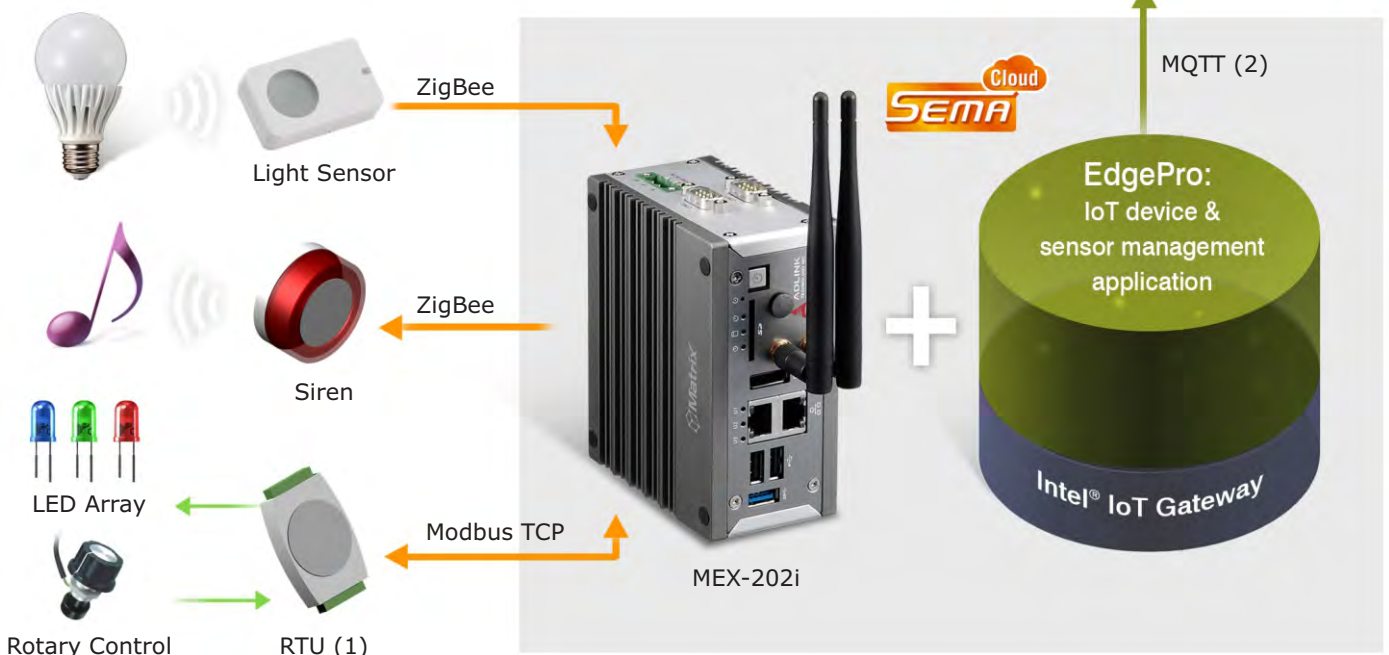
Challenges

- Implementing new technology distracts from business goals
- Lacking hardware and software cohesion in IoT solutions
- Facing cyber threats against connected systems

Download the CASE STUDY

Simplified Sensor-Cloud Connection

Accelerated IoT Application Development

ZigBee — Light Sensor

ZigBee — Siren

LED Array

Modbus TCP — RTU (1)

Rotary Control

MEX-202i

SEMA Cloud

EdgePro: IoT device & sensor management application

Intel® IoT Gateway

MQTT (2)

amazon web services™

Microsoft Azure

(1) RTU: Remote Terminal Unit
(2) MQTT is a machine-to-machine (M2M) "Internet of Things" connectivity protocol

Industry 4.0 and Internet of Things are emerging market segments around the globe

August 17, 2017 | Posted by Petra Adamik Freelance Journalist for ● **kontron**

Applications that enable the Internet of Things (IoT) and Industry 4.0 are often compared to the workflow in an ant colony. The digital exchange of data with suppliers and customers as well as from machines to machines (M2M) runs via sensors and cyber-physical systems that communicate with one another like ants do. This guarantees trouble-free communications.

Picture:
Fotolia © iconimage

The principle already works and will be adapted by more and more companies within the next years, confirms a study that analysts of PwC and Strategy published in 2016. Due to this paper the German Industry for example is going to invest about 40 Billion Euro per year into Industry 4.0-solutions. Companies expect to gain more efficiency and to reduce their costs with an investment in Industry 4.0 and IoT-solution. They also think, they will benefit from more flexibility and get the chance to meet individual customer needs better and faster. This will help them to survive in competitive markets.

Production companies, that have been interviewed for the PwC-study said, they plan to invest around 3,3 percent of their yearly revenue into industry 4.0 solutions within the next five years. This stands for nearly half of the total investments into modern equipment. More than 80 percent of the industrial companies have plans to digitalize their value creation chains until 2020. They want modern production processes and more productivity to establish their position in competitive markets.

The USA and Germany are presently leading, when it comes to industry 4.0 competences. This is the result of a market research, that was done for Bitkom, the leading German digital association. About 560 representatives of German industrial companies with more than 100 employees have been interviewed for this study in spring 2016. The participants were asked for their opinion about the nations, that are leading in transforming their traditional factories into modern networked production areas. 28 percent think, that US-companies are leaders of this transformations while 25 percent see Germany at the second and 20 percent Japan at the third position. France (8 percent), China (6 percent) and Korea and the Netherlands (3 percent each) complete the list. With the USA and Germany in the front row, Bitkom sees the leading economical nations at the top of the list of markets, that will influence the transformation from the classical factory to a connected production environment and open markets for the Internet of Things.

Industry 4.0 and Internet of Things are emerging market segments around the globe

... from previous page

Influencers are part of the game

Research and development, as well as State-of-the-art-production are key to success in the IoT-segment. Not to be forgotten are marketing, Influencer relationships and brand awareness. In the digital world they are extremely important and the cornerstones of a successful IoT- and Industry 4.0-strategy. Companies, that plan to invest into IoT and want to transform der classical processes to digital ones, need influencer programs and brand awareness to make their transformation a success. Onalytica was founded in 2009 and is a company, that is specialized in providing Influencer Relationship Management software. This tool can help companies, to build and manage a network of various influencers to meet the needs of individual markets and industries. The company works with Marketing, Communication, Digital & PR professionals to help configure influencer programs. Lately the company published a paper, that addresses the IoT-Market and its players.

Due to Onalytica IoT is a huge industry, with 150 million smart appliances currently available for consumption. And it is a growing industry with a lot of potential in the B2B- and the B2C-segment. Security-, network- and management systems are essential for digitalization and will need to be updated in a lot of companies that focus on IoT. As Network World point out, an industry like the Internet of Things will always need to evolve, to keep up with consumer needs. This may mean increasing machine to machine communication in all spheres of manufacturing.

For its IoT-study Onalytica wanted to find out, which individuals, brands and publications were leading the social media debate around IOT. With its influencer relation management software the company analyzed over 10.8 million tweets mentioning the key words: IOT or "internet of things" or internetofthings from Jan 1st – June 7th 2017. This helped to identified the Top 100 most influential individuals, brands and publications leading the current discussion. Individual influencers are numerous and act in various job positions – either in companies or self-employed, they are anyalists, consultants or specialists in different fields. Media are important influencers for the IoT-market as well. Onalytica lists Forbes, IDC, ZDnet or IDC – which are only some examples from their list. Leading and influencing brands on the Onalytica-list of the Top 100 are big companies and organizations that act worldwide and in different markets and industries.

More Information to the IoT-influencer list, the data or the interconnections between the influencers can be downloaded here

About Petra Adamik

Since 1988 Petra is Freelance IT Journalist specialized in Enterprise Software, CRM, Cloud Computing, BI, Databases, Security, Storage, eHealth and more.
She writes also for several magazines in Germany.

Sierra Wireless to Acquire Numerex Corp.
Acquisition accelerates Device-to-Cloud strategy and scales recurring revenue from IoT services

Vancouver, Canada – August 2, 2017 - Source Sierra Wireless

Sierra Wireless, Inc. ("Sierra Wireless") (NASDAQ: SWIR) (TSX: SW), the leading provider of fully integrated device-to-cloud solutions for the Internet of Things (IoT), and Numerex Corp. ("Numerex") (NASDAQ:NMRX) have entered into a definitive merger agreement (the "Merger Agreement") under which Sierra Wireless will acquire Numerex in a stock-for-stock merger transaction (the "Transaction"). The Transaction is valued at approximately US$107 million based on Sierra Wireless' closing stock price on August 1, 2017 of US$29.65 per share and represents a premium of 17.5 percent to Numerex's 20-day average share price. The acquisition expands Sierra Wireless' position as a leading global IoT pure-play and will significantly increase its subscription-based recurring services revenue.

"The acquisition of Numerex accelerates our IoT device-to-cloud strategy by adding an established customer base, significant sales capacity, proven solutions and recurring revenue scale," said Jason Cohenour, President and CEO of Sierra Wireless. "The combination of Sierra Wireless and Numerex will represent a powerful business and technology platform that will enable the company to drive a global leadership position in IoT services and solutions."

"We believe that combining with Sierra Wireless will strengthen Numerex's business, advance our product offerings, and accelerate the growth of our recurring revenue streams," said Ken Gayron, Interim CEO and CFO of Numerex. "The transaction also provides our shareholders the opportunity to participate in the considerable upside potential of the combined company."

About Sierra Wireless
Sierra Wireless (NASDAQ: SWIR) (TSX: SW) is building the Internet of Things with intelligent wireless solutions that empower organizations to innovate in the connected world. Customers Start with Sierra because we offer the industry's most comprehensive portfolio of 2G, 3G and 4G embedded modules and gateways, seamlessly integrated with our secure cloud and connectivity services. OEMs and enterprises worldwide trust our innovative solutions to get their connected products and services to market faster. Sierra Wireless has more than 1,100 employees globally and operates R&D centers in North America, Europe and Asia.
For more information, visit www.sierrawireless.com.

About Numerex Corp.
Numerex Corp. (NASDAQ:NMRX) is a leading provider of managed enterprise solutions enabling the Internet of Things (IoT). The Company's solutions produce new revenue streams or create operating efficiencies for its customers. Numerex provides its technology and services through its integrated platforms, which are generally sold on a subscription basis. The Company offers a portfolio of managed end-to-end IoT solutions including smart devices, network connectivity and service applications capable of addressing the needs of a wide spectrum of vertical markets and industrial customers. The Company's mission is to empower enterprise operations with world-class, managed IoT solutions that are simple, innovative, scalable, and secure.
For additional information, please visit www.numerex.com.

Numerex Receives 2017 IoT Evolution Product of the Year Award
nxCONNECT Honored for Exceptional Innovation

ATLANTA, July 25, 2017 (GLOBE NEWSWIRE) -- Numerex Corp (NASDAQ:NMRX), a leading provider of enterprise solutions enabling the Internet of Things (IoT), today announced that nxCONNECT™, an LTE wireless backup solution, has received a 2017 IoT Evolution Product of the Year Award from IoT Evolution magazine and IoT Evolution World, the leading magazine and Web site covering IoT technologies.

Purpose-built for MSO's and CSO's, nxCONNECT ensures the continuity of internet connectivity for small and medium businesses by using Numerex's network cellular service as a backup failover in the event of broadband service outages. nxCONNECT consists of a complete bundled offering which includes an intelligent router that instantly detects broadband signal loss and seamlessly re-connects to a powerful LTE link, so that mission-critical enterprise information continues to be transmitted and customer's Cloud applications remain operational. nxCONNECT comes with a user-friendly online portal, along with inventory and fulfillment services, and an easy to use self-install kit which allows quick set up and installation for the end user.

"The solutions selected for the IoT Evolution Product of Year Award reflect the diverse range of innovation driving the market today. It is my honor to congratulate Numerex for their innovative work and superior contribution to the rapidly evolving IoT industry," said Carl Ford, CEO of Crossfire Media, a co-publisher of IoT Evolution.

"We are honored that TMC has selected nxCONNECT as an innovative solution that earned Numerex the 2017 IoT Evolution Product of the Year Award," said Shu Gan, CMO, Numerex. "As a new offering launched this year in our service portfolio, nxCONNECT leverages our powerful nxFAST Platform and the Numerex network to bring tangible benefits to our business customers."

QUALCOMM®

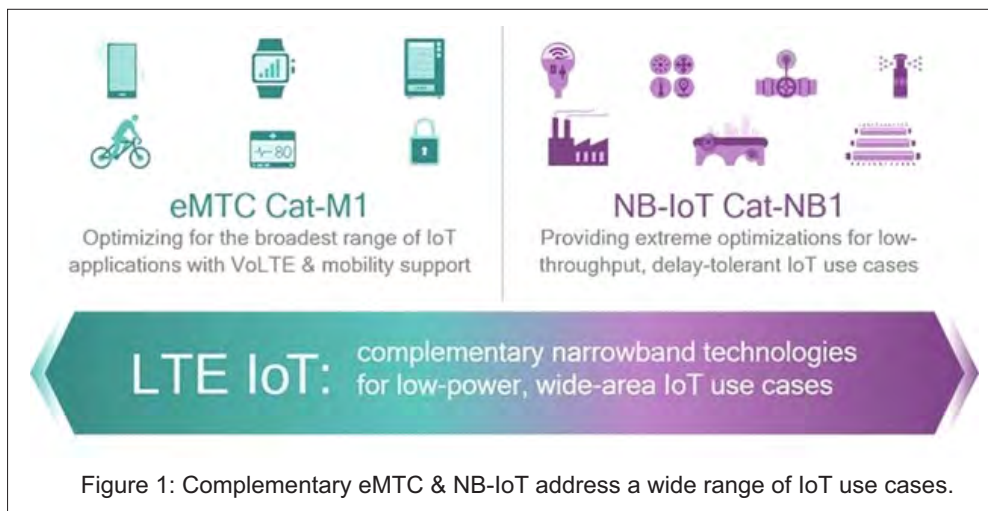# LTE IoT is starting to connect the massive IoT today, thanks to eMTC and NB-IoT

We are at the dawn of 5G, a unified network envisioned to connect virtually everything around us. And to get there sooner, we are accelerating 5G NR (New Radio) — the global 5G standard — to usher in next-generation mobile broadband experiences for smartphones starting in 2019.

The first 5G NR release delivers eMBB (enhanced mobile broadband) and URLLC (ultra-reliable, low-latency communication), which can also address high-performance IoT use cases. However, it will not target the low-complexity IoT (also referred to as massive machine-type communication or mMTC).

So how will we realize the 5G vision of connecting the massive IoT? To be clear, the term "massive IoT" refers to the 10's of billions of devices, objects, and machines that require ubiquitous connectivity even in the most remote locations, like sensors buried deep underground. To reach the massive scale (3GPP defines such as at least 1M devices per km2), mobile networks must more efficiently support the simplest devices that communicate infrequently, and are ultra-energy efficient so they can deliver extremely long, 10+ year battery life. Sound challenging? You bet! But we don't have to wait for 5G to start connecting the massive IoT. Here's why…

3GPP has already introduced a suite of two complementary narrowband LTE IoT technologies in Release 13: eMTC (enhanced machine-type communication) and NB-IoT (narrowband Internet of Things). Both are optimized for lower complexity/power, deeper coverage, and higher device density, while seamlessly coexisting with other LTE services such as regular mobile broadband.

Together, they expand the LTE technology portfolio to support an even wider range of low-power IoT use cases.

eMTC Cat-M1
Optimizing for the broadest range of IoT applications with VoLTE & mobility support

NB-IoT Cat-NB1
Providing extreme optimizations for low-throughput, delay-tolerant IoT use cases

LTE IoT: complementary narrowband technologies for low-power, wide-area IoT use cases

Figure 1: Complementary eMTC & NB-IoT address a wide range of IoT use cases.

Do we really need both eMTC and NB-IoT to connect the massive IoT? The answer is yes, since complementary eMTC and NB-IoT are designed for different types of IoT use cases.

eMTC can deliver up to 1 Mbps of throughput utilizing just 1.4 MHz of bandwidth, and supports essential capabilities such as VoLTE and full mobility for a broad range of IoT use cases, including asset trackers and wearables. NB-IoT, on the other hand, scales down to extreme simplicity for low-throughput, delay-tolerant applications, such as meters and sensors. It enables data rate of just 10's of kbps with 200 kHz of bandwidth, and can provide even deeper coverage. Furthermore, NB-IoT can be deployed within an existing LTE band, in guard-band between two regular LTE carriers, or in standalone mode, which provides an easy migration path for the re-farmed GSM (2G/GPRS) spectrum.

Beyond 3GPP Release 13, there is a rich roadmap of LTE IoT technology inventions that will deliver many further enhancements to meet tomorrow's massive IoT connectivity needs. For example, Release 14 will bring new capabilities such as single-cell multicast to both eMTC and NB-IoT, enabling easy over-the-air firmware upgrades as well as enhanced device positioning for asset location tracking. In addition, there are two ongoing Release 15 work items that further enhance eMTC and NB-IoT, including new features such as wake-up receiver and TDD support for NB-IoT.

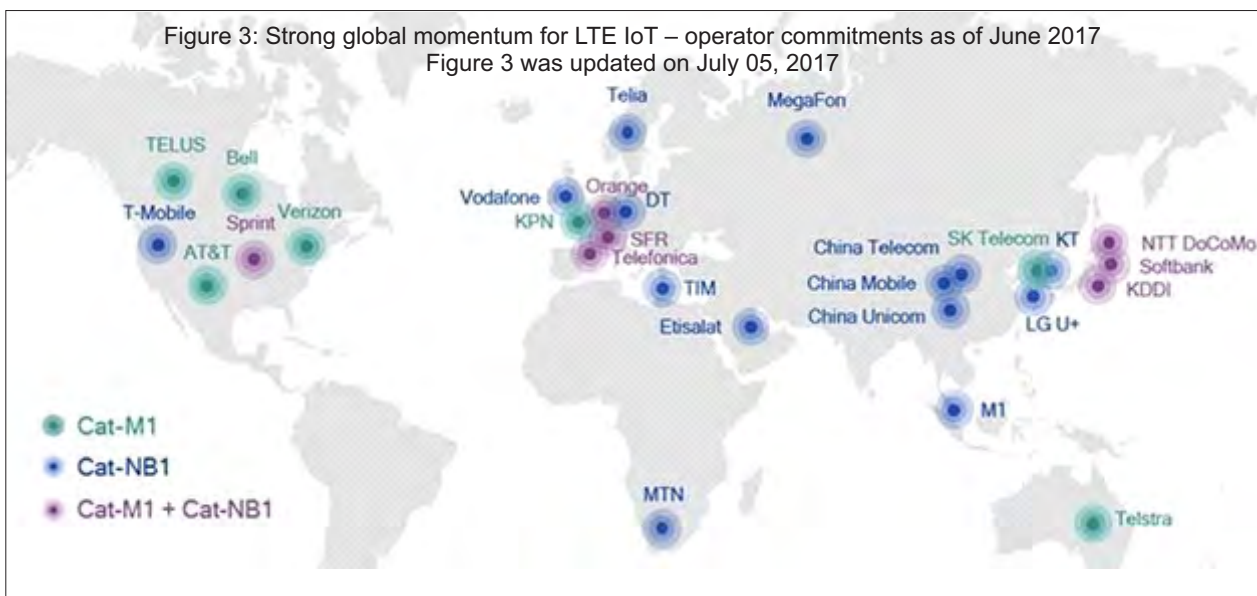# LTE IoT is starting to connect the massive IoT today, thanks to eMTC and NB-IoT

Figure 2: LTE IoT evolution in 3GPP Release 13 and beyond.
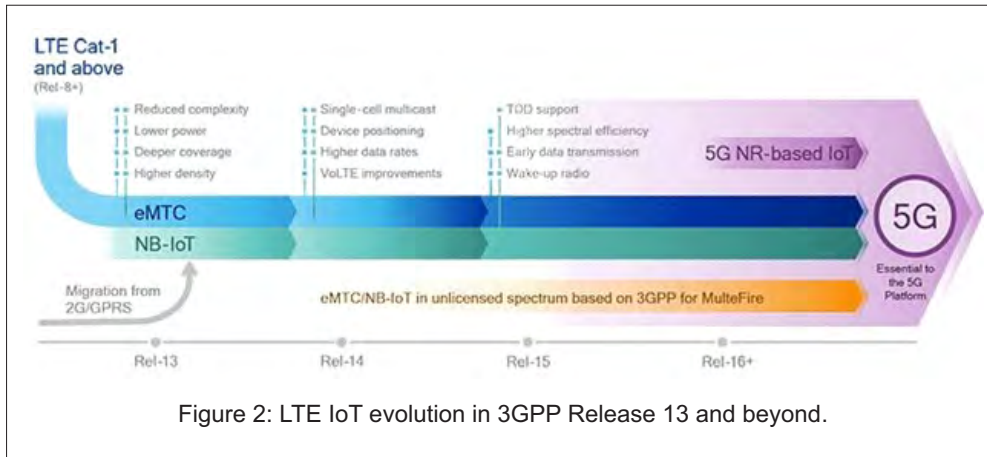
It should be clear that LTE IoT is starting to connect the massive IoT today and both eMTC and NB-IoT will certainly continue to evolve for years to come — leveraging the scale, longevity and global coverage of LTE networks (also to seamlessly enable migration from 2G). Eventually, there will be a 5G NR-based massive IoT solution. Some future advanced design elements will include NOMA (non-orthogonal multiple access), enabling grant-free transmissions leveraging RSMA (resources speared multiple access) — in which the device sends data whenever needed without asking for permission — and mesh networking that expands on LTE's device-to-device capabilities.

Another exciting dimension is the expansion into unlicensed spectrum. The MulteFire Alliance is adapting LTE IoT to operate in the unlicensed spectrum to expand beyond mobile broadband and high-performance IoT supported by MulteFire 1.0. This will in turn bring new opportunities for private LTE networks and enable LPWA (low-power wide-area) use cases, leveraging narrowband LTE IoT technology.

Today, we are delivering commercial multimode solutions that support eMTC's device category Cat-M1, NB-IoT's device category Cat-NB1, and E-GPRS. The Qualcomm MDM9206 is a flexible, single-SKU solution that enables global deployments with a single hardware, software, and RF design. And just a few weeks ago, we announced something very exciting — a joint field trial with Mobike and China Mobile — that will take advantage of our LTE IoT multi-mode solution. And mobile operators around the globe are also starting to launch commercial LTE IoT networks supporting both Cat-M1 and Cat-NB1 devices. At the time of writing this blog post, we see more than 20 mobile operators having publicly announced their commitment to deploy LTE IoT, with even more trialing eMTC and/or NB-IoT technologies in preparation for commercialization. All in all, the future of LTE IoT is bright, and we are excited to continue leading the LTE IoT evolution toward 5G.

Figure 3: Strong global momentum for LTE IoT – operator commitments as of June 2017
Figure 3 was updated on July 05, 2017

Get the latest information and downloads, check out our LTE IoT evolution webpage.

To stay connected, also follow us on Twitter @qualcomm_tech and sign up for our wireless newsletter.

Amazon and Whole Foods Market Announce Acquisition to Close This Monday, Will Work Together to Make High-Quality, Natural and Organic Food Affordable for Everyone

SEATTLE & AUSTIN, Texas--(BUSINESS WIRE)--Aug. 24, 2017-- (NASDAQ:AMZN)—Amazon and Whole Foods Market today announced that Amazon's acquisition of Whole Foods Market will close on Monday August 28, 2017, and the two companies will together pursue the vision of making Whole Foods Market's high-quality, natural and organic food affordable for everyone. As a down payment on that vision, Whole Foods Market will offer lower prices starting Monday on a selection of best-selling grocery staples across its stores, with more to come.

In addition, Amazon and Whole Foods Market technology teams will begin to integrate Amazon Prime into the Whole Foods Market point-of-sale system, and when this work is complete, Prime members will receive special savings and in-store benefits. The two companies will invent in additional areas over time, including in merchandising and logistics, to enable lower prices for Whole Foods Market customers.

"We're determined to make healthy and organic food affordable for everyone. Everybody should be able to eat Whole Foods Market quality – we will lower prices without compromising Whole Foods Market's long-held commitment to the highest standards," said Jeff Wilke, CEO of Amazon Worldwide Consumer. "To get started, we're going to lower prices beginning Monday on a selection of best-selling grocery staples, including Whole Trade organic bananas, responsibly-farmed salmon, organic large brown eggs, animal-welfare-rated 85% lean ground beef, and more. And this is just the beginning – we will make Amazon Prime the customer rewards program at Whole Foods Market and continuously lower prices as we invent together. There is significant work and opportunity ahead, and we're thrilled to get started."

"It's been our mission for 39 years at Whole Foods Market to bring the highest quality food to our customers," said John Mackey, Whole Foods Market co-founder and CEO. "By working together with Amazon and integrating in several key areas, we can lower prices and double down on that mission and reach more people with Whole Foods Market's high-quality, natural and organic food. As part of our commitment to quality, we'll continue to expand our efforts to support and promote local products and suppliers. We can't wait to start showing customers what's possible when Whole Foods Market and Amazon innovate together."

Here's what will be new in Whole Foods Market stores on Monday and what customers can expect over time as the two companies integrate:
 Starting Monday, Whole Foods Market will offer lower prices on a selection of best-selling staples across its stores, with much more to come. Customers will enjoy lower prices on products like Whole Trade bananas, organic avocados, organic large brown eggs, organic responsibly-farmed salmon and tilapia, organic baby kale and baby lettuce, animal-welfare-rated 85% lean ground beef, creamy and crunchy almond butter, organic Gala and Fuji apples, organic rotisserie chicken, 365 Everyday Value organic butter, and much more.
 In the future, after certain technical integration work is complete, Amazon Prime will become Whole Foods Market's customer rewards program, providing Prime members with special savings and other in-store benefits.
 Whole Foods Market's healthy and high-quality private label products—including 365 Everyday Value, Whole Foods Market, Whole Paws and Whole Catch—will be available through Amazon.com, AmazonFresh, Prime Pantry and Prime Now.
 Amazon Lockers will be available in select Whole Foods Market stores. Customers can have products shipped from Amazon.com to their local Whole Foods Market store for pick up or send returns back to Amazon during a trip to the store.

This is just the beginning – Amazon and Whole Foods Market plan to offer more in-store benefits and lower prices for customers over time as the two companies integrate logistics and point-of-sale and merchandising systems.

Whole Foods Market will continue to grow its team and create jobs in local communities as it opens new stores, hires new team members, and expands its support of local farmers and artisans. The company will maintain operations under the Whole Foods Market brand, preserve its high standards and commitment to providing the finest natural and organic foods, and continue to source from trusted vendors and partners around the world. John Mackey will remain as CEO and Whole Foods Market's headquarters will stay in Austin, Texas.

About Amazon
Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.
For more information, visit www.amazon.com/about and follow @AmazonNews.

About Whole Foods Market
Founded in 1978 in Austin, Texas, Whole Foods Market is the leading natural and organic foods supermarket, the first national "Certified Organic" grocer, and uniquely positioned as America's Healthiest Grocery Store. In fiscal year 2016, the Company had sales of approximately $16 billion and has more than 460 stores in the United States, Canada, and the United Kingdom. Whole Foods Market employs approximately 87,000 team members and has been ranked for 20 consecutive years as one of the "100 Best Companies to Work For" in America by Fortune magazine.
For more information, please visit www.WholeFoodsMarket.com or @WholeFoods on Twitter.

Amazon's Biggest Acquisitions

With Amazon on an M&A spree this year, we looked at its all-time largest deals in a visual timeline.

As we discovered in our analysis of Amazon's M&A strategy, Amazon has traditionally been a conservative buyer of companies. Despite the historic Whole Foods mega-acquisition ($13.7B) as well as a few big-name buys like shoe retailer Zappos ($1.2B, 2009) and e-sports streaming site Twitch ($970M, 2014), on the whole, Amazon has historically been far less acquisitive than its tech giant competitors.

The tide, however, may be turning. With 7 acquisitions in the year to-date, 2017 is already far and away Amazon's most active year for M&A.

This year's M&A spree began in Q1'17 with the high-profile purchase of Souq.com, the so-called "Amazon of the Middle East" that it bought for $580M. Amazon has also bolstered its AWS cloud offerings by buying a number of developer and enterprise tools, like Harvest.ai, Thinkbox Software, and Do.com.

With its acquisitions now happening at a blistering pace, we created a visual time of Amazon's all-time largest deals.
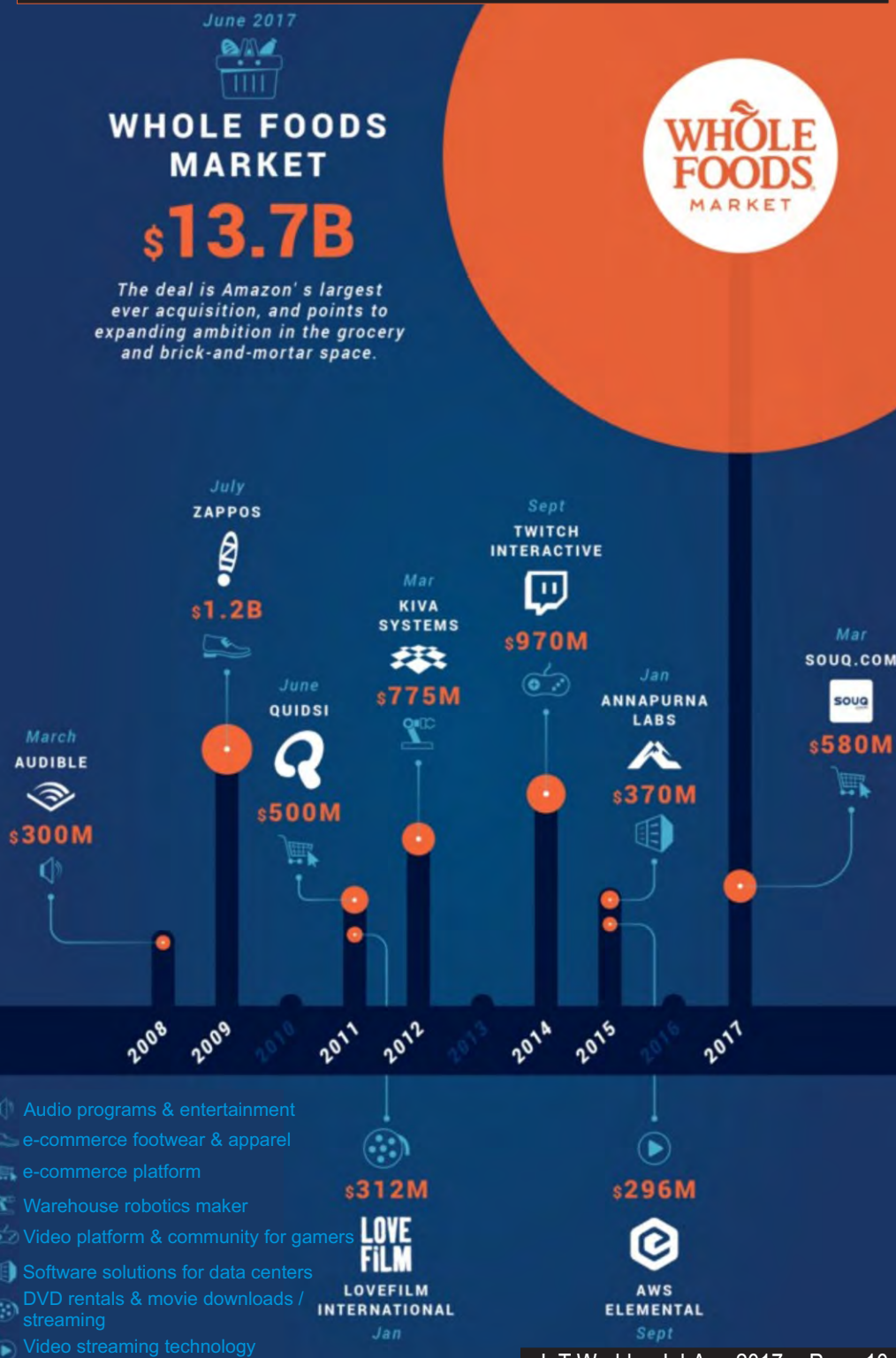
About the graphic:
• At a whopping $13.7B, Amazon's recent Whole Foods acquisition is by far the largest acquisition. That's more than 10 times the size of the #2 largest deal, which was to Zappos.
• 7 of the top 10 deals were at valuations of $500M or greater.
• The smallest deal to make the top 10 was Elemental Technologies, which was valued at $296M.
• The deals reflect Amazon's extremely diverse business interests: media and content (LoveFilm, Twitch, Audible), streaming infrastructure (Elemental), ecommerce (Souq, Quidsi, Zappos), computing hardware (Annapurna Labs), and robotics (Kiva Systems).

SOURCE: CB Insights Click Here

amazon
TOP
ACQUISITIONS
BY DEAL SIZE

June 2017

WHOLE FOODS MARKET
$13.7B

The deal is Amazon's largest ever acquisition, and points to expanding ambition in the grocery and brick-and-mortar space.

WHOLE FOODS MARKET

July
ZAPPOS
$1.2B

Sept
TWITCH INTERACTIVE
$970M

Mar
KIVA SYSTEMS
$775M

June
QUIDSI
$500M

Jan
ANNAPURNA LABS
$370M

Mar
SOUQ.COM
$580M

March
AUDIBLE
$300M

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

$312M
LOVE FILM
LOVEFILM INTERNATIONAL
Jan

$296M
AWS ELEMENTAL
Sept

- Audio programs & entertainment
- e-commerce footwear & apparel
- e-commerce platform
- Warehouse robotics maker
- Video platform & community for gamers
- Software solutions for data centers
- DVD rentals & movie downloads / streaming
- Video streaming technology

THE INTERNET OF RELEVANT THINGS

ACHIEVING STRATEGIC GOALS BY BRIDGING BUSINESS OBJECTIVES WITH IOT CONTEXT & DATA

THE PROFESSOR AND THE WOODSMAN

Some years ago the head of the Industrial Engineering Department of Yale University stated, "If I had only one hour to solve a problem, I would spend up to two-thirds of that hour attempting to define what the problem is."[1] In the same vein, a woodsman was once asked, "What would you do if you had just five minutes to chop down a tree?" He answered, "I would spend the first two and a half minutes sharpening my axe."[2] Regardless of your industry or task, it's important to be prepared, carefully defining your objectives and selecting the tools needed to achieve them.

Sadly, this lesson is often overlooked when it comes to Internet of Things (IoT) projects. Whether it's the allure – or misunderstanding – of the IoT concept, fear of being left behind by competitors, or pressure to do something new, companies frequently rush head first into IoT projects without clearly defining objectives, value propositions, or the suitability of tools. The result is a high rate of failure for IoT projects, and disillusionment among customers.[3]
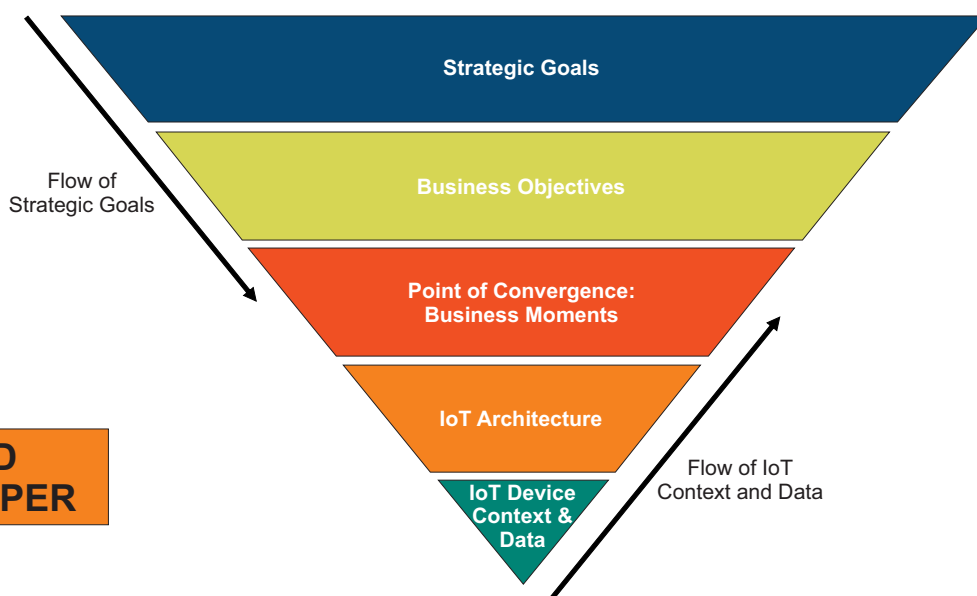
Part of the problem is that the phrase, Internet of Things, is misleading and deceptive. Originally intended to describe an ecosystem of interconnected machines, the turn of phrase has been taken literally to mean connecting all devices to the Internet. The overarching objective of IoT is not to network every device in an enterprise, much less connect every device to the Internet. IoT devices are vessels for context and data, and only relevant information – and devices – need to be tapped.

How does one determine what is or is not relevant information? Relevance is established by a chain that stretches from the enterprise's strategic goals, to business objectives designed to achieve those goals, to what Gartner calls "business moments" – transient, customer-related opportunities that can be dynamically exploited.[4] A business moment is the point of convergence between the enterprise's strategic goals and relevant IoT context and data (Figure 1) that when properly exploited will positively change a customer's behavior, attitude, and/or sentiment.

Business moments must be carefully orchestrated by the enterprise, even if they appear spontaneous to the customer. Success hinges on a second chain that stretches from relevant IoT context and data thru the IoT architecture that accesses and conveys them to a target business moment. If the chain is poorly executed, say because the IoT architecture can't extract relevant information, then the business moment may pass without result, or could even generate negative sentiments to the detriment of the strategic goals.

And so we return full circle to the professor and the woodsman. The first order of business in any IoT project is to identify the strategic business goals to be achieved. Those should flow down into a series of specific objectives that rely on successfully delivered business moments. The IoT architecture is the tool by which relevant IoT context and data are extracted and exploited to reorient customer behavior, attitudes, and actions in favor of the strategic goals.

Business goals and objectives inform the IoT architecture and relevant devices to tap, not the other way around. IoT solutions selected for eye candy appeal or hype alone will go wanting.

DOWNLOAD THE WHITE PAPER

Flow of Strategic Goals

Strategic Goals

Business Objectives

Point of Convergence: Business Moments

IoT Architecture

IoT Device Context & Data

Flow of IoT Context and Data

Gemalto first in the world to be fully-certified by the GSMA for secure eSIM subscription management

Accreditations apply to industrial IoT applications, automotive solutions and consumer electronics

Amsterdam, 3 August 2017 - Gemalto, the world leader in digital security, announces that its On-Demand Connectivity Service has become the first in the world to demonstrate full compliance with the stringent security requirements of the GSMA's Security Accreditation Scheme for embedded SIM (eSIM) remote provisioning. As a result, OEMs, mobile operators, and service providers worldwide can be assured that Gemalto implements appropriate security measures for storage and handling of all sensitive user profile data. These measures extend from initial eSIM production through to management of mobile subscriptions over the entire service lifecycle. The accreditations apply to industrial IoT applications, automotive solutions and consumer electronics.

Unlike a conventional SIM, an eSIM is soldered into a device during production and must be remotely managed during its entire lifecycle. This simplifies manufacturing and logistics, prevents tampering, and eliminates the need to fit and replace SIMs at a later stage.
 With more than 50 references, Gemalto On-Demand Connectivity service- a subscription management platform - provides customers with a GSMA-certified environment to support their commercial launches.

 "These new certifications demonstrate Gemalto's leadership and commitment to implementing rigorous security measures that extend from the core to the very edge. "Mobile operators and OEMs can now fully benefit from the combined promises of the eSIM and remote SIM provisioning services for industrial, enterprise and consumer applications"   said David Buhan, Senior Vice President Mobile and IoT Services for Gemalto.

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2016 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

From secure software to biometrics and encryption, our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 15,000+ employees operate out of 112 offices, 43 personalization and data centers, and 30 research and software development centers located in 48 countries.

For more information visit www.gemalto.com, or follow @gemalto on Twitter.