

connecting lives connecting worlds

business IOT





Business IoT Solution Briefing

Business IoT is a suite of solutions that enables enterprises to leverage the opportunities offered by the Internet of Things. Business IoT connects sensor data and enables actuators within remote devices to generate actionable intelligence, delivering business innovation and cost savings.

Working in the Connected Age

Alongside the social changes, the Internet of Things (IoT) will impact solution providers across industries worth an estimated \$7 trillion. IoT, which includes machine-to-machine (M2M) communications, can improve the efficiency of critical processes within industries such as transportation, healthcare and retail, amongst others. IoT can help manage traffic flows

to speed up deliveries, remotely monitor patients under treatment and streamline the purchase of goods.

Traditionally, in most business sectors, products are sold and deployed without the tools and processes to monitor their “in-field” performance, track their actual interaction with consumers, or actively manage their lifecycle needs such as repairs and replacement.

IoT offers the opportunity to dramatically change how products and services are marketed, sold and managed for both B2B and B2C industries. In an IoT-based approach, a physical device can be retrofit with Internet connectivity, enabling it to be supported by an IT cloud infrastructure. This command layer is capable of collecting that device’s functional and sensor data on a continuous basis, sending remote control commands to activate updates or altering the product’s behavior.

Once remotely manageable, the device assumes a completely new “living” dimension. Not only can the consumer better interact with the product’s capabilities, but the product’s manufacturer can also have visibility and control over its lifecycle and the costs related to that lifecycle. In fact, remote configuration and provisioning, analytics of diagnostics, usage data and features upgrades are just a few examples of the product enhancements made possible by IoT.

The related business benefits include better product designs, a more efficient after-sales service support, the possibility to automate consumable restocking and up-sell of additional product functionality.

In the Business IoT landscape, getting all of the disparate devices and services to work together is still a major challenge

Through IoT, manufactures and service providers can extend the customer's engagement throughout the lifetime of the product, leading to enhanced brand loyalty and profitability.

Overcoming the Challenges of Business IoT

In the Business IoT landscape, the complexity of getting all of the disparate devices and services to work together is still a major challenge. Developers of core technologies seeking to add in IoT functionality are faced with competing standards, intense industry rivalries and technical hurdles. These include competing wireless standards and protocols that inhibit interoperability, costly development requirements for what is still a relatively small but rapidly growing market, as well as a paramount effort to focus on security, built into the solution from the start.

ADB improves the efficiency of critical business processes, in turn delivering better products and services to users

The successful execution of an IoT based approach also requires the integration of three key domains of expertise: the device's connectivity technology, the cloud backend infrastructure that controls the connected product and the applications that allow user interaction with that device or cloud. Businesses who desire to implement an IoT based strategy typically face challenges in one or more of these domains, spending valuable time and energy putting together the complex integration required for such a truly end-to-end solution. This challenge is felt even by technological savvy companies and can easily become a costly distraction for many, which are not allowed to remain focused on their core business innovation by the development of an IoT based solution.

The ADB Answer

ADB's strong heritage as an enabler of IP connectivity, including millions of installed gateways, routers, Wi-Fi access points and video devices means we are perfectly positioned to successfully implement Business IoT solutions. We can navigate

through the many IoT related integration points, recommend the most relevant ones for your business and assist you in selecting the many IoT standards and wireless technologies to be used.

With a unique expertise reach that spans embedded connectivity software and backend IT platforms, we can package turnkey IoT solutions for industries which need a one-stop-shop partner in IoT engineering, integration and operation, so that you can continue focusing in your core business activities.

Serving this end-to-end market need, Business IoT enables enterprises, service providers, small-medium businesses and vertical industry players to innovate their businesses through a solutions suite that includes:

- State-of-the-art IT and security focused architectures
- Open and standard oriented protocols
- Versatile APIs and interfaces for system integration with legacy and third party systems.

Business IoT Solution Overview

Business IoT improves the efficiency of critical business processes, in turn providing users with better products and services.

- **Management of consumer goods** – captures data from smart sensors to ensure that consumer goods are performing at the highest standard
- **Management of industrial appliances** – captures data and uses information for visibility on the performance of industrial appliances





- **Smart buildings** – uses actionable intelligence to ensure buildings are running efficiently and cost-effectively.

Business IoT allows corporate customers to quickly integrate IoT systems that control connected devices, collect the data from these, and generate and extract actionable intelligence from that data. The solution also includes a suite of functional components, integrations and professional services:

- A unified and hardware-independent gateway embedded software platform
- Engineering of hardware and software product connectivity boards and protocols

- Mobile Applications for information users
- Necessary backend or SaaS delivered platforms:
 - Machine-to-Machine (M2M) Connectivity Layer and Data Model
 - Orchestration and Service Enablement
 - Data Warehousing and Analytics
 - Security Management.

At the heart of Business IoT is ConnectedOS, a platform for developing, deploying and managing connected devices and IoT applications. By bridging together solutions and services, ConnectedOS is designed to

simplify integration, improve time to market and reduce the cost in the delivery of connected services for our clients.

Business IoT is underpinned by ADB InnoSolutions, an industry leading package of services designed to ensure clients projects and operations are optimized now and for the future, helping them to drive business growth, customer retention and return on investment.

Business IoT has been developed in synergy with ADB's Personal IoT solution.



connecting lives
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ADB is Connecting Lives and Connecting Worlds with first-class solutions for personal and business TV and the Internet of Things. We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customers to build successful businesses and deliver the connected experiences that today's consumers crave. Underpinned by our ConnectedOS digital platform, we enable our customers to increase ARPU, reduce churn and improve profitability.