

THE 1NCE ALL-IN PRICING – “TOO GOOD TO BE TRUE”?

We have created the 1NCE Lifetime Fee for one purpose – we want to enable IoT users to quickly get their devices connected. It’s a simple phrase and so is our answer: We provide one tariff only, which includes all necessary features that IoT users require to start connecting their devices: the SIM card, a secure data channel via VPN as well as connectivity that can easily switch between all supported radio standards 2G, 3G and NB-IoT.

1 THE ONE TO CATCH THEM ALL

Since many of our customers are used to complex tariff structures, additional fees for roaming, data overage or SIM cards we are often being asked for dedicated MB prices or monthly recurring charges (MRC). Due to the fact that the 1NCE Lifetime Fee is a unique pre-paid business model it is not easy to compare the 1NCE pricing to traditional pricings which usually comprise of multiple and confusing cost elements.



The image compares two pricing models. On the left, 'Traditional Pricing' is shown with two columns: 'Recurring fees' and 'One time fees'. The 'Recurring fees' column includes: 1. Monthly recurring charge, 2. Data plan, 3. SMS, and 4. Roaming charges. The 'One time fees' column includes: 5. SIM Card Costs and 6. Additional costs (Activation fees, Suspending fees, Re-activation fees, Setup fees, License fees, Other fees). On the right, '1NCE Lifetime Fee' is shown as a single 'One time fee only' model. It includes: 1. Monthly recurring charge (crossed out), 2. 500 MB Data allowance (with '1NCE LIFETIME FEE' badge), 3. 20 SMS (with '1NCE LIFETIME FEE' badge), 4. Roaming charges (crossed out), 5. SIM Card inclusive (with '1NCE LIFETIME FEE' badge), and 6. No costs for activation, suspending etc.; No setup fees for APN and VPN; No License Fees for Connectivity Mgmt. Platform. A large blue box highlights '10 EUR FOR 10 YEARS'.

The cost elements very often comprise of recurring fees as well as a bunch of one time fees to be paid in the beginning of the contract. The 1NCE Lifetime Fee is a one time fee only model that already includes all necessary contract elements to connect low data IoT devices for 10 years.

1.1 MONTHLY RECURRING CHARGES

Most contractual based connectivity offerings include monthly recurring charges (MRC). The MRC differs with regards to the number of ordered SIM cards. The more cards one orders the lower the charge. The MRC generally compensates the costs of material as well as maintenance costs for managing the SIM cards and their related resources. There are price models where the MRC includes only the fee for being granted access to a connectivity service without data nor SMS allowances. Other models include a minimum service such as minimum data rate a customer needs to pay for each month regardless if he consumes the data or not.

The 1NCE Lifetime Fee does neither of both. It allows you to use the 1NCE connectivity for 120 months in all covered countries.

1.2 DATA PLAN

IoT users were forced to forecast their monthly data consumption to find the best pricing for their solution because the cost for each MB differs with regards to the monthly commitment the customer needs to choose. Typical low data MB prices range between some Euros to very few cents. The less data one commits the higher the cost per MB. This correlation is one of the huge pain points for low data IoT solutions since the price per MB can be very high for use cases that only require some few KB per month. The 1NCE Lifetime Fee is addressing this pain point and allows for a fair price of 2 Cents per MB as well as enough data of 500 MB over the 10 years which is enough to run low data applications over the lifetime of the device.

1.3 SMS

Many M2M and IoT applications require SMS functionality because it helps to wake up the devices or receive regular status reports. Most connectivity offerings do not include SMS within their MRC nor their data plan. Each SMS usually is charged on top of the data plan. Given the fact that SMS is a necessary feature for many IoT applications the 1NCE Lifetime Fee includes 250 SMS on top of the data allowance of 500 MB. The included 250 SMS are enough to send at least 2 SMS per month over the lifetime of the 10 years.

1.4 ADDITIONAL ROAMING CHARGES

To provide international coverage IoT MNOs and MVNOs rely on roaming agreements to allow for seamless multinational connectivity. Thus, many operators have an individual pricing for specific countries often clustered into groups or zones which results in price premiums of up to over 1000%. Due to this price differences it is not unusual that IoT connectivity provider have additional roaming charges for specific countries or regions. That's why customers must study the country tables very carefully to get a holistic picture on the final costs for IoT connectivity. The 1NCE Lifetime already includes all roaming charges or any other additional country specific cost.

1.5 SIM CARD

It is quite common that operators charge for an additional one-time-fee for the SIM card. The prices vary between 1-2 EUR up to 8 EUR per card. The price generally depends on the order size. The 1NCE Lifetime includes the costs for the standard plastic SIM (1NCE IoT FlexSIM) with no tiered pricing. We also offer the Lifetime Fee with an embedded SIM card, the 1NCE Industrial IoT eSIM for a standard price of 2 EUR. The costs for the SIM card remain the same regardless if one buys only a few or thousands of cards.

SIM card costs (additional to 1NCE Lifetime Fee)

Order quantity	IoT FlexSIM	Industrial IoT eSIM
0 - 500	€ 0.00	€ 2.00
501 - 1,000	€ 0.00	€ 2.00
1,001 - 5,000	€ 0.00	€ 2.00
5,001 - 10,000	€ 0.00	€ 2.00
10,001 - 50,000	€ 0.00	€ 2.00
50,001 - 100,000	€ 0.00	€ 2.00
100,000+	€ 0.00	€ 2.00

1.6 OTHER ADDITIONAL COSTS /SIM CARD, SETUP FEES, SOFTWARE LICENCES ET AL.)

To get an IoT device connected does not only mean to manage the operational and material costs as mentioned above. Before you can start to run the IoT device one needs to setup and configure the connectivity environment. Therefore, the settings and specific requirements to get the SIM card up and running need to be considered:

1. Setup of the APN
2. Configuration of VPN client
3. Licence fees for software (cloud platform, API, etc.)

Usually the activation process to get a specific connectivity setup up and running comes with additional costs very often. For instance, some operators charge for the SIM activation and authorization and sometimes even for de- or reactivation as well as for suspended SIM cards. One might also be charged for an installation fee of the VPN client or the APN as well as license fees for using the connectivity management tool or the API. The 1NCE Lifetime Fee does not include additional costs for the VPN and APN setup nor are there any license fees for using our Connectivity Management Platform. Since all our SIM Cards come pre-activated there is no fee for the SIM activation.

Overview of additional fees	Costs
SIM activation / deactivation	€ 0.00
SIM re-activation (after suspending)	€ 0.00
Connectivity Management Platform (License)	€ 0.00
API (License / pay per request)	€ 0.00
Installation fee for VPN client	€ 0.00
Installation fee for 1NCE APN	€ 0.00
Set monthly limits	€ 0.00
Set IMEI Lock	€ 0.00

1.7 THE 1NCE LIFETIME FEE IN A PRICE TABLE

Since the 1NCE Lifetime Fee has been designed as “Connect-and-Forget” connectivity solution it is not supposed to be put into price tables that customer need to check regularly to have control over their costs. The purpose of the prepaid model is to provide a transparent pricing over the lifetime of the device. All necessary elements like data, SMS and SIM card cost are already included within the 10 EUR fee. There is no comparable offering in the IoT marketplace.

PRICING 1NCE LIFETIME FEE

PRICING 1NCE LIFETIME FEE		Data plan	SIM Card	SMS	Roaming charge
Country	Applicable Tariff	Price per MB	Cost for SIM card (1NCE IoT FlexSIM)	Price per SMS	Additional roaming charge (per country)
Austria	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Belgium	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Bulgaria	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
China*	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Croatia	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Cyprus	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Czech Republic	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Denmark	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Estonia	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Finland	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
France	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Germany	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Greece	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Hungary	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Ireland	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Italy	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Latvia	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Lithuania	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Luxembourg	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Malta	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Netherlands	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Poland	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Portugal	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Romania	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Slovakia	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Slovenia	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Spain	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Sweden	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
United Kingdom	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Switzerland	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
Norway	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
USA*	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive
All Covered Countries	10 EUR / 10 years / 500 MB / 250 SMS	€ 0.02	inclusive	inclusive	inclusive

*non-permanent roaming only

However, due to fact that customers are used to compare offerings to benchmark the included services and features we have prepared the following price table with respect to typical data plan perspective. The table shows that the price per MB with the 1NCE Lifetime Fee correlates to 2 Cents (10 EUR divided by 500 MB). As there occur no additional fees on top of the 10 EUR it makes clear that the costs for the SIM card, the SMS usage are all inclusive within the 2 Cents per MB.