



Alexander Sator:
Tipping point



Alexander Bufalino:
Energising IoT use cases



Robin Duke-Woolley:
Building blocks of IoT

First of its kind flat rate, plug and play IoT connectivity offering opens doors to new use cases in the automotive industry

In the rapidly evolving world of the Internet of Things (IoT), market disruption is accelerating. Game changing start-ups and business models are now beginning to emerge with offerings not even thought possible three years ago. And all this with the common goal of connecting the billions of devices that exist in every market sector, geography and innumerable different industrial and consumer use cases.

Theirs is a simple subscription offering, where one SIM fits all networks and at a price point that is hard to believe you've read it correctly.

The truth is though, that the cost and apparent complexity of connectivity has been a major hindrance in realising this vision. Until now.

Backed by one of the world's largest network operators, Deutsche Telekom, IoT Connectivity provider, 1NCE, has torn up the rule book and challenged the old-school, cost-heavy, overly-engineered connectivity models, prevalent up to this point.

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Awarded 'Best in Show' for their offering, 1NCE made their debut at Mobile World Congress, in Barcelona, with their revolutionary flat rate offer of 500MB for 10 years, across unlimited devices at a one-time cost of €10.

This is what every business looking for easy to deploy, cost-effective IoT connectivity has been waiting for. Are 1NCE the democratisers of ubiquitous IoT connectivity?

Market ready for change

Alexander Sator, founder and chief executive of 1NCE answers this in interview with us, "We believe that the market place is ready to change now. We're finally at the tipping point where billions of IoT devices need to be connected. A decade ago we saw the predictions of tens of billions of devices, but this has taken longer than expected to come to fruition.

"Access to cost-effective connectivity that is appropriate

for individual IoT applications has been one of the barriers holding back the development of IoT into the multi-billion device mainstream. There are 50 billion machines waiting to be connected and for this to happen a game changer is needed in connectivity." Their offer, a first of its kind, may seem controversial and even appear to carry an element of risk at this point but 1NCE believes that this model will be the standard offering in the next decade. They just got there first.

1NCE'S partnership with Deutsche Telekom affords them the freedom, and provides the critical support, to develop a core network built on the latest technologies, enabling them to run this offer at such a minimal cost.

Plug and play

Sator states that his company's main objective is to make massively scalable IoT connectivity 'plug and play'. So straightforward that it takes the hassle out of comparing connectivity options, contracts and service level agreements. They offer one data plan with a one-off charge with the aim of letting enterprises get straight down to the business of making the IoT work for them.

"The value we provide is that, because we allow customers to calculate and control their connectivity costs with one simple agreement and payment, they can focus on developing their IoT solutions, not managing a complex web of different connectivity providers.

"We're a fire-and-forget offering, hire us and you're connected for the next ten years at a fixed price. We ►

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started with three key ideas: to make it simple, to make it plug and play and to design it for massive growth. With this tariff, we will make it as easy as possible for our customers to quickly implement new IoT solutions,” explains Sator.

Of course, those that will benefit most are the manufacturers or OEMs, the one-size-fits-all tariff is a game-changer, it essentially levels the playing field and enables a whole range of completely new IoT use cases.

Robin Duke-Woolley, CEO IoT analyst house Beecham Research states in a recent IoT Connectivity report that, “The true building blocks of the IoT are the very large numbers of small datasets from an enormous range of things connected to an ever-wider variety of different applications and services. It is the connectivity for all these things that the IoT is actually built on and it is the connectivity that has so far not been in a form to fulfil the promise of the tens of billions of connected things so often predicted.”

Technology-agnostic

1NCE's IoT connectivity network is technology agnostic, it offers NB-IoT, 2G, 3G and Cat-M connections. Included in the flat rate of €10, is the SIM and all subscription fees. Their SIM management platform allows for full control of the deployed SIMs and as an added bonus for OEMs there's a unique selling point of 'connectivity as a feature' – meaning that their customers are spared the trouble of choosing a connectivity partner and managing monthly payments. With the potential to deploy thousands of devices per application this is a very streamlined approach to IoT

connectivity and an exciting prospect for organisations designing new products and services.

An example of the many 'things' that can transmit small datasets, meaning they only need narrowband connectivity to create new IoT services, are bicycles, smart parking spaces, street lights, machine tools, smart home equipment such as smart thermostats and of course the vast number of applications across the automotive and transport industries.

“We believe that a tier one quality, IoT-grade, low frills offering is the enablement element needed to energise existing IoT use cases and provide opportunities for further growth. 1NCE will enable many of these use cases that were previously unviable. We're taking a significant task off the list of IoT innovators, so they can devote more attention to the services they're offering,” emphasises Alexander Bufalino, chief sales officer at 1NCE.

Steve Hoffenberg, director of IoT & Embedded Technology at VDC Research, the organisers of the Embeddy Awards that named 1NCE as Best in Show at Mobile World Congress, says they chose the 1NCE offering “for its potential to bring connectivity to a much broader range of IoT devices than was previously economically feasible”.

“Our disruptive connectivity offering is not about spectacular use cases like autonomous vehicles or remote health control, but about tiny things driving fundamental change by operating through low bandwidth infrastructures,” Bufalino concludes. ■

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