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# IOT CONNECTIVITY DISRUPTED



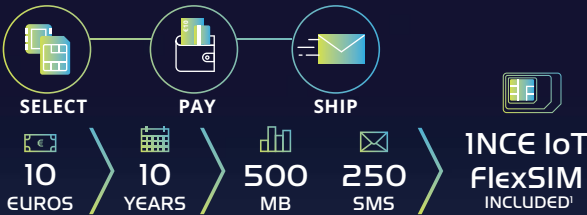
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MMF2 eSIM  
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NB-IOT

2G

MULTI-BEARER  
TECHNOLOGY

LTE-M²

3G

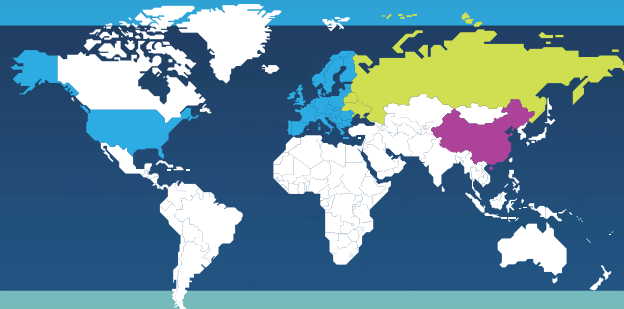
4G²

## RECEIVE

NO LONG WAITING  
PERIODS FOR DELIVERY

## PLUG & PLAY

NO AUTHORISATION OR  
ACTIVATION REQUIRED



### COVERAGE

■ August 2018  
■ September 2018  
■ October 2018  
More to come!

### FLAT RATE PROMISE

FOR

10

EUROS

10

YEARS

FLAT

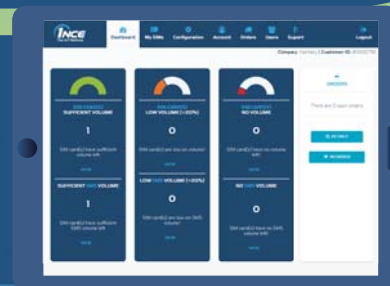
RATE³

## CONFIGURE

NO ADDITIONAL COSTS  
FOR APN OR VPN

## OPERATE

NO HIDDEN FEES



CONNECTIVITY MANAGEMENT PLATFORM

## 1NCE DNA: REVOLUTIONISING IOT FROM THE INSIDE

1NCE Lifetime Fee, the first of its kind, provides uncomplicated handling and connectivity at unrivaled low prices including all necessary features and access to a state of the art connectivity management platform.

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**Cover sponsor:** As an IoT-native company, 1NCE is the first Tier 1 IoT carrier. 1NCE helps its customers to implement new IoT deployments as quickly and easily as possible due to the unique 1NCE Lifetime Fee - the world's first IoT flat rate, which includes 500 MB of data volume, 250 SMS, the SIM card and free access to the 1NCE Connectivity Management Platform via web and API. The company offers fast, secure and reliable IoT network connectivity specifically designed for long-lasting B2B applications, such as asset tracking, tank monitoring, vehicle telematics, smart metering and waste management.

In cooperation with its partner and host network Deutsche Telekom, 1NCE guarantees transparent IoT connectivity in numerous regions, with focus on Europe and coverage growth in countries like China, Russia and the USA. [www.1nce.com](http://www.1nce.com)



## Total acquires G2mobility and forms partnership with Nexans

**Total** has finalised the acquisition of **G2mobility**, a French provider of electric vehicle charging solutions. The company says the deal will enable it to accelerate the growth of its electric vehicle charging businesses, from designing smart charging stations to optimising energy usage management and selling integrated services.

In the sector since 2009, G2mobility has developed and markets a comprehensive charging solution, with connected charging stations operated by a web platform that can remotely control the charge points, offer services, particularly smart energy management systems. With almost 10,000 points managed by its services platform, G2mobility supports municipal governments and private businesses.

Following the agreement with G2mobility and its shareholders, including **Bpifrance** and **Nexans**, Total now fully owns the company.

"Total is pursuing its expansion in new energies for mobility," said Momar Nguer, the president of marketing and services and member of the executive committee at Total. "Following the acquisitions of **PitPoint** in Europe



Nexans will work with Total to improve vehicle charging infrastructure

in 2017 and of 25% of **Clean Energy** in the US this year, which has allowed us to accelerate in natural gas fuel for vehicles, the G2mobility transaction is a pivotal step in improving our electric vehicle charging offering."

To help speed up the growth of infrastructure for electric vehicles, Total and Nexans have signed a partnership agreement that gives Total access to Nexans' production capacity and industrial knowhow. Nexans will be able to rely on G2mobility's technology and Total's range of service offerings.

"We're delighted to be working with Total to help improve vehicle charging infrastructure, the key to adopting sustainable mobility, in particular through our Agicity range," said Christopher Guérin, CEO of Nexans. "Nexans is proud to have helped G2mobility grow by providing this innovative company with our industrial expertise." ■

## Munich Re acquires relayr for US\$300m to advance IoT strategy



Knud Lasse Lueth, IoT Analytics

Through its subsidiary **Hartford Steam Boiler (HSB)**, **Munich Re** has acquired 100% of relayr, a provider of industrial internet of things (IIoT) solutions, at a valuation of US\$300m (€257.80 million). The companies plan to shape opportunities in the fast-growing IoT market.

While becoming part of Munich Re, the acquiring company says relayr will continue to operate independently to maintain its distinct company culture, drive innovation and attract IoT talent.

As part of the Munich Re/HSB network, relayr will benefit from the group's stability and financial strength, access to new prospects through the group's large client base and financial engineering expertise that will help create new solutions.

Commenting on the acquisition, Knud Lasse Lueth, the chief executive of **IoT Analytics**, said: "[This is] yet another acquisition of a successful German IoT platform. To me, US\$300m seems like a quite hefty price tag that Munich Re Group paid for relayr."

"But there is a pattern: Larger enterprises seem to be on the hunt for upcoming IoT Platforms. Especially in Germany, with several notable acquisitions in the last 18 months - for example, **Cumulocity** by **Software AG**, **Device Insight GmbH** by **KUKA AG**, and **connyun GmbH** by **Koerber Digital**." ■

# IOT CONNECTIVITY DISRUPTED

THE 1NCE LIFETIME FEE –  
FULL SERVICE FOR JUST 10 EUR.

COVERING ALL NECESSARY COSTS  
ALONG THE CUSTOMER JOURNEY.

Being an IoT Native means, everything we do is  
radically designed to provide IoT connectivity  
faster, easier and cheaper than ever before"

- Alexander P. Sator, CEO & Founder



## CLICK

B2B Webshop is **simple and easy** to use,  
providing activated 1NCE SIM cards with  
**global coverage**.

► 1 SIM for 10EUR within 3 clicks



SELECT



PAY



SHIP

10  
EUROS

10  
YEARS

500  
MB

1NCE IoT  
FlexSIM  
INCLUDED\*

1NCE MULTI SIM

1NCE IoT FlexSIM

4FF Nano SIM

3FF Micro SIM

2FF Mini SIM

MMF2 eSIM

1NCE Industrial IoT eSIM

NO ADDITIONAL COSTS  
FOR ROAMING

## Calix launches mesh-enabled smart home system to boost CSP sales

**Calix** has launched the Calix GigaSpire powered by the EXOS operating system to enable smart home systems that have the potential to enable communications service providers (CSPs) to compete in the smart home market.

Subscribers are spending more than US\$2bn (€1.75bn) each year with consumer electronics retailers in a quest to improve their Wi-Fi and smart home connectivity. Calix claims that with the new products – GigaSpire BLAST and GigaSpire MAX, CSPs can deliver the most powerful mesh Wi-Fi in the world, with universal IoT support and **Amazon Alexa** built-in.

“The Calix GigaSpire smart home systems include all of the advanced features and functionality service providers

need to respond to changing subscriber demands,” said Shane Eleniak, the senior vice president of platforms for Calix. “The unprecedented combination of Wi-Fi 6 and universal IoT connectivity with voice services built-in – all powered by EXOS – allows service providers to elevate both their brand and the subscriber experience.”

“The ability to add new subscriber services without complex deployments, make this far and away the best smart home solution on the market,” added Eleniak. “The fact that it’s only available to service providers will allow them to elevate their position in the subscribers’ lives and deliver a solution that is future-proof. Instead of a capital expense, their smart home systems will become a strategic weapon and a platform for growth.” ■

## Intel, Arduino and myDevices join Arm Pelion IoT platform ecosystem

Following Arm’s recent collaboration with **Sprint**, which is using its Pelion IoT platform, and Platform Security Architecture (PSA) as the foundation of its Curiosity IoT offering, Arm has announced new strategic partnerships with **Intel**, **myDevices** and **Arduino** to deliver greater IoT flexibility, simplicity and scalability for organisations.

The combination of Arm’s Pelion Device Management with the Intel Secure Device Onboard (Intel SDO) service allows organisations to manufacture devices without any prior knowledge of end customer-specific onboarding credentials or even which application framework the end user will choose. This enables a more flexible cloud provisioning model and seeds a compatible base of Arm and Intel devices ready for management by the Arm Pelion IoT Platform, with onboarding into any application cloud.

Arm is partnering with myDevices to simplify device and solution onboarding and to increase the number of sensors, gateways, and solutions integrated with the Pelion IoT platform that customers can use.

myDevices has partnered with

numerous gateway and device manufacturers to create a robust ecosystem of LoRa-connected IoT solutions for specific vertical applications. myDevices’ IoT in a Box solutions make it easy for a small-to-medium sized business (SMB) or enterprise employee to set up and securely connect a gateway and sensors and start benefiting from Pelion Device Management and monitoring their solution with Pelion Data Management in just minutes using their smartphone, Arm claims.

This simplicity is essential for enabling customers’ IoT solutions to scale, so that they can obtain actionable insights from their IoT devices and data. Developers can try out Pelion services together with myDevices’ IoT in a Box for US\$199 (€173) utilising the new IoT Starter Kit.

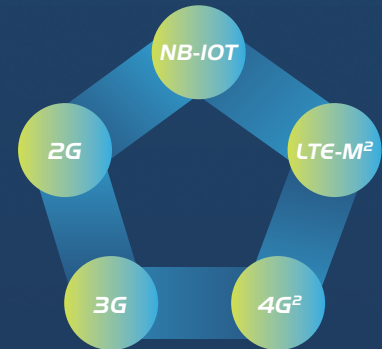
Arduino is also partnering with Pelion Connectivity Management to give their users the option of competitive global data plans to suit everything from single IoT prototypes to production IoT deployments. Together with Arduino, Arm is set to enable developers to create cellular IoT designs in minutes – on a foundation that can scale to millions of devices, the company says. ■

## RECEIVE



From placing the order to receiving the shipment, the delivery process takes place within a few business days.

All stock shipped from within Germany ▶



### MULTI-BEARER TECHNOLOGY

Enables seamless switching between connectivity technologies

NO LONG WAITING PERIODS FOR DELIVERY

## PLUG & PLAY

No activation of SIM resulting in the ability to **Plug & Play** with ease.

- ▶ All SIMs delivered as pre-activated cards with all services included
- ▶ No hassle with PIN or PUK - cards already pre-activated

### NO AUTHORISATION OR ACTIVATION REQUIRED

**COVERAGE** ■ August 2018  
■ September 2018  
■ October 2018



More to come!



Abu Dhabi's Zayed Smart City project has begun its pilot phase

## Abu Dhabi completes smart city project with Software AG Cumulocity IoT

**Software AG** has announced the successful completion of a wide-ranging smart city project with its partner, **Technology Strategies Middle East (TSME)**. **Cumulocity IoT** has been used as the foundation IoT (Internet of Things) platform of choice in the capital city of the United Arab Emirates (UAE), Abu Dhabi.

The Abu Dhabi Municipality launched the pilot phase of a five-year project for smart cities and artificial intelligence (AI), called the Zayed Smart City project, earlier this year to validate key use cases and its viability. The city-wide project is designed to digitally transform the environmental, social and financial aspects of urban life to improve the lives of Abu Dhabi's citizens and visitors.

Ahmed Abdul Samad Al Hamadi, the director of IT for Abu Dhabi Municipality, said: "The smart cities project stems from Abu Dhabi's pioneering vision and is designed to digitally transform the environmental, social and

financial aspects of urban life to improve the lives of Abu Dhabi's citizens and visitors. The project envisions the future, drives innovation and provides a best-in-the-world infrastructure."

During the proof of concept, there were ten use-cases spanning sensors, actuators and Cumulocity IoT to connect key components across the city. The project was centred in Abu Dhabi's Corniche Area and used low power wide area network (LPWAN) technologies to transport sensor data from across the city to a central office, where Cumulocity IoT used code-free integration capabilities to monitor and manage the use-cases.

The ten use-cases include air quality monitoring, asset tracking and logistics monitoring, structural health monitoring, water metering, palm tree weevil detection, street lighting, smart parking, waste management, water storage tank monitoring, and swimming pool monitoring. ■

## Autonomous air taxi start-up selects PTC Windchill



Volocopter plans to run air taxi test flights in Singapore in late 2019

German start-up **Volocopter** has selected **PTC's** Windchill product lifecycle management (PLM) solution for the development of its autonomous flying transportation systems. Windchill will record, configure and secure interdisciplinary product structures, requirements descriptions and documents and manage mechanical, aerodynamic and electronic computer aided design (CAD) models and the associated system software.

Volocopter was founded in 2011 and aims to revolutionise urban mobility with its autonomous air taxis. The company has developed

the world's first, purely electrically powered, autonomous multicopter, which is based on drone technology and is large enough to carry two people.

The Volocopter is emission-free, very quiet and stable in flight. The fully redundant power train, driven by 18 independently-controlled propulsion rotors and an intelligent autonomous control system, make the Volocopter one of the safest aircrafts. The company is supported, among others, by its strategic investors **Daimler** and **Intel**.

"We are creating tomorrow's mobility solution in the third dimension. Urban air taxis are a completely new market, and we are treading on new ground every day," said Jan-Hendrik Boelens, the chief technology officer of Volocopter. "The modular Windchill PLM system gives us the necessary flexibility to grow and stay at the forefront of innovation, while managing all our product data consistently through one central platform." ■

## CONFIGURE

Enhance your usability by clearly configuring your SIM to each device.

Set IMEI lock

Set monthly limits

Set labels and group SIMs

Setup APN & VPN with all services included

**NO ADDITIONAL COSTS  
FOR APN OR VPN**

**FLAT RATE PROMISE**

**10 EUROS** FOR **10 YEARS** **FLAT RATE<sup>3</sup>**  
one-off cost per SIM



## OPERATE

Platform access allows for recharge of 500MB data and 250 SMS volume **at any time for the same price of 10 EUR.**

- Re-order additional SIMs or recharge volume for SIMs from within the platform
- Monitor remaining data and SMS volumes
- Get full access to customer care team and additional technical support
- Integrate all main functions into external systems with the INCE API

**NO HIDDEN FEES**

**CONNECTIVITY MANAGEMENT PLATFORM**



<sup>1</sup> Upgrade to 1NCE IoT Industrial eSIM for +2EUR <sup>2</sup> planned for 2019

<sup>3</sup> Including 500 MB and 250 SMS, additional volume bookable

## INCE DNA: REVOLUTIONISING IOT FROM THE INSIDE

1NCE Lifetime Fee, the first of its kind, provides uncomplicated handling and connectivity at unrivaled low prices including all necessary features and access to a state of the art connectivity management platform.

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WE MAKE THEM CONNECTED.**





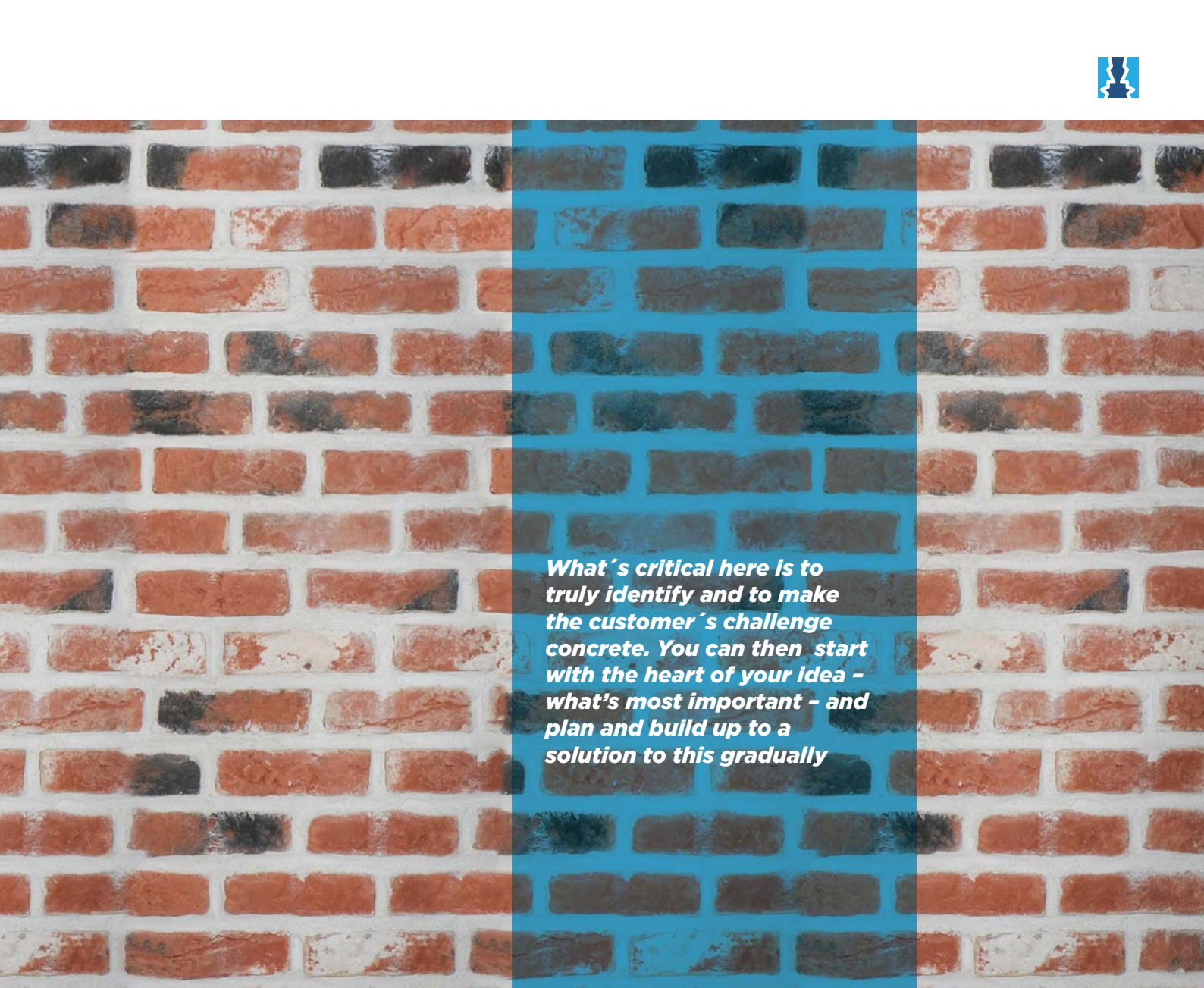
## ***If you need to connect a low bandwidth device for a decade why do it more than 1NCE?***

Younes Allaki is chief technology officer of 1NCE and one of the company's four founders who managed to develop and launch an IoT mobile virtual network operator (MVNO) in just under six months earlier this year. The company is bringing a new approach to IoT connectivity with a headline offering of the 1NCE Lifetime fee: connectivity for B2B applications for the pre-paid price of 10 Euros for 10 years of the device lifetime (10-10-Flat). In addition, 1NCE offers previously unseen flexibility in terms of minimum orders and the speed at which it can supply SIM cards to customers.

IoT Now caught up with him recently in an industrial location in Cologne, Germany to talk about the challenges involved in increasing customer understanding of the connectivity options that 1NCE can provide and communicating that time-to-market is critical for the success of many IoT businesses ►

### **SPONSORED INTERVIEW**





***What's critical here is to truly identify and to make the customer's challenge concrete. You can then start with the heart of your idea - what's most important - and plan and build up to a solution to this gradually***

**IoT Now: The requirement to deliver as few as ten SIM cards in as little as four days is very different to traditional IoT deployments that require minimum SIM volumes often of at least 1,000 and lead time measured in months. When establishing 1NCE what technological approaches did you identify as critical to enable this flexibility at the appropriate cost?**

**Younes Allaki:** First of all, 1NCE operates a lean and virtualised network environment that enables us to realize savings that are reflected in our pricing model so that customers directly benefit from the economies and efficiencies we have created in the connectivity provisioning process.

Secondly, a high level of standardisation is defined as a basic rule in our company to ensure flexible integration of our virtual platform into partner ecosystems and easy interconnection with other network providers. Furthermore, we offer self-service and self-diagnostic tools accessible through our customer portal and programming interface.

These capabilities complement our customers' targets for a fully automated environment on one hand, while allowing us to operate the connectivity platform efficiently on the other.

Last but not least, we simplified our product to its core capability which is providing connectivity for low bandwidth applications. We are not trying to meet individual needs by creating and supporting individual offerings, but offer one singular product.

What's critical here is to truly identify and to make the customer's challenge concrete. You can then start with the heart of your idea - what's most important - and plan and build up to a solution to this gradually.

**IoT Now: How different are the requirements of the 1NCE offering to a standard, traditional enterprise connectivity contract?**

**YA:** Traditional connectivity contracts try to provide a specific offering for any individual connectivity need. That creates complexity in tariff plans, keeps prices high and results in a ►





lack of transparency. In addition, it forces customers to allocate usage on a month-by-month basis, charging fees for any excess usages and basic fees even when no usage occurs. Our product eliminates the complexity of multiple tariff plans or extra fees with an overall data allowance across the ten-year length of its contract. In short, it is truly a flat rate model.

**IoT Now: Handling small volumes and delivering quickly is a core value proposition but how are you able to do this in the real world?**

**YA:** Our company is based on the principle of customer centricity. We recognise that IoT solutions are different and complex so we focus on keeping connectivity simple. To achieve this we have standardised the connectivity building block as much as possible in order to simplify integration of connectivity.

Any order, be it ten or 10,000 cards, is placed via our online shop and after the payment is received, the cards are activated and shipped – it's that simple. The customer also gets immediate access to our connectivity management platform where they can directly see the status of their shipment, the number of ordered SIMs as well as how to setup the connection to our network and, later on, they can see data usage of each SIM via this platform.

**IoT Now: Similarly, what approaches have you taken to ensure you can provide the flexibility at the cost that enables your offer for the pre-paid price of 10 Euros for 10 years of the device lifetime (10-10-Flat)?**

**YA:** We consider ourselves as an IoT native company. That means that, right from the beginning, we created a company that is structured and technologically built for - and only for - the Internet of Things.

We do not have legacy, expensive overhead or administrative structures. We operate leanly and were able to set up an organisation that is agile and flexible. We do not silo functions, ideas and activities. In fact, ours is a 360-degree culture in which our salespeople understand our technical details, our technical people know marketing and our entire company functions without artificial structural divisions.

Within these functions we are highly automated and clearly focused on the low bandwidth IoT business.

**IoT Now: Your proposition is very different to those out there in the market for IoT. How do you make customers comfortable that you can truly deliver what you say you can?**

**YA:** We understand the unique challenges of serving a business-to-business market. This includes supporting our customers' high standards, their need for stable products and their inability to tolerate constant upgrade cycles. 1NCE has built a reputation as a trusted partner that offers exactly what our customers need: certainty and stability, delivered with impeccable speed. Of course, having the support of Deutsche Telekom as a partner is helping us tremendously in gaining trust and credibility. But, looking back over the past six months, we have also created a ►

Younes Allaki, 1NCE



***We set out our position to be the innovation leader in IoT connectivity and currently we provide seamless IoT connectivity across 28 EU countries plus Norway, Switzerland, Russia, Belarus, Ukraine, the United States and recently China***

lot of traction and kept the promises we made at our launch event at MWC in February 2018. We have even outperformed some of our strategic goals in terms of geographical expansion, for example, and this is being recognised and valued in the market.

**IoT Now: To what extent is 1NCE a greenfield environment? How important is it to have no legacy if you are to innovate effectively?**

**YA:** 1NCE is not exactly a completely greenfield project because we have taken advantage of existing structures and developed our own solutions where necessary. For example, as a mobile virtual network operator we don't have our own radio network and we have no proprietary frequencies. But we do have our own evolved packet core (EPC) including all important technological core elements including packet data network (PDN) gateway (PGW) and home location register (HLR). To me, this approach is even smarter than a pure greenfield development because it enabled us to gain speed at a very early stage. Also, not all legacy should be seen exclusively as a bad thing. It's more about evaluating and deciding when to exploit existing structures and when to innovate.

**IoT Now: What attracted you to joining 1NCE?**

**YA:** First of all, I am thrilled by our products proposition: a never-seen-before connectivity offering delivering exactly what customers want – connectivity that is simply delivered for the lifetime of the connected device. It is simple but, at the same time, revolutionary,

because it hasn't been done before and it's exciting to be a part of that.

On the other hand, having worked for corporate organisations and renowned brands and also understanding the advantages and disadvantages of company size, I wanted to take part in the creation in a completely new company. Being able to design it from scratch according to our customers' needs and not according to the product offering is exciting to be involved in.

**IoT Now: How do you see the company and its technology developing over the next few years?**

**YA:** We set out our position to be the innovation leader in IoT connectivity and currently we provide seamless IoT connectivity across 28 EU countries plus Norway, Switzerland, Russia, Belarus, Ukraine, the United States and recently China. We are moving at a fast pace aiming at truly global expansion in 2019 while keeping track of the technological developments occurring around us.

At the moment we are focusing on narrowband IoT (NB-IoT) and 2G and 3G cellular connectivity as the standards for IoT applications but, simultaneously, we are taking part in discussions on the role of 5G IoT connectivity in the context of cities and municipalities, for example. By keeping our agile mindset and lean company structure we secure flexibility and adaptability for these kinds of future developments and ensure we will be able to react accordingly to demand and developments as they arrive. ■

[www.1NCE.com](http://www.1NCE.com)