



Connected Machine

Your journey to equipment as a service

swisscom



Is this package a fit? Test your company

1. You want to connect machines from your product range because you are aware of the added value of data?
2. Do you want to explore new business models and move away from "sell and forget"?
3. Do you lack the personnel resources and the necessary know-how to network the machines in your product portfolio in a way that adds value?

We help you with

- a structured approach,
- based on our experience from over 500 IoT projects,
- so that you can implement concrete projects.

Yes No Maybe

Yes No Maybe

Yes No Maybe

*What does Swisscom
need to do to get your
attention for
Connected Machine?*



What level is your company at?

Ready

- Potential for networking machines is recognised
- Use cases / benefit cases are defined
- Ready for IoT networking

Networked

- Machines/things are networked or equipped with sensors
- Access to machines is possible from a distance

Data analysis

- Clearly defined strategy for collecting and analysing data to improve the organisation/product
- Clear understanding of the functionalities on the machine is available
- Improvements in machine performance are visible
- First implementations through the new insights are implemented

Data Enabled

- Predictive maintenance: predictions of possible faults are possible thanks to past data
- Competitive advantages are already being achieved - e.g. in service
- The combination of internal and external data allows a USP
- First cost savings realised
- New sales potential are tapped

Data Driven

- New business models due to machine networking have been implemented (pay per use)
- Data is used to create a new type of offer for customers - e.g. prescriptive maintenance.
- Reliability can be guaranteed



Employees' challenges

1. Missing information on the machine costs a considerable amount of time in troubleshooting.
2. The service technician often has to visit the to the customer several times for the same fault.
3. Driving and constant appointments is very time-consuming
4. Always having the right spare parts and tools on hand is a daily challenge.
5. The customer can rarely describe exactly what is broken.
6. Every service case means high administrative effort.
7. Troubleshooting requires extensive know-how from each individual technician.

Business case

1. Process optimisation
2. Cost saving
3. From CAPEX to OPEX
4. Return on investment in X years
5. Total Cost of Ownership
6. Marketability (Churn Reduction)
7. Scalability
8. Business Value
9. Commodity Use Case



Business drivers

1. Reinventing business models and products (competitive factor)
2. Expand know-how or resources
3. Integrating data into the value chain
4. Optimise production
5. Expand operating data
6. Ensure product quality
7. Measuring environmental impacts
8. Analyse machines in operation
9. Production quality and process Reorganise

Let's find the
highest added
value for your
use case



Technology

1. Devices
2. Sensor / Gateway
3. Connectivity (LPN, NB-IoT, LTE-M, 3G, LTE, 5G)
4. Management platform
5. Cloud
6. Applications
7. Security



For you: Maximum flexibility and transparency combined with the proven security and reliability of Swisscom



More Flexibility

- Win new customers more easily
- Individual pricing for your customers
- Closer customer relationships and higher customer loyalty
- Modular, transparent and flexible approach with IoT Framework



Faster time-to-market

- A partner in consulting and implementation to complement the existing IT environment with cloud services.
- Introduction of Connected Machine into the organisation
- Integration and necessary adaptation of processes



Less Risks

- Many years of know-how for IoT system solutions
- Value creation in Switzerland
- Local personal contact - with a global focus
- Network security around the clock to protect the data infrastructure



Improved process efficiency

- New services and sources of income
- Improved demand-oriented offer
- Change from CAPEX to OPEX for more free cash flow
- Recurring and more predictable income



For your end users:

Best service and guaranteed cost savings



Offer

- Improved offer and technologically up to date
- Adaptation of product and service features to the actual the actual demand
- Better differentiation from other providers



Costs

- Lower upfront investment
- Reduction of initial risks
- Predictable total cost of ownership
- Cost savings throughout the life cycle
- Defined Key Performance Indicators



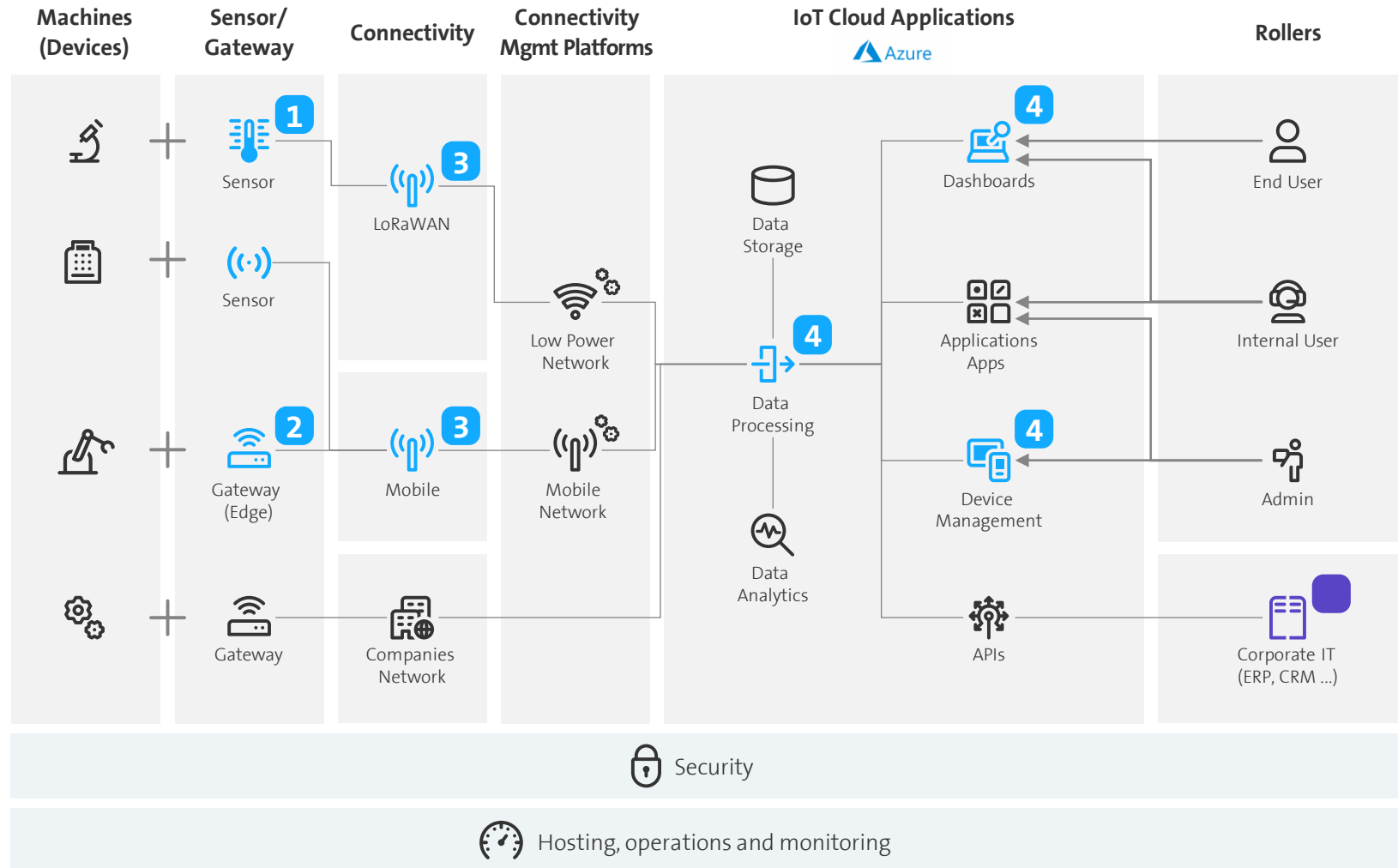
Operation

- Better maintenance and uptime
- Deriving new preventive services through active monitoring



Possible POC architecture

Connected Machine



- Offer
- Option
- Out of scope

Connected Machine Readiness Package

- 1** POC Hardware (IoT LoRa WAN Sensor)
- 2** POC Hardware (IoT Gateway)
- 3** IoT Connectivity with LoRaWAN and the Mobile Network
- 4** POC IoT Cloud solution on Azure incl. data processing, device management and simple dashboards.



Connected Machine Readiness Package

Do you want to connect machines from your product range because you are aware of the added value of data?

Do you want to explore new business models and move away from "sell and forget"?

Do you lack the personnel resources and the necessary know-how to network the machines in your product portfolio in a way that adds value?

Then this package is for you:

- ✓ We connect your machines with suitable IoT solutions.
- ✓ We analyze your potential and offer attractive solutions.
- ✓ We take over the operation of Connected Machine.
- ✓ We structure your data and provide the necessary security measures.
- ✓ We offer solutions tailored to you, with comprehensive support.

Price on-off (OTC) for analysis and proof of concept (3 months)

CHF 14'000.-

Analysis

- Destination: Analysis and validation of requirements with stakeholders
- Delivery objects:
 - ✓ Presentation of the workshop "Requirements Analysis"
 - ✓ High Level IoT Solution Design (HLD)

Proof of Concept

- Destination: Technical realization of the productive prototype
- Delivery objects:
 - ✓ Prof of Concept/Prototype: Device to Cloud
 - ✓ Accompaniment for three months and selective adjustment (remote)
 - ✓ Basis for decision: Final presentation of POC results incl. implementation & roll-out plan.



We look forward to supporting you on the topic of IoT

IoT SPOC

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