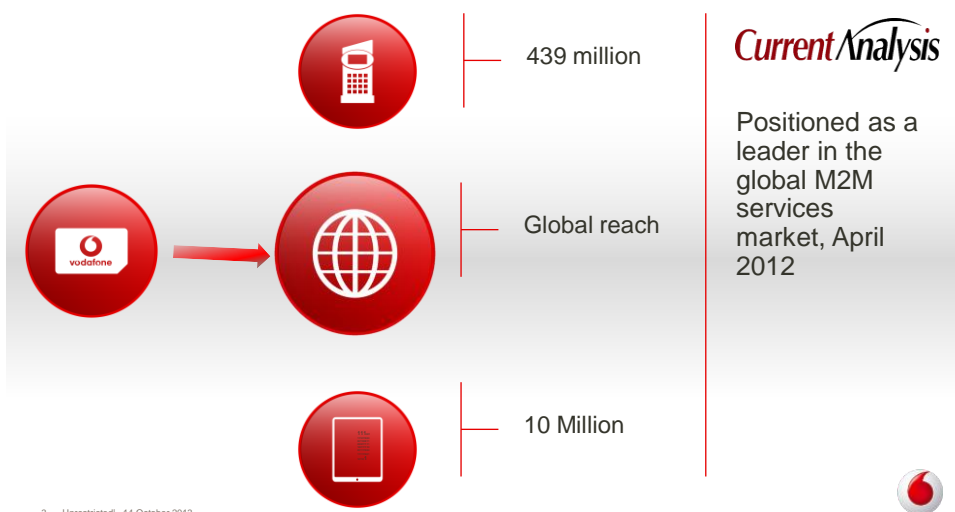
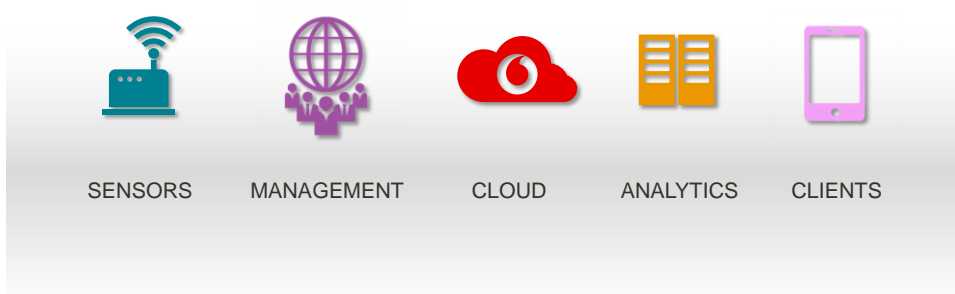









What does Vodafone know about the Internet of things?



The Internet of things is based on a number of technologies...



Why connect a things?

	Operational Efficiently Process optimisation & automation	<input checked="" type="checkbox"/> Save time and money
	New Business Models Innovation and new product development	<input checked="" type="checkbox"/> Stay ahead of the game
	Customer Satisfaction Service improvement tailored to customer needs	<input checked="" type="checkbox"/> Increase customer loyalty
	Compliance Regulation and legislation support	<input checked="" type="checkbox"/> Avoid penalties & improve business practices
	Sustainability Efficient business practices	<input checked="" type="checkbox"/> Reduce co2 & energy costs

Data Management

Business Process Transfer

5

Three primary sources of smart data

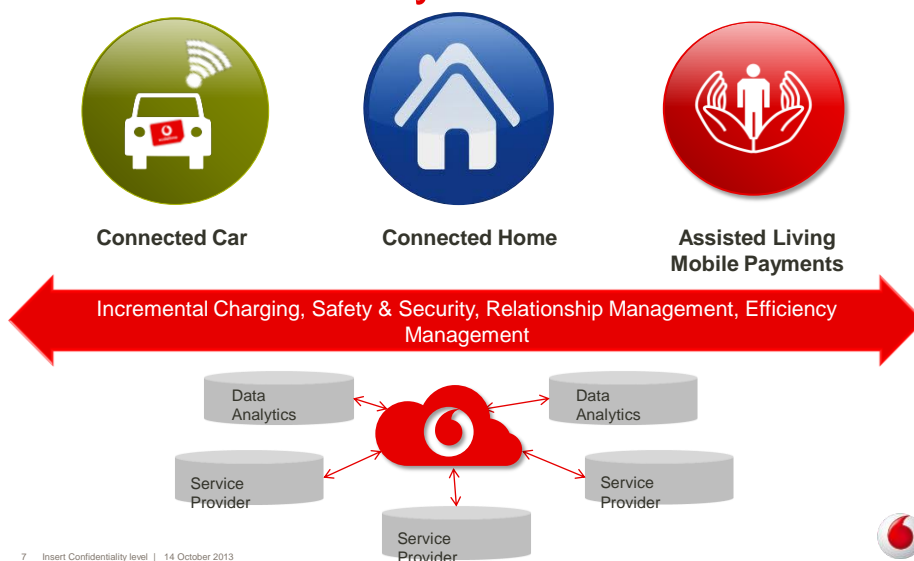
Mobile Network Operators have unique access to all 3

	Device Ever since our conception we've been managing devices and the associated data		Network Our trusted global capability ensures consistent delivery everywhere		Application We partner with the best of breed application providers
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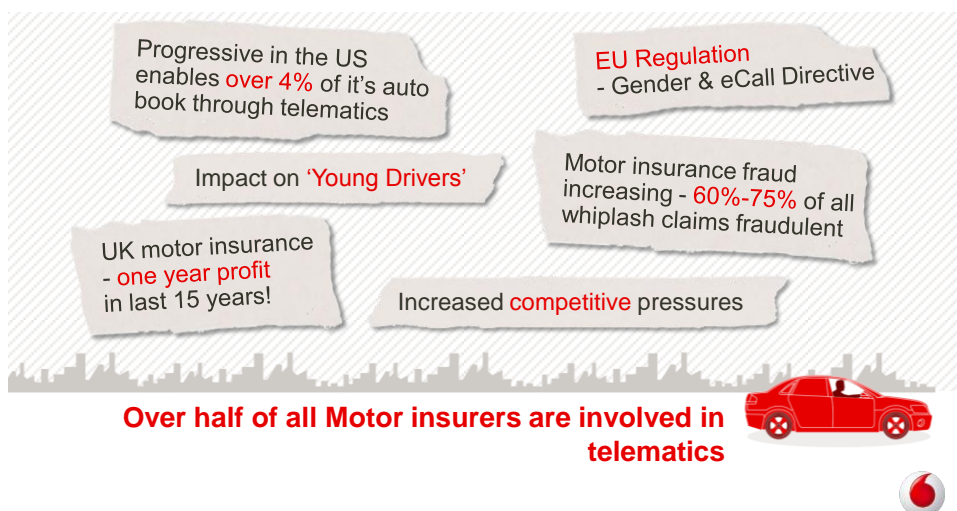
smart data:

high volumes of data with a need to **collate, aggregate and analyse.....**

Internet of things delivers a connected lifestyle



What is happening in the market?



Delivering 'dynamic' driver behaviour data based on facts, not a proxy

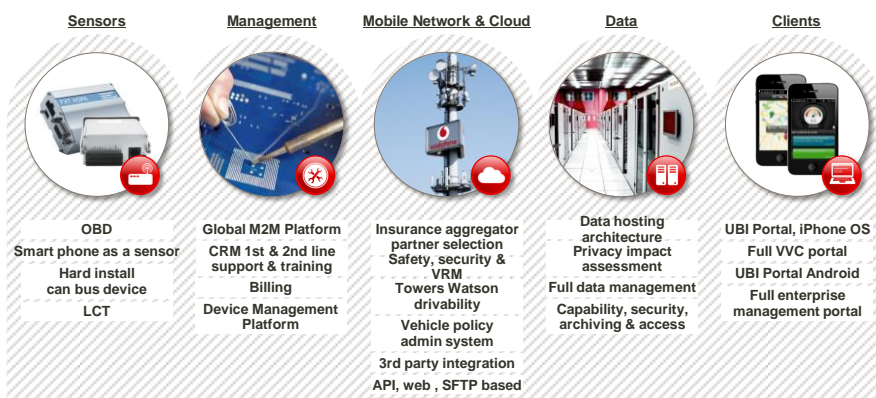
- Real time capture of driver behaviour
- Driver feedback & coaching
- Right premium for each driver
- Enhance existing business processes through insight and automation



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Connected technology is constantly evolving



10



Vodafone's Usage Based Insurance - proposition



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Take control of the event



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Right vehicle,
right place,
right part,
every time



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Usage Based Insurance key benefits

- ✓ Right premium for each driver
- ✓ Competitive advantage through better risk insight
- ✓ Reduction in claims costs
- ✓ Reduction in fraud
- ✓ Optimise customer relationship management
- ✓ Safer drivers
- ✓ Improved customer satisfaction
- ✓ New revenue streams – value added services

Improved
profitability



14

Big data and permissions – same thing

Data is generated across Devices, Networks and Applications requiring different commercial players to work together.



Permissions, privacy and data security are the principals that guides our activity

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Thank You!



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