

www.pwc.com

Realising the benefits of mobile-enabled IoT solutions

Mohammad Chowdhury, PwC

*Strictly Private
and Confidential*

pwc

The Internet of Things is a reality today, and within a few years it could transform the global economy

Mobile is at the core of the IoT ecosystem



Expected impacts by 2020

\$4.5 Tn

**Value added impact of IoT*



Source: PwC estimates, Machina Research, The World Bank, IMF

**Value added includes new revenue opportunities and cost savings*

IoT comprises of a global production and distribution model

Distinct elements of the value chain will be performed in different geographies

Example: Automotive

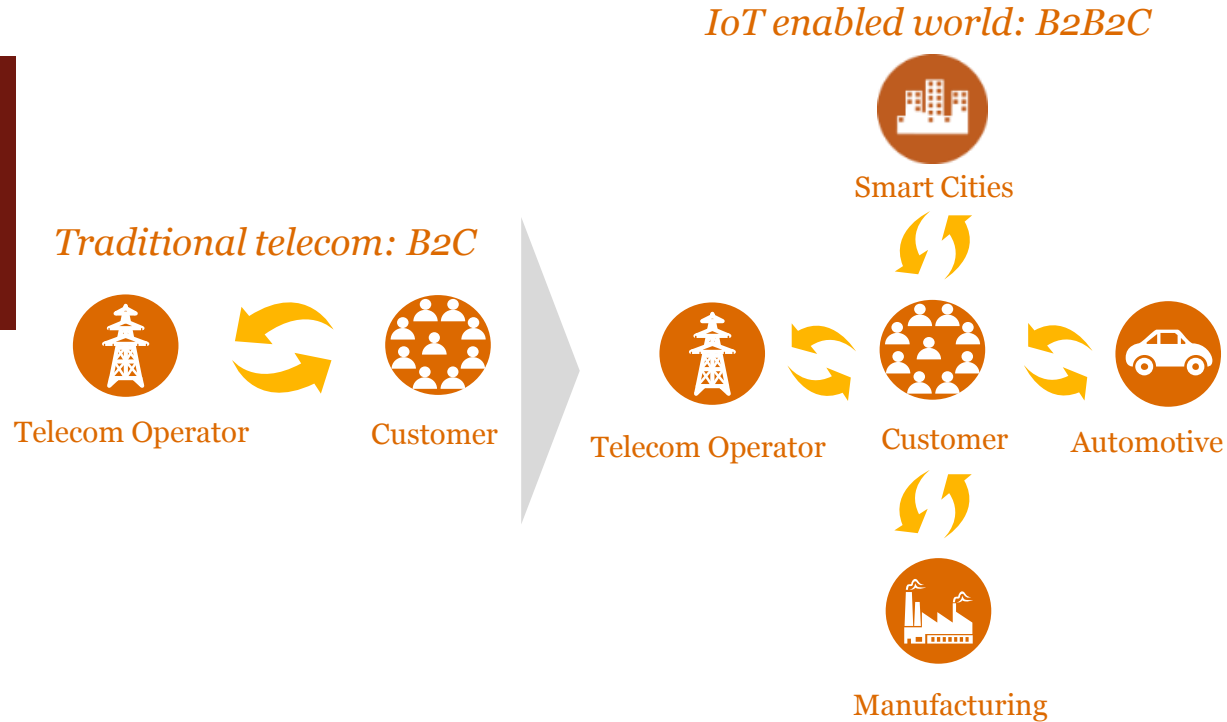
Connected cars manufactured in one location



Distributed globally with installed sensors, seamless connectivity, cloud data storage and analytics

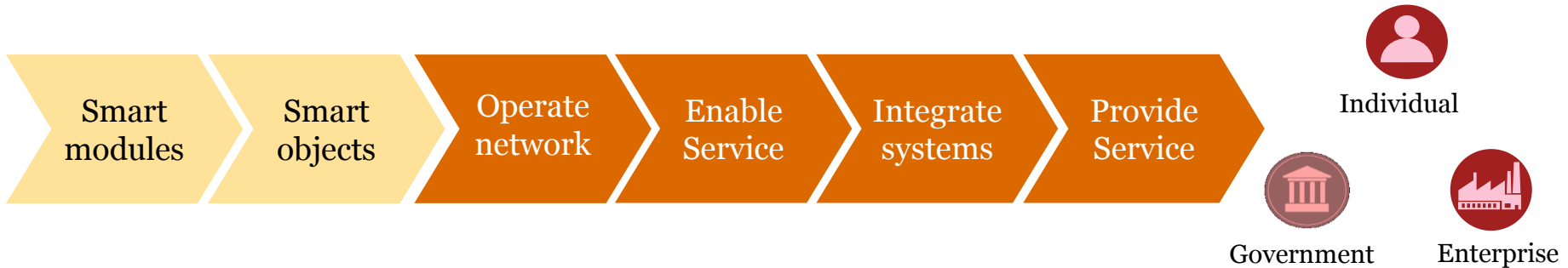
In the IoT world, the customer will be accessed by many

Many companies will access their customers directly to discuss their connectivity needs



The IoT will result in greater competitive intensity

Companies will build x-industry alliances and partnerships, increasing the intensity of competition



Source: PwC analysis, ADL

The IoT world will introduce unprecedented scale and new patterns in network usage and behaviour

Analysts expect >27bn connected devices by 2020

Multiple technologies



New patterns in network usage



Smart Meters
Frequency: Monthly
Size: 5Kb/message



Video Surveillance
Frequency: Real time
Size: 10Mb / minute



ERS
Frequency: Rarely
Size: 5Kb

The IoT could transform economy and society, but it is still at a nascent stage

IoT impacts to be realised requires an investment-friendly environment and policies incentivising take-up

An environment that safeguards IoT local growth and global scale



Cross-industry and global collaboration, fairness and consistency



Thank you

Mohammad Chowdhury

Advisor, PwC India

Telecom, Media and Technology Sector

mohammad.chowdhury@in.pwc.com

@mtchowdhury

Ashish Sharma

Director, Strategy &

Telecom, Media and Technology Sector

+91-9899978128

sharma.ashish@strategyand.pwc.com