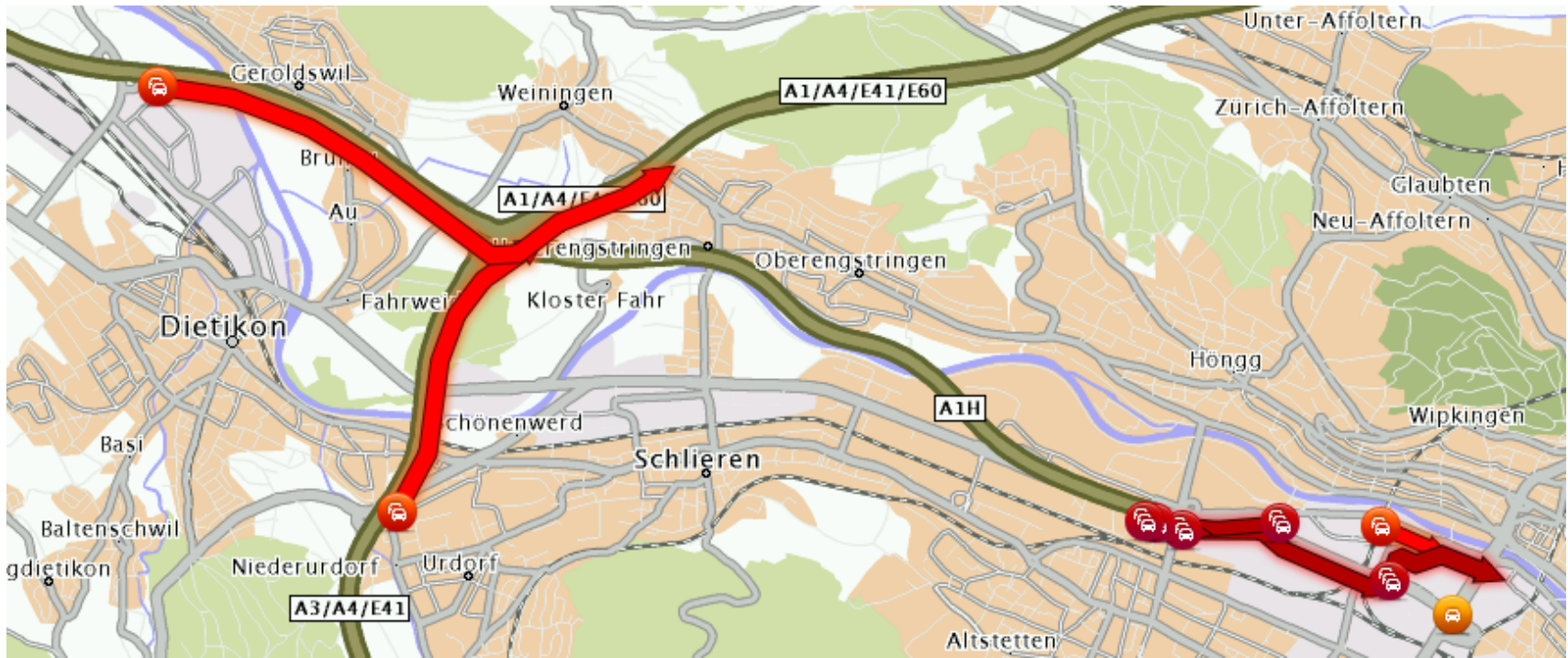


Road traffic calculation with mobile bulk location for mobility management

Olivier Thyès
Business Development Manager M2M
30.03.2012

What is the fastest route to work this morning?



How many persons travelled to Chur this morning?



How can we improve the mobility of our citizens?

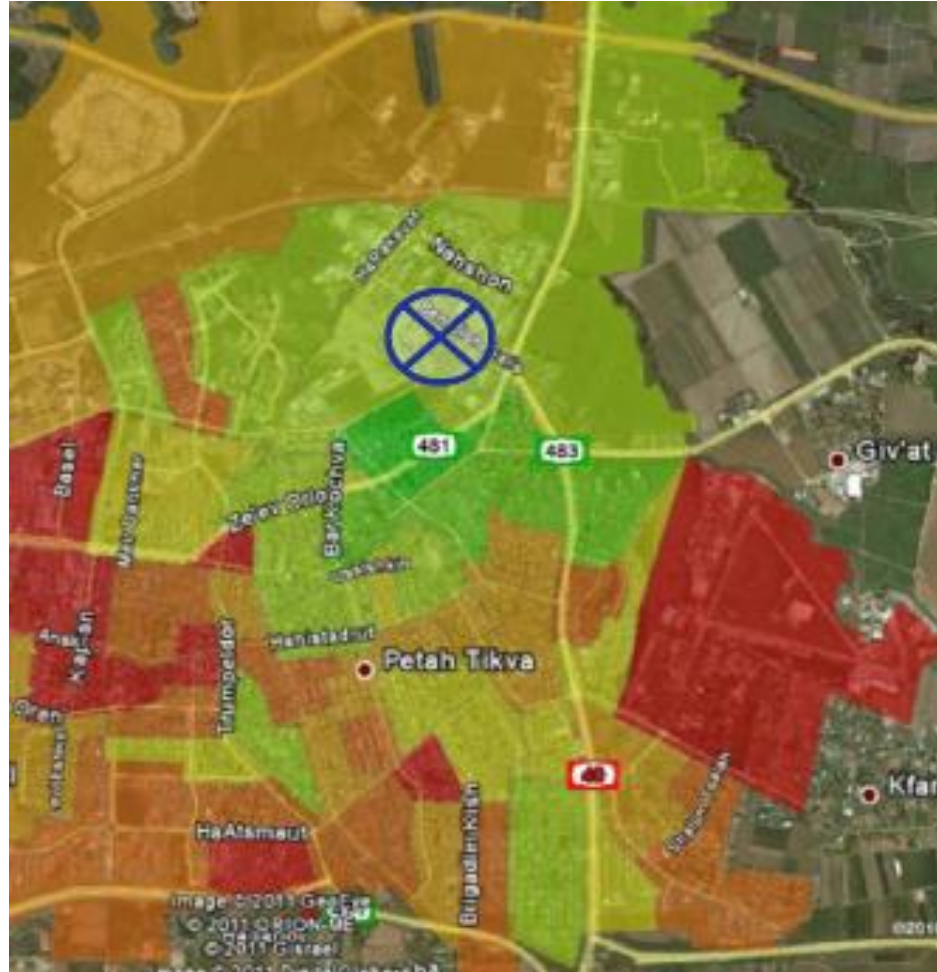


<http://villevivante.ch/>

Is there an unexpected gathering of people in the city center?



Why are people from the red parts not buying from my store?



Swisscom mobile network has a coverage of >99% of the population and a market share of >60%



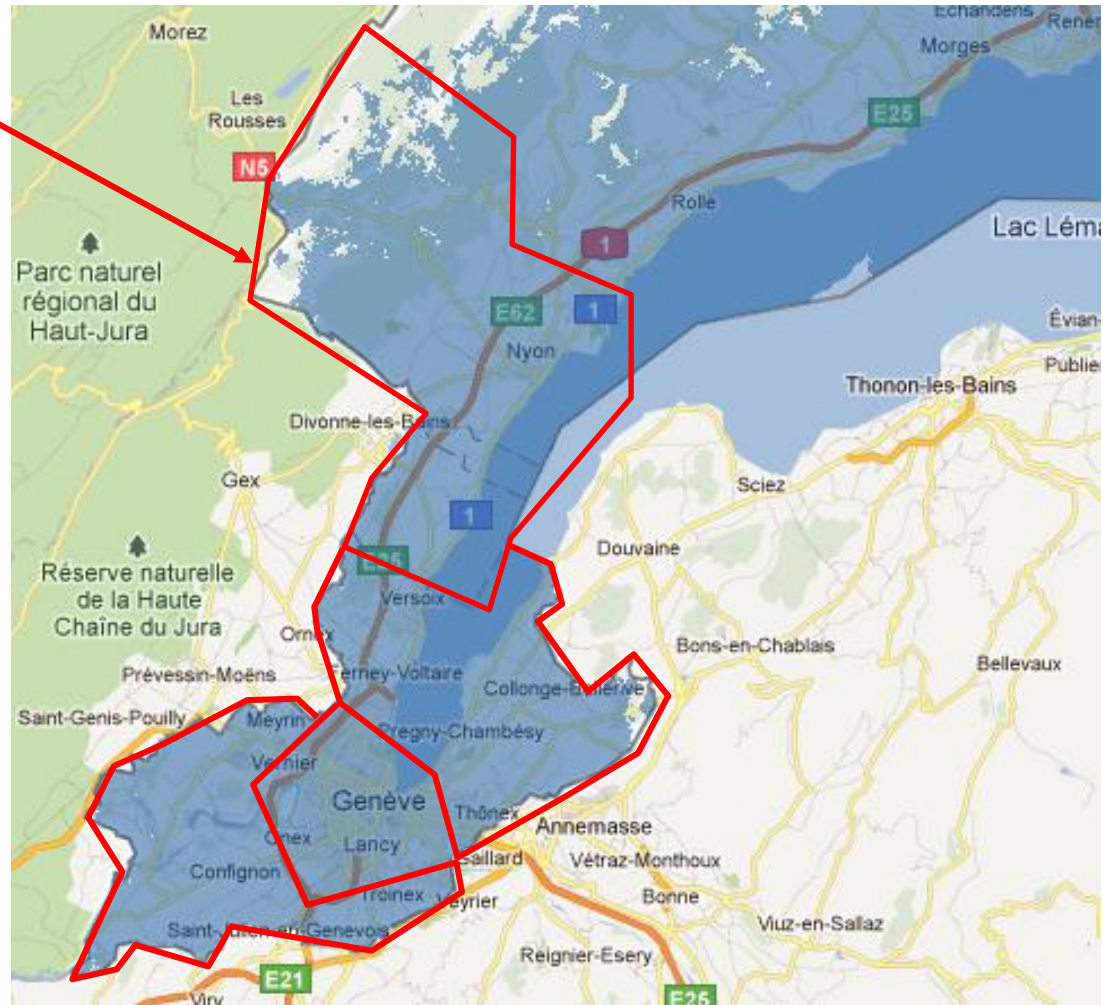
<http://www.swisscom.ch/de/ghq/portraet/das-netz-von-swisscom/rund-um-den-mobilfunk/netzabdeckung.html>

The network is implicitly geographically structured

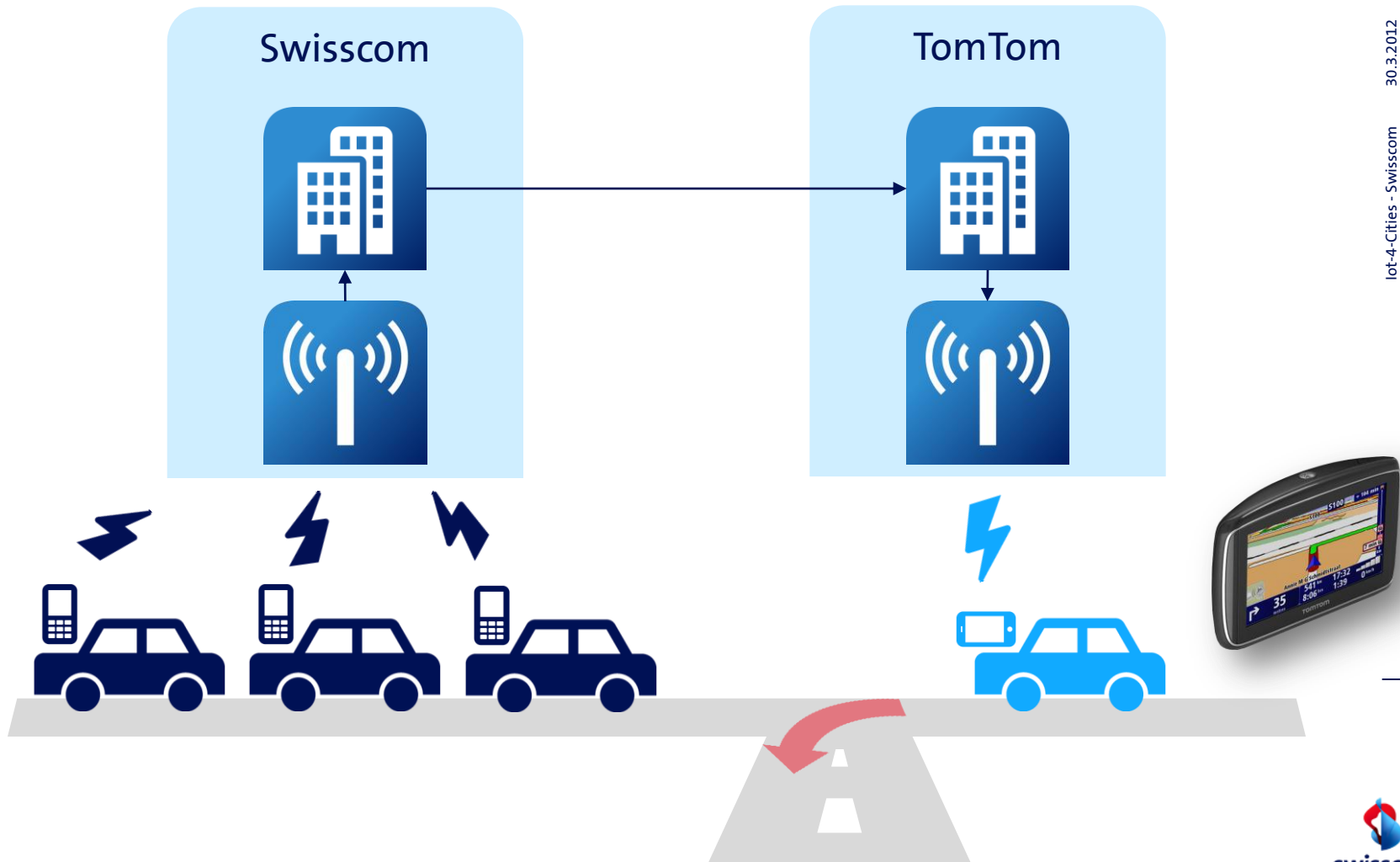
Top-Level structure
(illustrative) : Location
Area (LA)

Smaller LAs in urban
areas

Several 100 antennas
per LA

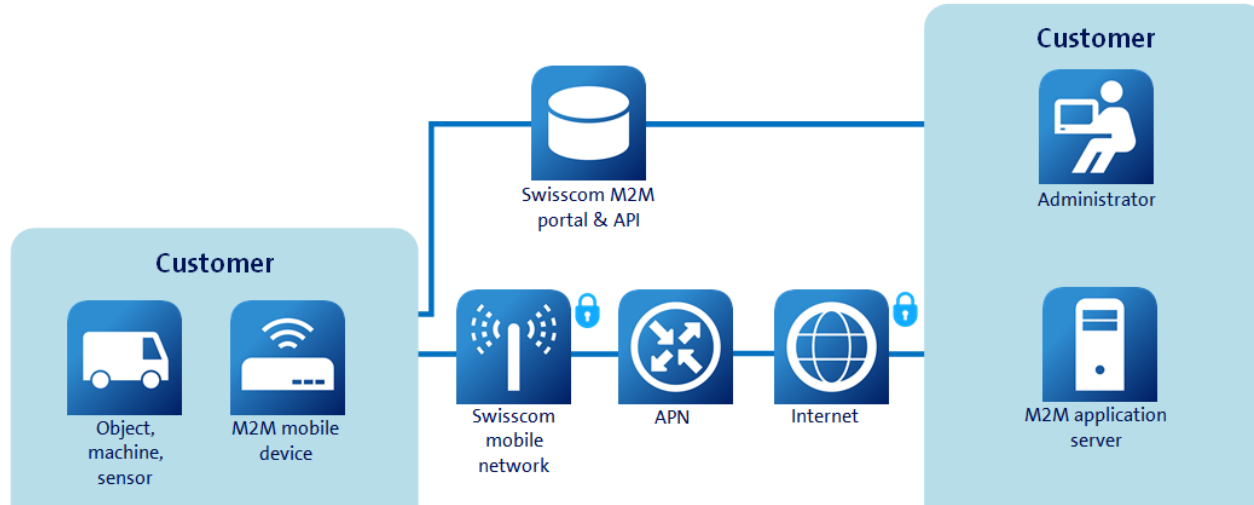


How it works for TomTom



M2M Service Platform

Optimized M2M connectivity lifecycle for solution providers



Fulfilment

Automated fulfilment processes incl. delayed billing, bulk enabled

Management

Portal for inventory and connection changes

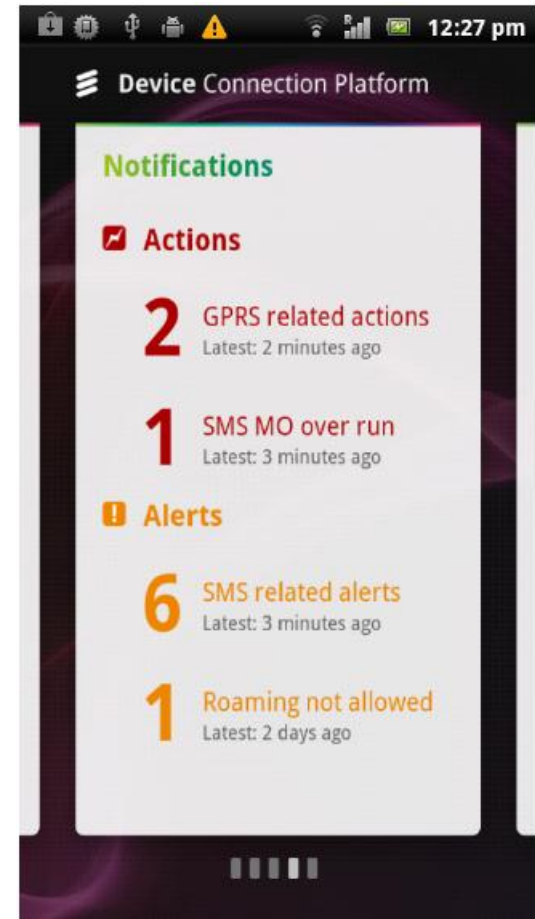
Monitoring

Automated tools for cost control and troubleshooting

Reporting

Extensive billing and usage reports

Swisscom M2M Android App for field force

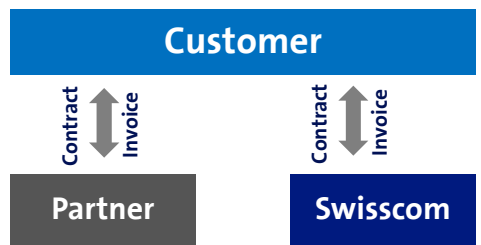


How Swisscom supports M2M solution providers

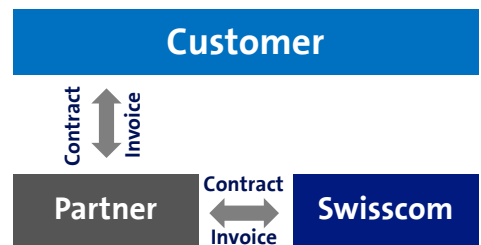
Swisscom's partner ecosystem

- Business Models

1 Standard



2 Value Added Reseller



3 GU



- Benefits for Swisscom partners

- M2M Industry sales events, Swiss Dialog Arena
- Partner fact sheets for Swisscom sales force
- Special discounts on selected products



- Small selection of Swisscom partners



Aartesys
Sensile
Volag

CCV Jérónimo
SIX Telekurs



Smarcom



LogiFleet
Traceon

swiss1Mobile



Your strong M2M-partner Switzerland and worldwide

One-stop solutions

- Complete M2M solutions beyond connectivity
- Complemented by secure and highly available ICT solutions



Support

- Best service and individual on-site support
- Dedicated M2M team



Best network

- Best mobile network in Switzerland
- Best roaming coverage worldwide
- More than mobile connectivity



Strong partner network

- The right partner for all type of applications



Contact

Swisscom M2M - We connect things for people

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