



# SECURE, CLOUD-BASED DEVICE CONNECTIVITY PLATFORM

for Mobile Network Operators

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## THE CHALLENGE

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Today, Chipset, Module and Device manufacturers all over the world are striving to increase their revenues through a “recurring revenue” model, by switching from pure hardware sales to a combined hardware + ongoing service model. To do so, they require worldwide cellular coverage for their hardware, without the complexities related to owning and maintaining a core cellular network.

MNOs are facing their own challenges, with IoT and M2M devices proving to be unprofitable to most operators: Most MNOs bear an annual cost for every subscriber registered in their core network regardless of whether the device is active or the size of their ARPU. Typically, only 10% of IoT and M2M devices are active, with ARPU often lower than their annual cost.

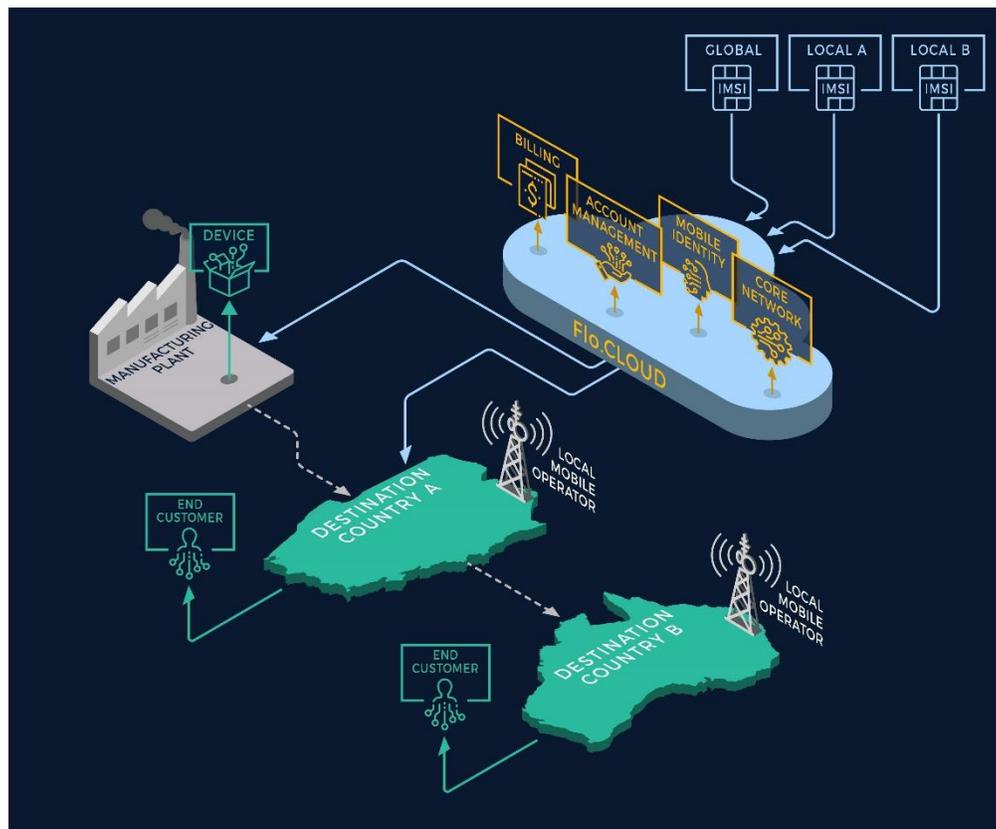
Thus, MNOs are also seeking new means and business models to attract customers to their network.

## THE SOLUTION

While MNOs are seeking new revenues from IoT and M2M devices connecting to their home network, there is no guarantee that devices entering their country will necessarily connect to their services.

Powered by global connectivity capabilities and smart business rules, floLIVE is centrally managed from its core network cloud. When MNOs provide local connectivity profiles (IMSI ranges) and competitive connectivity rates, floLIVE ensures that the devices registered in its network will connect to the MNO providing the profiles, and favor its radio network over the others at any given location. Thus devices entering the country will opt for the MNO specified by floLIVE.

The diagram below depicts a high-level concept of the mobile identity flow, as supported by our system:



1. MNOs provide IMSI ranges to floLIVE; these IMSIs are hosted on floLIVE core network cloud.
2. Device is powered ON in each country and scans available radio networks through which it will connect to floLIVE core network.
3. floLIVE provisions the IMSI provided by its partner MNO in that country, thus ensuring that the device is routed to the partner MNO's radio network.

## OUTSOURCE YOUR IOT BUSINESS

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floLIVE offers Mobile Network Operators a full core network dedicated to IoT, with the following highlights:

- No CAPEX – Offered as-a-service, our core network and management systems are available at a minimal monthly subscription
- Active-only – Monthly subscription is charged for active devices only, significantly reducing monthly costs
- Pay as you grow – SMBs can start small and gradually expand as their business scales

## MAIN BENEFITS

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Using floLIVE's unique IoT solution, MNOs can substantially increase their profits through:

1. **New revenue** from IoT and M2M devices entering their country and using their radio network
2. **Incremental growth** when adding new IoT devices to their network, based on floLIVE core network as-a-service