



It all sounds a bit unreal:
A field calls automatically for water and fertiliser. A pipeline notices leakages and alarms its operator. A delivery van relays its current location and the condition of the transported goods to a logistics centre. Even an air-conditioning unit reporting a mundane malfunction.

But the Internet of Things (IoT) has already made such things part of our lives. How does it work? Tiny networking computers and sensors are integrated into countless everyday items. The information is then collected and automatically exchanged between objects and the cloud. This rapidly growing virtual network connects all sorts of items around us and allows them to communicate with each other. Soon these connected objects will be everywhere.

For businesspeople this development represents a great opportunity: It makes your business more profitable, flexible, and customerfriendly – regardless of size or focus. Public transportation operators, farms, and banks are all employing the IoT to streamline businesses, increase productivity, and lower costs. A broken tram that is able to call service technicians, for example, can greatly reduce operational downtime.

But you won't only realise your company's true potential – the IoT can also give you space to be

more creative. You can transform a traditional motorbike rental shop into a vehicle-sharing business allowing customers to use your two-wheelers all over the city, with usage calculated by either distance or time. You can also think up entirely new products. A standard smoke detector suddenly becomes a smart one, as soon as it can inform the absent homeowner and the fire brigade by SMS in case of smoke and fire.

These days, diving into the IoT is no longer a question of whether or not to do it, but whether you're faster than your competitors.

The road might be difficult, but you are not alone. We at Ooredoo can help your business profit from the IoT. We offer everything from individual building blocks like our managed connectivity offer, IoT Connect, to complete turnkey solutions for particular industries so you can concentrate on what's essential: your business instincts.

How IoT works

The Internet of Things enables logistic companies to control truck movements at all times. Tiny computers transmit the exact location via a mobile network to a server in the cloud, where you can access them by means of a web portal.



Be part of a connected business World

Maybe you haven't yet heard of the Internet of Things (IoT). But you've almost certainly already come into contact with the networked world – perhaps without even realising it. Take a look at our six examples below to see just how far along networking in various sectors already is.



Manufacturing

As a manufacturer with full order books you simply can't afford to have broken machinery. As soon as a faulty part has to be replaced, an expensive shutdown can't be avoided – or can it? These days, networked sensors monitor the wear and tear on machinery around the clock. A computer calculates the remaining work life of a specific part, so you can replace it during production downtime.

Energy

Leaky pipelines don't just waste a lot of money – they're also damaging to the environment. That's why they need to be monitored closely. But that's not so easy, since they're often deep under the ground or sea. Yet networked sensors can help detect even tiny leaks and raise the alarm. Oil and gas operators can then quickly shut down the affected part of the pipeline and repair it.

Payments

Paying with your credit card in a taxi or at the supermarket? That's no longer a problem these days in many countries. Portable payment terminals can be easily connected using a mobile network – meaning you no longer have to worry about running out of cash while on the go.

Farming

Even agriculture is at the vanguard of the networking movement. Sensors tell you as a farmer exactly when you need to water your crops and how much fertiliser your plants need. That saves resources and increases yields. And in a world with almost nine billion people to feed, smart farming is needed now more than ever.

Logistics

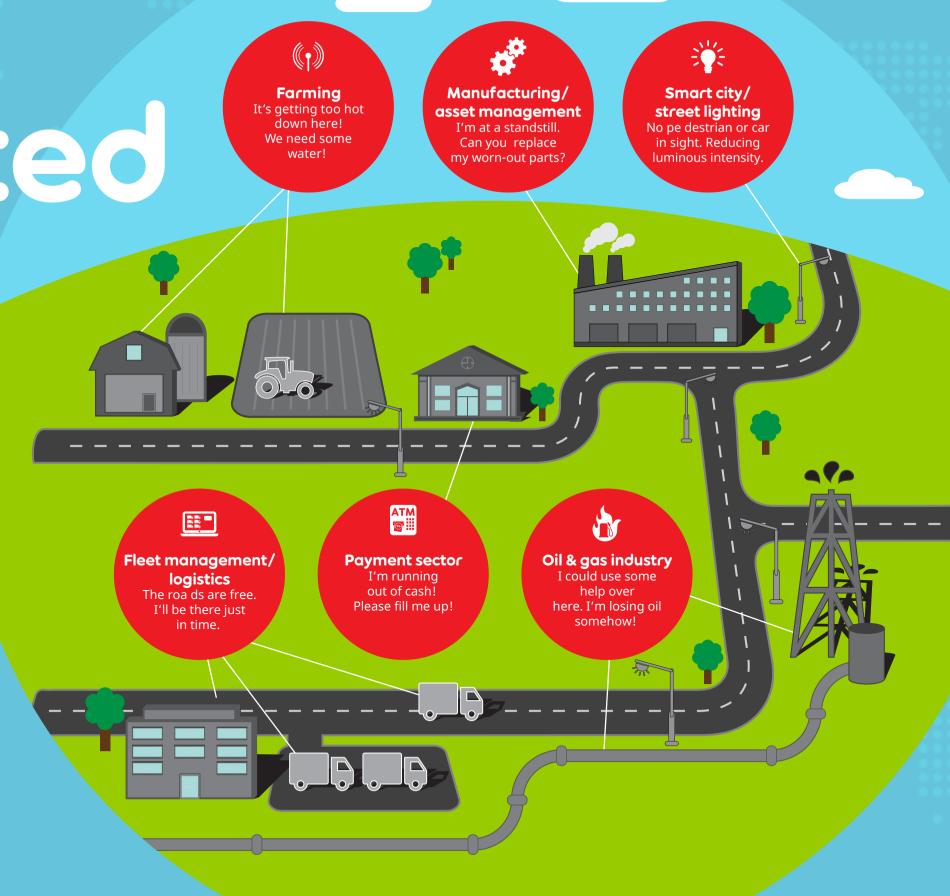
Did you know that more than a third of all food worldwide ends up in the rubbish before it even gets to consumers? That's because the path to your plate isn't always optimal. And here's where the Internet of Things comes into play: Food firms can use networked refrigerated logistics to keep complete control of the cooling chain – from farmer to final consumer.

Public Sector

Conventional street lighting accounts for more than 40 per cent of cities' energy expenditure. By using smart street lighting systems in combination with LED lights you can cut a city's electricity costs by between 30 and 70 per cent and its maintenance costs by 10 per cent. Once connected, you can switch the street lights on and off, and program lighting patterns and dimming behaviour remotely.

Connected World

Today objects
contain a lot of
information about
themselves and their
environment.
The Internet of Things
enables them to share
it with us.



Explore the Internet of Things with Ooredoo

When it comes to the Internet of Things (IoT), businesses have very different needs. Some need special building blocks like sensors or connectivity. Others need a customised turnkey solution, which scales with their business development. As a leading international communications company Ooredoo is able to deliver both. With our secure and reliable networks in North Africa, Middle East and South East Asia and our experience in provisioning single parts as well as assembling the whole puzzle, we are the ideal partner for your entry to the IoT.



One of these building blocks is our managed connectivity offer, IoT Connect, with its centrepiece, the IoT Connect Manager. It helps you to keep an eye on all of your IoT connectivity and control it. Our IoT Connect offer also includes a selection of SIMs, which grant you ac- cess to our secure and reliable mobile networks, including SIM cards and chips for use under harsh conditions like high temperatures, dusty environments or vibrations. Furthermore, you can rely on our additional security features to safeguard your business assets. Whenever you might need an extra hand on a particular problem, our team of experts is ready to help. Sounds interesting but costly? It isn't. We adjust the pricing model of IoT Connect to your business needs.

You need more than just IoT connectivity? No problem. Our experts will find a solution tailored to suit your needs. IoT applications are often complex. Just like cars, they can only hum with perfection when all their parts are working together. That's why we build them to match the exact needs of your business.

Sounds complicated? Together we'll take a close look at the special needs of your business and find the right IoT solution for you. In any case, we don't have to start from scratch. We've been active in North Africa, the Middle East and Southeast Asia for years and know those markets extremely well. Our local colleagues and our partners near you work closely with our customers and have experience in a variety of industries.

So there's nothing standing in the way of your entry into the networked world! Just contact us on IoT@ooredoo.com, we'll be happy to call you back to discuss the next steps. Are you already our customer? Then you can also speak to your local Ooredoo service representative.





Reliable connectivity

Ooredoo offers secure networks in our footprint. In addition, we can provide you with reliable connectivity in the Gulf region and Africa in cooperation with our roaming partners.







Email contact: IoT@ooredoo.com

