

Can you really make money o



As a potential revenue generator for the channel, The Internet of Things has been regarded with a large dose of scepticism on many levels.

Firstly, many still feel the investment in time and resource to get in-house teams – both technical and sales - up to pace with the opportunity just doesn't stack up against the revenue models.

Secondly, IoT has always raised a lot of privacy and information security concerns. Cyber criminals can attack the device as well as the network that is used to transfer the data, at various levels. IoT security challenges have become a question of highest concern although applying security measures at all levels of IoT product development reduces the risk of these attacks.

Thirdly, the lack of generally accepted IoT standards limits the potential of this technology and prevents companies from connecting their products and services into a larger

ecosystem and taking more advantage from IoT business.

Finally, IoT has been perceived as a bit of a 'fad' that would go the way of the 3D television.

People may be unaware that IOT is not a recent innovation. Its roots can be traced back to 1982, when computer science grad students at the Carnegie Mellon University connected a Coca Cola vending machine to the internet. The programmers coded an application that would check the availability and temperature of the drink.

Now, with the 5G high speed mobile network on the horizon, IoT has entered the mainstream. It is predicted that by 2020, there will be 28 billion connected units globally and the market for IoT solutions will top £5.6 trillion.

Indeed, at its recent partner conference, network provider Spitfire was talking about farmers being able to calculate the best harvesting time via 'Smart'

potatoes that can monitor growth, ground temperature and moisture.

IOT devices can control household appliances, door locks and streetlights and the data they provide can save energy, manage traffic flow and make people's lives safer.

In retail environments, IoT solutions can

help customers interact directly and indirectly with everything in the store and give them a unique and personalised experience in the store. By using IoT applications in manufacturing, companies can reduce their costs and improve safety in their workplace. Aside from this, they are also able to produce customised products in volume, making their production time lesser.

There are countless other applications, not least in healthcare where IoT applications have changed ordinary medical devices by collecting invaluable additional data.

Unsurprisingly, there is a growing number of channel-facing organisations lining up to help ICT solutions providers understand and grasp the IoT opportunities that are emerging across private and public sectors, which should easily dovetail into 'as a service' business models.

According to this month's Kaleidoscope contributors, there is money to be made from the IoT and this will be driven home at Comms Dealer's Margin in Mobile event in Northampton on May 26th.

“ Add one IoT roaming SIM to complement a fixed line service to every customer on your base and you are instantly making money in IoT whilst solving future problems. ”

Anton Le Saux, Zest 4



NEW

TeamsLink^{PRO}

Secure and efficient external voice calling from within your Microsoft Teams client.

out of the Internet of Things?



"Yes, you can make money out of the IoT. The opportunity is here now, and our partners are actively monetising managed connectivity. The perception may still be that you need to be selling tens of thousands of SIMs at low value to succeed, but it's not the case. Take fixed line outages as an example. Businesses without connectivity means customers are unable to contact them and undoubtedly results in losses in sales and consumer dissatisfaction. An IoT roaming SIM will solve this problem. If it can't find a network, it will automatically connect to another, simple. Add at least one of these SIMs to complement a fixed line service to every customer on your base and you are instantly making money in IoT whilst solving future problems for you and your customer."



"When IOT first emerged, it was viewed as a mass manufacturer sector, very much consumer based. But that's not the case today as mainstream consumer trends will hit the business market in quite a significant way. Whether that's this year or not remains to be seen. The full roll-out of 5G will be the main catalyst. It could be 18 months away. I think when you combine 5G and Fibre to the Premise, that's when IOT will come into its own. IOT will become more mainstream and more affordable and therefore more sellable. It could be smarter ways of working such as knowing how many spaces are free in a car park and where they are located. Energy saving is another sector where smart devices can dim the lights or switch them off along with PC's at the end of a working day. CCTV and remote monitoring can help with building management through IOT. A whole new world is dawning when IOT becomes reality."



"Resellers have bid for thousands of IoT data SIMs, often to existing customers, but with little success. MNOs view IoT as their own domain. They are reluctant to give resellers a wholesale price to compete, and they discount to win deals direct at the last minute. A recent innovation, global multinet eSIMs, give the channel a big advantage in IoT because they offer a product the MNOs cannot - all the networks on an un-steered SIM, that can be re-programmed remotely over-the-air. With eSIM, resellers can beat MNOs on price and still make a reasonable margin. This is because eSIM MVNOs buy direct from massive global data wholesalers, not local MNOs. Using multinet eSIMs means end customers don't need expensive site surveys and they can't be locked into uncompetitive commercial terms by individual MNOs. eSIMs can come on a reel ready for manufacturers, or a standard triple-cut plastic SIM card."



"IoT has gone from strength to strength, to the point where it's now a household term for businesses and decision-makers. And no wonder! Right now, the tech is at its most potent and secure. Solutions are easier than ever to deploy, and uptake is growing across the board. But most of all, data—that digital gold gathered by IoT solutions—is one of the most valuable assets any business can have. How do you tap into that value? Adaptive, intelligent, resilient connectivity. Businesses are actively looking for the data-driven decision-making, automated processes, and game-changing efficiencies brought by IoT. And partners who equip them with the intelligent connectivity solutions to do so will be first in line to reap the benefits."



"There is no doubt there is cynicism in the channel about IoT, I hear it often. The opportunities within IoT are virtually endless and in some ways that is part of the problem, it does not take a genius to realise a level of focus is essential, be that by vertical or application. The key thing to understand is that IoT is not just selling data SIMs, data transfer is an essential part of the solution, but harvesting the data and then more importantly making sense of it to give the customer value is key. In my experience ICT providers and resellers will broadly fall into two camps, those that have the desire, experience and resources to build their own IoT solutions and those that want to bolt existing solutions into their portfolios. Either way there are good upfront and recurring incomes to be had from selling these solutions to their existing customer base."



"The initial scepticism around IoT may have dissipated but this has been replaced with a degree of uncertainty around how this will manifest. The first iteration of 5G is fast becoming a reality in many parts of the UK but it's difficult to predict the impact it will have until its full capability is rolled out. 5G doesn't just deliver speed, it opens the door to extraordinary possibilities for mobility. What we do know is that the world will be driven by data connectivity and if partners want to stay relevant for end users then they must be involved in that discussion now, whether it's around fixed line, 5G or IoT. IoT forms part of the mobile revolution and is driven by innovation in the enterprise space, there's no doubt that the customer demand is coming. It's essential that service providers and partners are prepared, ahead of when the technology matures, and the opportunity presents itself."

We go further than Microsoft.

TeamsLink Pro brings contact centre features overlaid on Microsoft direct routing, available as both an Agent licence and a Supervisor licence. Boost your capabilities with skill-based routing, wallboards, supervisor dashboards and Power BI reporting.

Join the voice revolution

Call **0333 234 9911**
wavenetwholesale.com