Connecting Smart Objects

The Market - Global connections* (excluding M2M)

CELLULAR CONNECTIONS

2015

7.3bn

99%
PENETRATION RATE

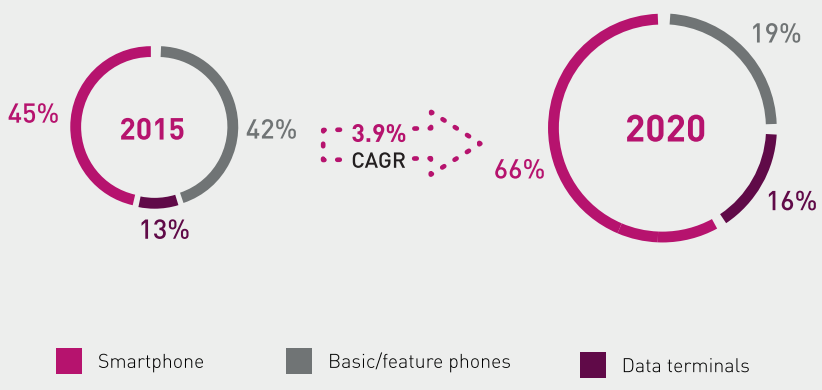
2020

8.9bn

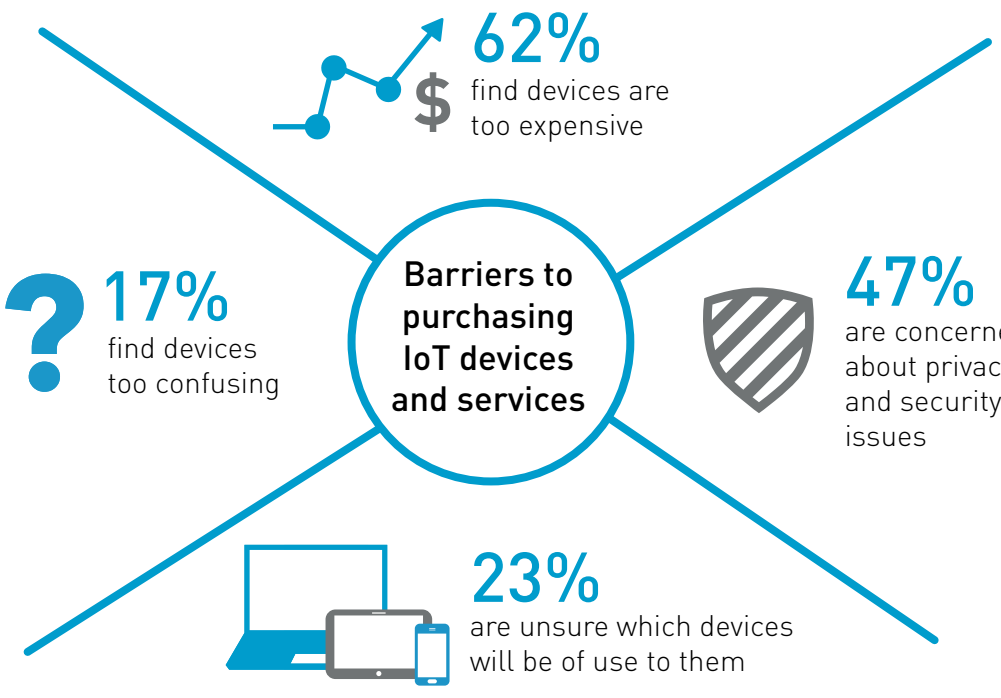
114%
PENETRATION RATE

*Sources:
GSMA (Mobile Economy 2016 – Intelligence 2016)

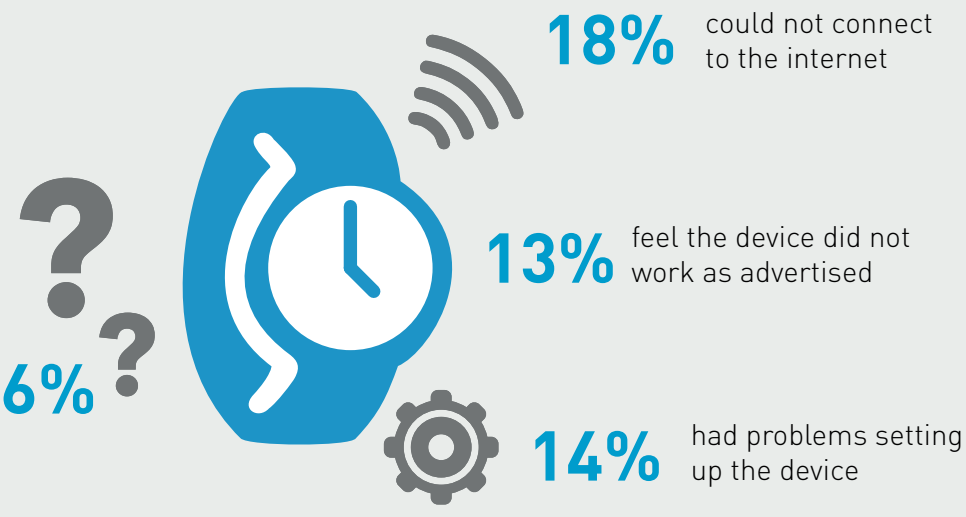
SPLIT BY DEVICE



The Barriers and Challenges

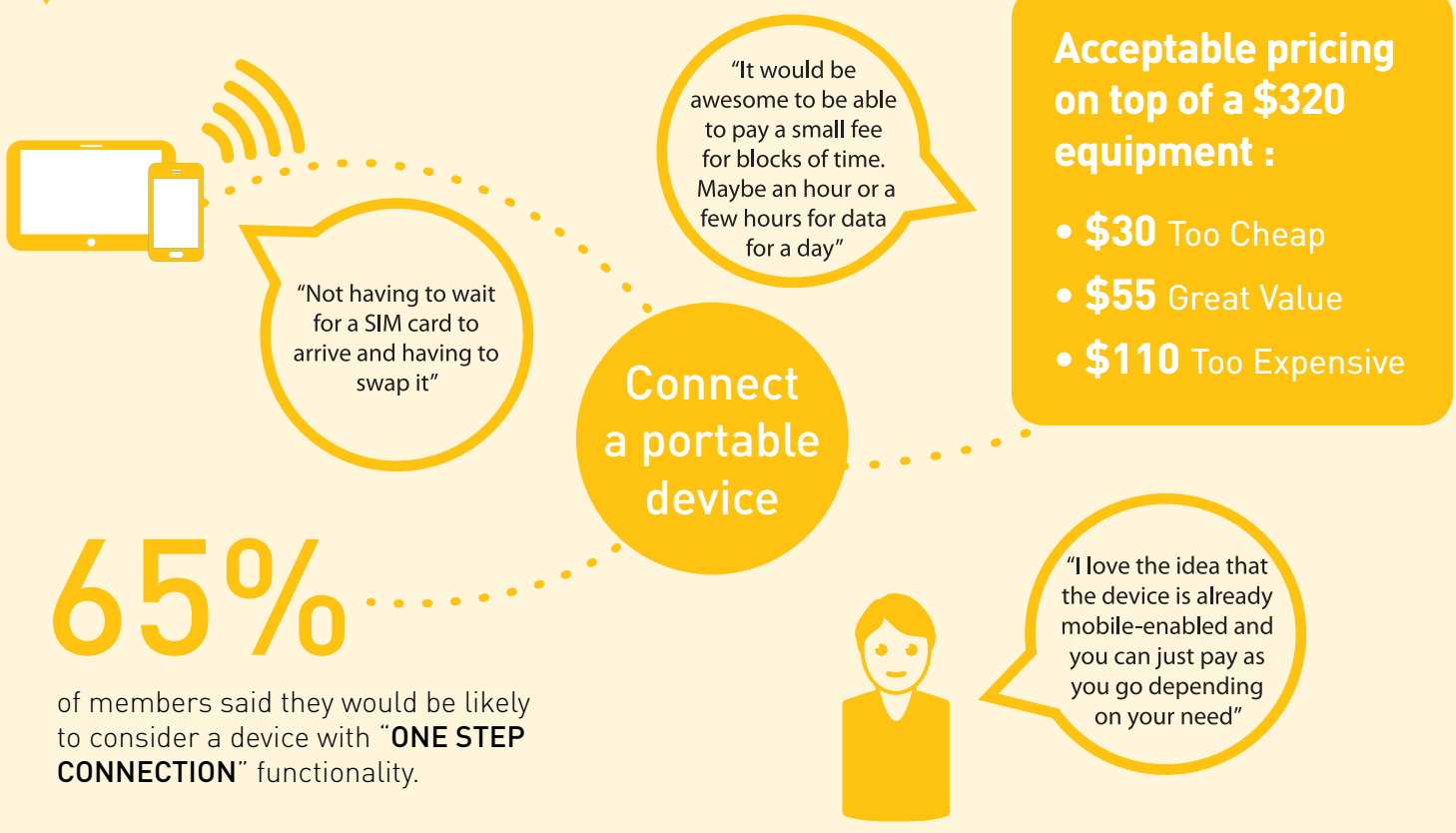


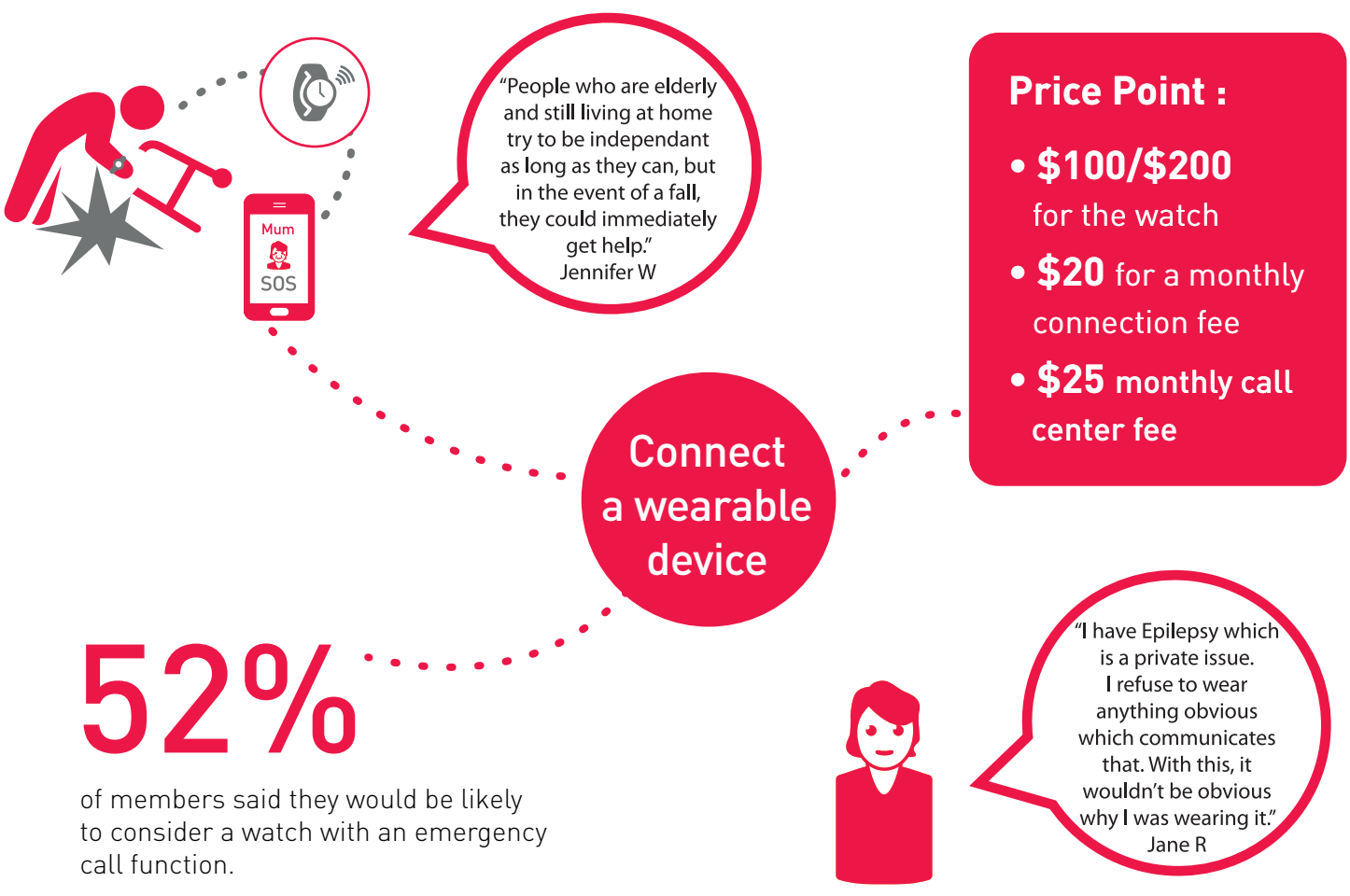
Top challenges in using IoT devices and services



Source: 2016 Accenture Digital Consumer Survey

What Consumers Want





Source: Gemalto Ideas Hub Consumer Survey

Gemalto Enables

Ease of Use
Seamless connectivity experience for consumers

Freedom to Connect
Connecting users when they want, where they want

Quality of Experience
Ensure service continuity while connecting to the most reliable provider

Find out more:
http://www.gemalto.com/mobile/networks/on-demand-connectivity

gemalto
security to be free