



Smart products: a White Paper.

A White Paper by
Swisscom M2M Centre of Competence
supported by Machina Research.

July, 2013

1. Introduction

This White Paper from Swisscom, supported by Machina Research¹, explores the increasing importance of Smart Products in all aspects of business and everyday life.

What characterises a Smart Product? Essentially it is a combination of intelligence on the device and connectivity that allows for real-time monitoring and feedback. Smart Products are end-points of the internet of things, enabled by machine-to-machine (M2M) connectivity.

In the following sections we look at a diverse range of Smart Products including cars, industrial machinery and white goods. As these products become Smart Products the ways in which they will be used changes in a very meaningful way.

Section 2 provides an overview of many of the key Smart Product types that are already in use around the world, and particularly in Switzerland, as well as looking at some areas where Smart Products may one day be deployed. This section is broken into five parts to reflect the different motivations for deploying Smart Products and the different ways in which they can have an impact on society. These motivations are:

- > **2.1 Adding new features to products to improve the user experience.** This might include the ability to pay for goods from vending machines using the mobile phone, or remotely unlock your car.
- > **2.2 Building closer relationships with customers.** In many cases companies that previously had few direct connections with their end users are able to build a direct relationship. This naturally leads to a greater focus on analysing customer data, which puts us in the realm of «Big Data».
- > **2.3 Facilitating new business models.** This is perhaps the most critical impact from Smart Products. It means that businesses can find completely new business models based on the sale of Smart Products. Typically this means an evolution from selling products, to selling services based on those products, as seen with printer or photocopier manufacturers that have gradually evolved to sell «document solutions». This opens opportunities for many business sectors to find new models of working.
- > **2.4 Increasing efficiency, reducing costs, and saving lives.** In some cases the motivation for implementing Smart Products is to streamline processes, either in business or in, for example, healthcare.
- > **2.5 Saving the planet.** Smart Products can also help to save the planet by reducing our energy consumption. Much of this derives directly from the efficiency savings noted above, and even from the new business models.

¹ About Machina Research: this White Paper has been compiled by Machina Research, the world's leading provider of strategic advice on the newly emerging M2M, IoT and Big Data markets. The company supports its customers through its syndicated Advisory Service, comprising reports, forecasts and direct access to our experienced analysts, and through custom research tailored to our clients' requirements. For more details, visit our website at www.machinaresearch.com.

In section 3 we then focus in on the question of connectivity. If Smart Products depend on being connected, what is the best way to provide that? In particular we focus on cellular connectivity and the pros and cons associated with that as a technology choice.

In section 4 we focus on the key strengths that make Swisscom M2M your perfect global partner for connecting your Smart Product.

This White Paper also examines the choice of technologies for connecting smart products.

2. Why Smart Products?

There are many different motivations for connecting, and thus adding additional intelligence to, various devices. In this section we examine some of the key motivating factors, and consequently the key benefits that can accrue from connecting Smart Products.

2.1 Adding new features to products to improve the user experience

The first benefit of connecting a Smart Product is the improvements it can bring to the user experience. A good example is the ability to pay by phone at snack machines. Swiss firm smarcom AG has connected over 2,000 Selecta snack machines with its smarpay payment system. The vending machines are connected, allowing users to charge the cost of goods to their mobile phone and receive the products directly from the machine with no need for any cash to change hands.

Another example is the extra functionality being added to vehicles of all types. Commercial fleet managers are gaining far greater insight into vehicle location and driver behaviour as a result of connected fleet management systems. The connected car is increasingly becoming the norm, boasting features such as remote unlocking, stolen vehicle recovery, navigation and in-vehicle entertainment.

And the benefit of Smart Products is not just limited to four-wheel vehicles. Swisscom has recently been working on a solution for a manufacturer of electric bikes with integrated connectivity to perform remote diagnostics, remote control, localization and track and trace.

In consumer electronics there are many ways in which smarter products can improve the user experience such as internet-enabled TVs allowing access to web content, connected games consoles, cameras that automatically upload content to the cloud, and video glasses such as Google's Project Glass.

The value of Smart Products stretches well beyond just traditional consumer electronics. Satellite navigation devices can be substantially enhanced through the addition of connectivity. These smarter devices can now incorporate real-time traffic information and features such as local search, to provide a more appealing service. TomTom, for instance, enhances its standard satellite navigation device with HD Traffic, Google Local Search and technical assistance, amongst other things.

In the world of personal health there are also a number of ways in which smarter products can provide a better user experience. Connecting sports personal monitoring equipment (e.g. heart rate monitors, pedometers, or watches) or fitness equipment can provide much better real-time feedback on performance and allow for much more Gamification to enhance the experience of taking exercise (see boxed text «Gamification: making everything fun»). Taking the sporting case a little further, we should also expect smart products to start making a difference to how we treat persistent conditions such as diabetes. Here, the value of connecting glucose meters has already been well established (e.g. MyGlucoHealth Wireless) but the challenge comes from integrating that monitoring device into a more complex healthcare environment. Swisscom has made great strides in this area, with the Evita Platform which has integrated Withings SMART Body Analyzer and Blood Pressure Monitor.

The concept of improving the user experience when taken in its broadest definition can include a lot of different applications. One such relates to the food supply chain and specifically the «cold chain», i.e. the transport of chilled foods. In order to improve the service delivered to the ultimate consumer many retailers have implemented cold chain tracking to ensure that products have been maintained at the correct temperature for the duration of transit. The EU is also looking at options for supporting a scheme having run a 4 ½ year trial «Chill-on» between 2006 and 2010.

Gamification: making EVERYTHING fun

Gamification has been one of the emerging technology trends of the last 2-3 years. It can be realised in a number of different ways, but the central premise is broadly the same: to influence people (often oneself) to behave in a particular positive way through the introduction of some element of competition. This could be as simple as awarding points for doing housework. However, it really comes into its own in a world of Smart Products.

Great existing examples include Nike+ (which compares your running performance with other users), Microsoft's Hohm (which allows users to compare energy use with their neighbours, a feature that is being increasingly replicated by utilities in smart meter deployments), and Fiat's eco:drive (which tracks how efficiently you drive). Its influence can also be seen in services such as usage-based insurance (UBI) where the driver is effectively challenged to drive in a less risky fashion to bring down their risk score.

Gamification has application for both consumers and businesses. In the case of the latter, introducing a competitive element into certain business processes, e.g. improving driving styles amongst fleet drivers, can have demonstrable benefits.

2.2 Building closer relationships with customers

There can be many reasons behind the drive for Smart Products. As noted in section 2.1 it is partly for improving the quality of the service being offered. It can also help to provide a conduit for communication with the end user for many companies that previously never had one. The aim of building this closer relationship with the customer is to build loyalty, generate opportunities for cross-selling and potentially bypass other commercial relationships. For instance, one of

the reasons automotive manufacturers value the vehicle connection is that it provides a direct link between the brand and the customer, unencumbered by the dealership. It is the dealership that usually owns the customer relationship and often it is the dealership that is the source of negative attitudes towards the car buying and owning experience.

As part of this strengthened relationship between provider and customer, Smart Products also have the potential to provide much richer data about the customer, which can act as invaluable feedback for product development or the sales process. We are only seeing the start of this type of analytics (see boxed text «Big Data: what's it all about?», below).

«Big Data»: what's it all about?

Another buzz phrase that you've probably heard a lot in recent years is «Big Data». Essentially this involves taking the data created by the monitoring of everyday life and using it to spot trends and derive other benefits. Think of Amazon's feature «customers who bought this item also bought...», but imagine a tool many times more powerful and you're just scratching the surface of «Big Data». It can be used for «Big Science» initiatives such as mapping the universe or analysing the causes and impact of climate change. It can also be used for more mundane things such as assessing traffic patterns to optimise road use, making pre-emptive assessments of health problems, or streamlining business processes.

The critical link with Smart Products is that they can provide the granular sensor data upon which this «Big Data» analytics is based. They can gather information which otherwise might not have been available, at least with the required frequency. They are also typically able to be the conduits for post-analytics real-time feedback. For instance, real time re-routing of traffic within a city based on the speed at which traffic is moving. Or, potentially, tying a usage-based insurance model (see the «Facilitating new business models» section 2.3, below) into traffic patterns to identify and penalise drivers driving faster than the prevailing road conditions should allow, rather than relying solely on fixed speed limit data.

2.3 Facilitating new business models

The principle behind many of the new business models facilitated by connectivity is simple: do you need a drill, or do you need a hole in a wall? In many cases the old model of spending on capital equipment can be switched to operating expenditure with the management of resources increasingly handled by a third party.

As noted in section 2.1 above, connectivity can add a lot of value to existing products. It also allows for new products that would have been pointless without connectivity, such as the tracking of cars (e.g. TRACKER's stolen vehicle recovery service), children (e.g. FollowUS, Amber Alert GPS), or pets (e.g. Loc8tor). However, more fundamental is the fact that the addition of connectivity can enable the spread of radically new business models for existing products.

The principle behind many of the new business models facilitated by connectivity is simple: do you need a drill, or do you need a hole in a wall? In many cases the old model of spending on capital equipment can be switched to operating expenditure with the management of resources increasingly handled by a third party. A good example is the Mobility car sharing service, The company operates 2,600 vehicles from 1,340 stations across Switzerland, as well as 2,700 vehicles in 150 towns and cities in Austria and Germany. Mobility's model is to include everything in an hourly (or other period) fee – fuel, tax, parking, cleaning, repairs, everything. Users reserve their vehicles via the internet or mobile applications and use a Mobility Card to unlock the vehicle. Effectively this becomes a car-as-a-service. While this has been traditionally a consumer offering, many corporations are finding there is a significant benefit in switching to this

type of option. Connecting the vehicle is essential for user access, usage monitoring, and maintenance. Effectively the car becomes a Smart Product.

Another area in which this capex-to-opex model can be manifest is in heavy industry. The way in which companies pay for industrial equipment from heavy plant (e.g. cement mixers, cranes) to production line equipment to jet engines can be adapted. To take the last example, increasingly jet engine manufacturers, such as Rolls Royce, lease rather than sell their equipment to aeroplane manufacturers. The addition of connectivity allows the manufacturer to monitor and manage their element in the wider system. Therefore the relationship between the manufacturer does not stop when the equipment leaves the factory gates. It continues for the lifetime of the equipment with regular payment for a constantly monitored and managed service.

Another example, albeit smaller, is office equipment. Printers, photocopiers, faxes etc. can now be paid for on a lease basis that is charged per printed sheet, with all printers, paper, toner and maintenance included in the cost. Equipment manufacturers such as Ricoh and Xerox are increasingly moving into such managed printing services.

The list of real and potential business models is almost endless. RFID scanners could be leased on a managed and/or pay-per-use model. Entertainment venues could lease their facilities, even down to the chairs. Coffee machine manufacturers such as Nespresso can charge coffee shops (or even consumers) by the cup, rather than the large upfront cost for the machine. Elevator manufacturers could evolve to a per-use model too, charging per floor visited. Many might sound far-fetched, but the shift is already occurring. US firm Sealed Air sells air pockets for use in packaging. Where previously it sold machines to customers, now it charges according to usage, using embedded connectivity to monitor consumption by the customer.

Office equipment manufacturers realised a few years ago what other companies are starting to realise. The future lies not in the sale of products, but in the provision of solutions. And those solutions will depend on Smart Products monitored in real-time.

Usage-based insurance (UBI) has been in existence for some years where it has largely been deployed in the commercial sector, often as one of a range of packaged applications which include security, tracking and navigation. It is now increasingly spreading to the consumer segment. UBI is based on the idea that assessment of risk for insurance purposes should be based on something other than simple demographic statistical analysis (e.g. age, sex, location). It should also be based on monitoring driver behaviour such as speed, harsh braking, aggressive acceleration etc. The first step is to observe behaviour and set premiums as appropriate. For this, an unconnected solution is perfectly acceptable, with non-real-time analysis of behaviour. However, the next step is to provide feedback mechanisms to the driver to help them to improve behaviour. Here, connectivity is much more important as it allows real-time analysis of driver performance compared to that of other drivers. It can also provide an ongoing driver rating, as well as recommendations for how to drive in a safer (or environmentally friendly) manner.

There are, of course, challenges associated with these changing business models. Companies that are used to selling one-off units are now forced to adapt to and manage their new set of «subscribers». The financial, customer care and logistics implications can be substantial and should not be underestimated.

The industrial sector can also make use of the ability to monitor devices to understand what the maintenance requirements might be. This can be driven by a number of different motivations. In the case of most automotive manufacturers having access to large amounts of data on vehicle performance can help with identifying potential faults before they turn into major problems, and also to feed data back into future vehicle development. In the case of Gerber Technology's Gerber Cutter Z7 fabric cutting machine, the company remotely monitors the environment in which the machine is installed, allowing it to both monitor performance for R&D purposes, and to ensure that the users are complying with warranty restrictions on temperature, humidity and use. These feedback loops to manufacturers are not new business models per se, but they do represent a new use of embedded connectivity to help businesses.

2.4 Increasing efficiency, reducing costs, and saving lives

As well as making money, or otherwise helping commercial relationships, smart products can also massively reduce costs and increase efficiencies. Probably the best example of this is in healthcare. In 2012 Machina Research engaged in a study for the GSM Association looking at the global impact of different forms of connected devices in monetary terms. One of the major effects of connecting devices was in driving efficiency in everyday processes. It was in the area of healthcare that cost savings were most significant, not least because of the substantial benefits brought by healthcare to the issue of coping with aging populations. Machina Research's «Assisted Living» category, which includes connected medicine dispensers, people tracking devices and panic alarm buttons, is number 5 on the list of top 10 effects, generating savings of USD 270 billion per annum worldwide, predominantly by allowing people to remain in their homes longer. A great example of this is the Limmex watch, winner of the M2M Challenge sponsored by Swisscom and Ericsson for the Mobile World Congress Event in Barcelona in February 2013. The watch contains a SIM card which allows the user to activate a distress alarm virtually anywhere in the world.

For more serious health issues, characterised as «Clinical Remote Monitoring», the potential impact is even greater. This category of Smart Product allows people to be treated within the home rather than in a more expensive medical environment, improving outcomes, reducing costs and having a positive effect on the patient's quality of life. It also includes the improved outcomes resulting from constant monitoring of, for example, diabetic patients, e.g. with solutions from EosHealth or Genesis Health Technologies. The study determined that USD 350 billion in global annual savings can be made by 2020, making Clinical Remote Monitoring the number 3 most significant impact of Smart Products/M2M.

Another good example of increasing efficiency is represented by the Getinge Group's Getinge Online service. The company provides medical equipment washers for hospitals. On very rare occasions there would be a fault with the cycle and the process would not work properly, which could potentially leave the hospital with a shortage of equipment. To ensure that did not happen, staff at the hospital had to stay and ensure that the machine completed its cycle correctly. The Getinge Online service provides an alert system whereby staff are alerted if the process has not worked and can take appropriate actions. This substantially reduces the number of unnecessary staff hours spent monitoring the device.

There are many examples of smart products that have similar efficiency saving approaches. Something as simple as remote tank level monitoring (for instance of oil or gas) can result in

substantial cost savings in terms of logistics processes and transportation costs. One such example is Sensile Technologies, which uses an embedded GSM modem, with connectivity provided by Swisscom, for regular monitoring of heating, fuel and gas tanks worldwide. According to Sensile Technologies this remote monitoring solution reduces the number of deliveries by 20% with according efficiency savings, and environmental benefits.

There is an almost infinite number of examples of business processes that can be simplified through the application of Smart Products. Something as simple as a mousetrap could be fitted with a SIM card. Every time the snap shuts it generates enough power to communicate that it has been activated. With such a system traps would not need to be checked manually. Potted plants in an office could be set to communicate when they need watering or some other form of attention, reducing the need for visits.

The same is also true of vending machines. In section 2.1 we noted the extra features and functionality that can be added, e.g. the smarpay payment system used by Selecta machines. There is also a tremendous benefit in terms of efficiency savings. The ability to constantly monitor the content, performance and cash of a vending machine does not completely change the way that it works. Everything is still achievable by sending a person to the site. However it does make the whole process spectacularly more efficient, reducing wasted trips. It should be noted that vending machines can be transformed to provide more interactive services or additional features, but the greatest benefit is likely to be in increasing efficiency in distribution.

2.5 Saving the planet! Or saving a few Francs?

Last, and by no means least, Smart Products can also help us to save the planet by reducing our energy consumption and thus our carbon footprint. Many M2M applications have more built-in intelligence so that they can more cleverly manage their power consumption, switching off when not needed, or similar.

Much of the energy savings identified in section 2.4 above naturally flows into environmental benefits, for instance fewer site visits for users of tanks monitored by Sensile Technologies. Similarly the new business models such as Mobility's car sharing can have a positive impact (see section 2.1 above). The company claims that car sharers save 290 kg of CO₂ on average per year, and because of their solution there are 18,000 fewer cars on the road each year.

In section 2.1 above we looked at Consumer Electronics devices and the addition of new functionality. However, for many devices, new functionality (e.g. recipes beamed to your fridge) isn't where the benefit of device intelligence is realised. For many Consumer Electronics devices the most significant driver behind the adoption of connectivity is the potential for such devices to be more energy/cost efficient by timing periods of heavier power consumption to coincide with periods when electricity is cheaper. Specifically this relates to white goods such as fridges, freezers and washing machines. All of these have some capacity to time-shift power consumption to do so at the most appropriate time. For instance, in the case of a freezer, it will perform the freeze cycle in the middle of the night when power is cheaper.

Realistically, the adoption and utilisation of such devices will tend to follow the adoption of smart metering. Smart meters allow utilities to offer more granular time-of-day variable electricity tariffs, and the potential for customers to want to shift power consumption to times when

electricity is cheaper. This is not only cost efficient, it also tends to be greener, as high prices correspond to periods of high demand during which additional generating capacity is brought on line. This switching on and off of capacity is inefficient, and the generators used to cope with spikes also tend to be less environmentally friendly. Therefore performing load balancing on consumption will result in more efficiency.

Figure 1 illustrates the way that these two main drivers of connectivity in connected household goods will influence the adoption of M2M. It is noticeable that the effects of the two drivers are mutually exclusive: the set of Consumer Electronics devices for which M2M has the potential to improve functionality is completely different from the set of devices for which M2M has the potential to improve power management.

Figure 1: The value of M2M connectivity in household goods [Source: Machina Research, 2013]

Consumer Electronics		M2M impact on functionality		
		High	Medium	Low
M2M impact on power consumption	High			<ul style="list-style-type: none"> > Washer/dryers > Fridges and freezers
	Medium			<ul style="list-style-type: none"> > Washing machines > Clothes dryers > Dishwashers > Ovens
	Low	<ul style="list-style-type: none"> > AV Sources > Televisions > Tracking (pets & children) > Household Information Devices 	<ul style="list-style-type: none"> > Projectors und screens > RFID tagging devices > Personal Multimedia 	<ul style="list-style-type: none"> > Grills, hobs, microwaves > Vacum cleaners

Whether the motivation is to reduce the carbon footprint or just the household electricity bill, Smart Products can help. And all that applies to domestic white goods can also be applied to business electricity consumption.

3. Technology choices

As noted above, there are many reasons for connecting a range of Smart Products including games consoles, cars, fridges and many more. Overall, Machina Research is expecting over 18 billion machine-to-machine (i.e. Smart Product) connections by 2022 (see Figure 2).

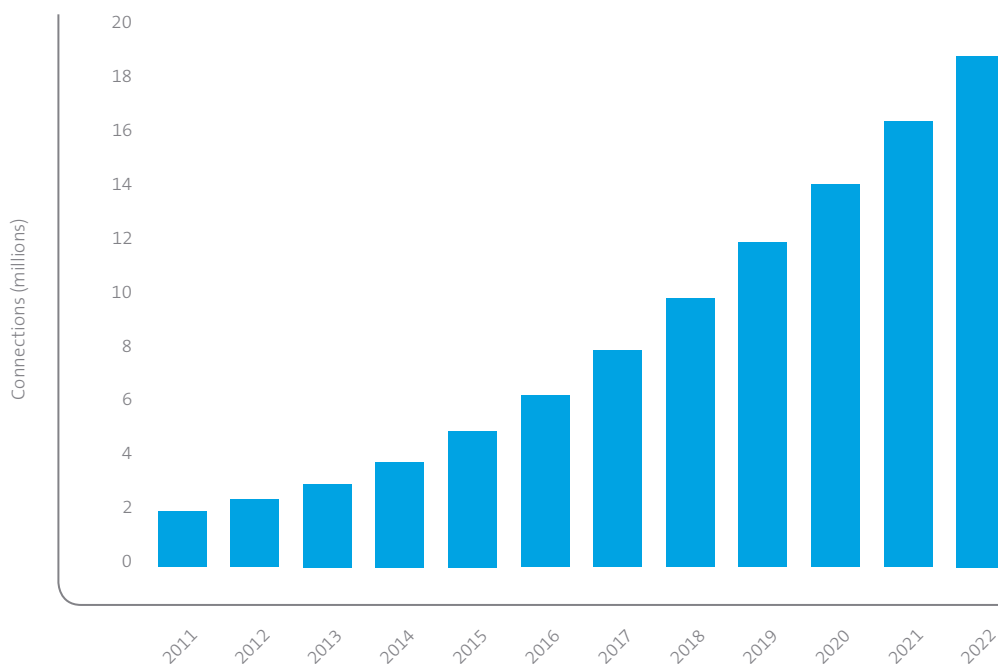
There are many benefits to using cellular technologies:

- > **Mobility:** The first advantage that a cellular connection has is that it is mobile, allowing it to support connected devices in a much more diverse range of locations than WiFi, or equivalent. The value of this mobility will, naturally, depend on the specifics of the application. For a pet-tracker, for instance, it would be critical.

The choice of cellular connectivity over short-range or other alternative is always a trade-off between the immense benefits of cellular and the extra cost that will be incurred.

- > **Out-of-the-box connectivity:** Devices equipped with cellular capabilities can be «connected» the instant that they are first powered-up, with no need for configuration before users can benefit from a range of «connected» functionality. Such functionality might include access to «cloud» content, or remote applications. Amazon’s Kindle is a perfect illustration of the potential for WWAN technologies to support «out-of-the-box» connectivity: users are essentially unaware that the device is connected to a mobile network; it just works. This contrasts markedly with WiFi, probably the most obvious substitute technology for connecting many consumer electronics and other home-based devices. Information required to configure access to any specific WiFi network will vary from network to network (including network public names, security protocols, security keys, VPN settings, firewall controls, etc), to the extent that it is virtually impossible for a manufacturer to ship a device that can connect to a customer’s WiFi network «out-of-the-box». It should be noted that WiFi Protected Setup (WPS) reduces the complexity of connecting a new device to a WiFi network to the act of simply pressing two buttons (for example one on the new device, one on the WiFi access point).
- > **Global coverage:** Mobile connectivity is near ubiquitous, at least throughout populated areas. With a single carrier relationship, device manufacturers have the potential to offer customers a «connected» proposition within the footprint of that carrier (and beyond the footprint of that carrier, if roaming premiums are insignificant). In contrast WiFi will typically have the coverage and capacity advantage over cellular within the home.
- > **Homogeneity of connectivity:** WWAN connectivity offers device manufacturers a more homogenous field operating environment which will help with fault identification and resolution. Some of the challenges associated with the supply chain, i.e. that SIMs would only be appropriate for one country, are almost resolved with remote provisioning. However, challenges over band fragmentation for LTE still persist.
- > **Resilience:** Cellular networks are highly resilient and more likely to be available than short-range connections. Short-range networks tend to be self-managed by users, whereas cellular networks have greater guarantees about availability and reliability.

Figure 2: Global machine-to-machine connections, 2011-22 [Source: Machina Research, 2012]



While there are many positive benefits to using cellular connectivity, one must also acknowledge that there are also downsides. The most obvious of these is cost. The choice of cellular connectivity over short-range or other alternative is always a trade-off between the immense benefits of cellular and the extra cost that is incurred. Cellular modules cost around USD 9-20 for 2G, USD 30-40 for 3G and USD 75-100 for LTE. With WiFi, ZigBee, Z-Wave, KNX, powerline and other short-range chipsets all available for less than USD2 (significantly less, in the case of some short range technologies). To justify the inclusion of cellular connectivity, an application must benefit substantially from one of the characteristics mentioned above.

The cost of devices is not the only restriction. Mobile data costs are also relevant. Typically these have come down to very affordable rates. However, pricing still tends to be structured in an unpalatable way for some customers who might tend to prefer to use their existing mobile data plan than to sign up for a separate plan for the new device. It should also be noted that while domestic data prices are very competitive, roaming rates for overseas usage sometimes remain punitive. For some devices, such as cameras, overseas use might account for the lion's share.

There are certain devices where cellular connectivity is unlikely to be a dominant, for instance those that are static, particularly in a home environment, or those requiring very high bandwidth connectivity, for instance. Smart TVs. These are unlikely to demand cellular connectivity. However, for many others cellular will be the technology of choice courtesy of its flexibility, transparency, universality and – let's not forget – mobility.

4. Why Swisscom for Smart Products?

As noted in the sections above, connected Smart Products could make a massive difference to your company, enabling new features and providing a platform for new business models. Given how critical your Smart Products strategy might be for your company's future success, it is essential that you pick the right partner. Swisscom has the key attributes that make it the perfect trusted partner for you:

- > **An expert in telecommunications.** Since 1852 Swisscom has been serving the communications needs of businesses of all shapes and sizes, from some of the biggest multi-national companies in the world, through to small- and medium-sized enterprises (SMEs). As a result we have the heritage and the scale to meet the needs of customers large and small. Swisscom has consistently invested in the quality of our network: in 2012 alone we invested CHF 1.7 billion in network expansion. Furthermore we are leaders in a diverse range of telecoms and IT services (including Cloud Services from Swisscom IT Services) that will be useful in supporting your wider business needs.
- > **A global reach.** As well as having the best footprint in fixed and mobile communications in Switzerland, we also have an outstanding network of global roaming agreements (with over 550 operators worldwide). And with the Swisscom SIM management platform roaming profiles can be made customer and SIM specific. Roaming can be enable anywhere, or limited to specific counties.
- > **A trusted partner.** Swisscom is the reliable and trustworthy partner that you need. Over the years, «Made in Switzerland» has become a mark of quality, reliability and security, particularly for precision engineering. The same is true for Smart Products. Swisscom in particular is the reliable, stable and expert company that you need as your partner. This is illustrated by our existing network of M2M partners including...



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- > **A focus on M2M.** Swisscom has more than 20 years' experience in the M2M world. Our dedicated team of machine-to-machine (M2M) experts is focused on delivering connectivity for your Smart Products. With our expertise and depth of knowledge we are able to support all of your requirements from concept to delivery. We bring together the whole of the M2M value chain including module and terminals vendors, middleware and hardware/software engineering companies, and system integrators to facilitate a fast and reliable integration.
 - > **Features to help support your business and build the Smart Products ecosystem.** We are thoroughly committed to your success and the growth of Smart Products. Our support extends to our Marketing Platform with dedicated events for partners and solution providers. Furthermore, we support the «M2M Challenge», an annual award for innovative Smart Products, won in 2013 by Limmex for its smart watch.
 - > **Flexibility, agility, and customer focus.** Swisscom can support any size of project, from hundreds to hundreds of thousands of connected devices. With Swisscom you get the personal touch, with a flexible approach to meeting your company's specific requirement, and a faster rollout compared to some of our international competitors. Our strong customer focus is one of the reasons for our success.
 - > **A leader in sustainability.** One of the key drivers for Smart Products is saving the planet, by allowing more efficient use of resources and the introduction of more sustainable technologies. In this context it is important that we are also an environmentally-conscious company. According to the Dow Jones Sustainability Index, Swisscom is one of the five most sustainable telecommunications companies in the world.

Swisscom has the experience, expertise and agility to support and nurture your Smart Product, whatever the requirement. For more information on Swisscom and why we're the best partner for your company in bringing your Smart Product to market, please visit our website at <http://www.swisscom.ch/en/business/m2m/our-offer/warum-swisscom.html>

Or, for more details, visit us at www.m2m.swisscom.com