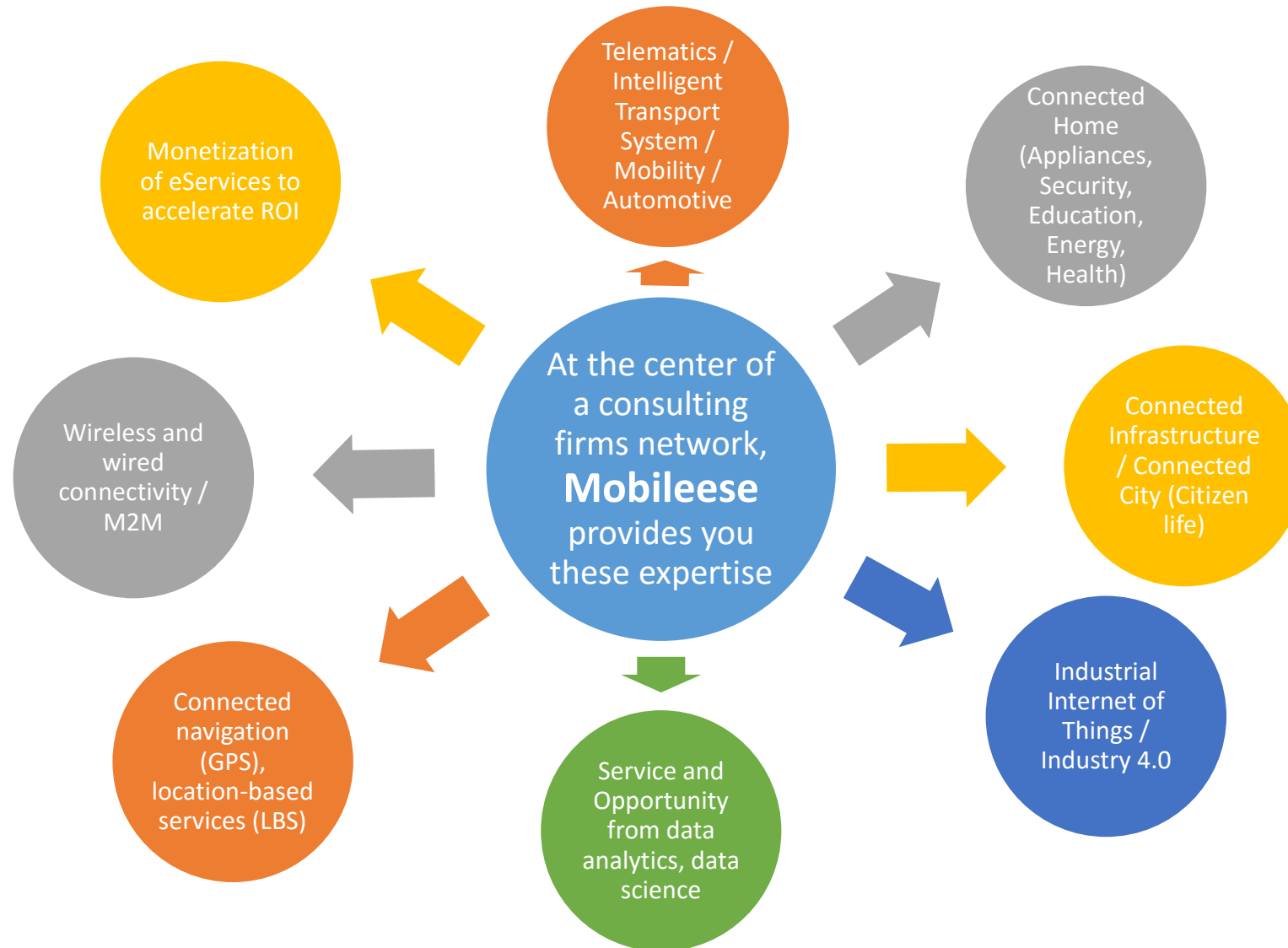


The DIGITAL Journey : TRANSFORMING lessons from IoT projects

François Gatineau
Mobileese – Chairman

Mobileese, your digital transformation Enabler



SCOPE OF SERVICES

With 15+ y. of experience, accompanying your implementations through a results-based strategic planning process

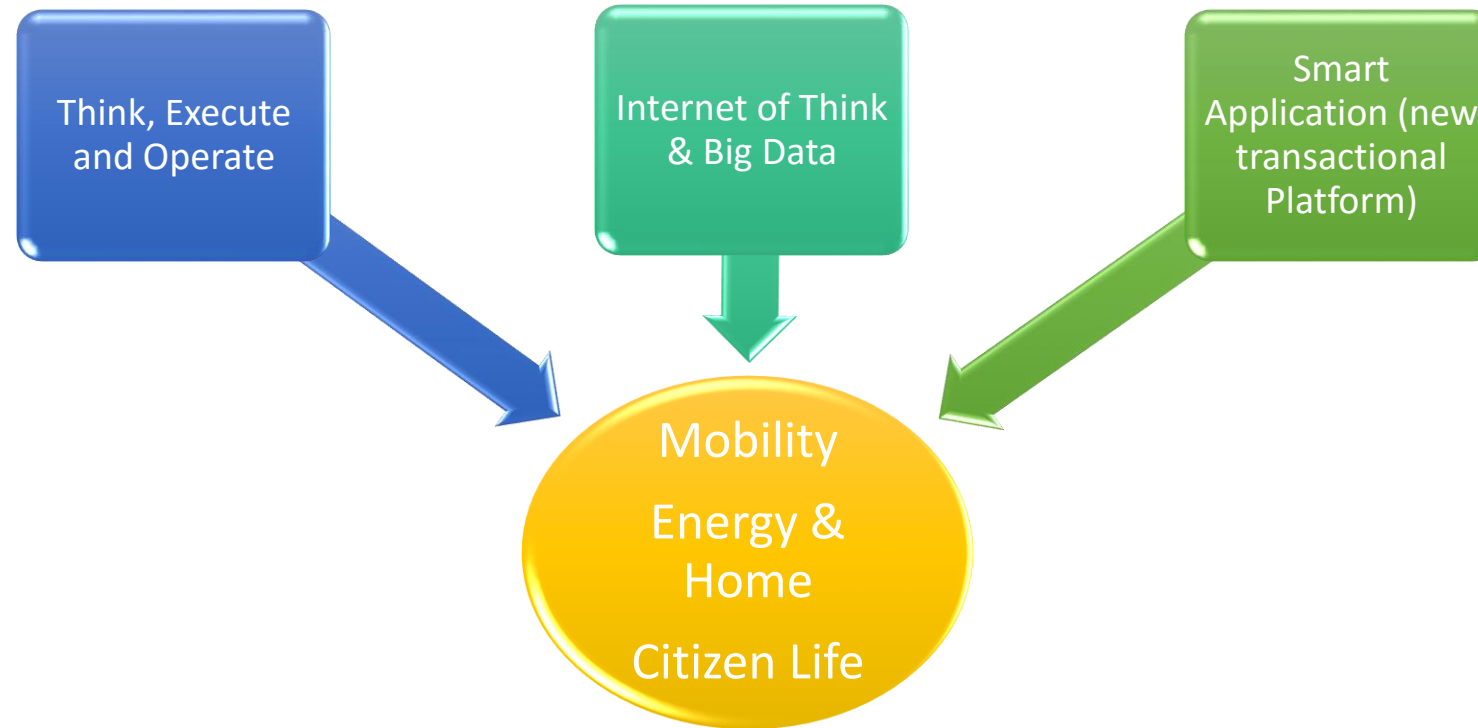
Helping companies to define their business strategy in these ecosystems

Strategically advise the customer to ensure that their digital program will be rightly implemented

Using industry knowledge and partnership expertise, helping you to determine and implement sourcing strategy

Developing new service or new product in Connected Ecosystem

My value proposal

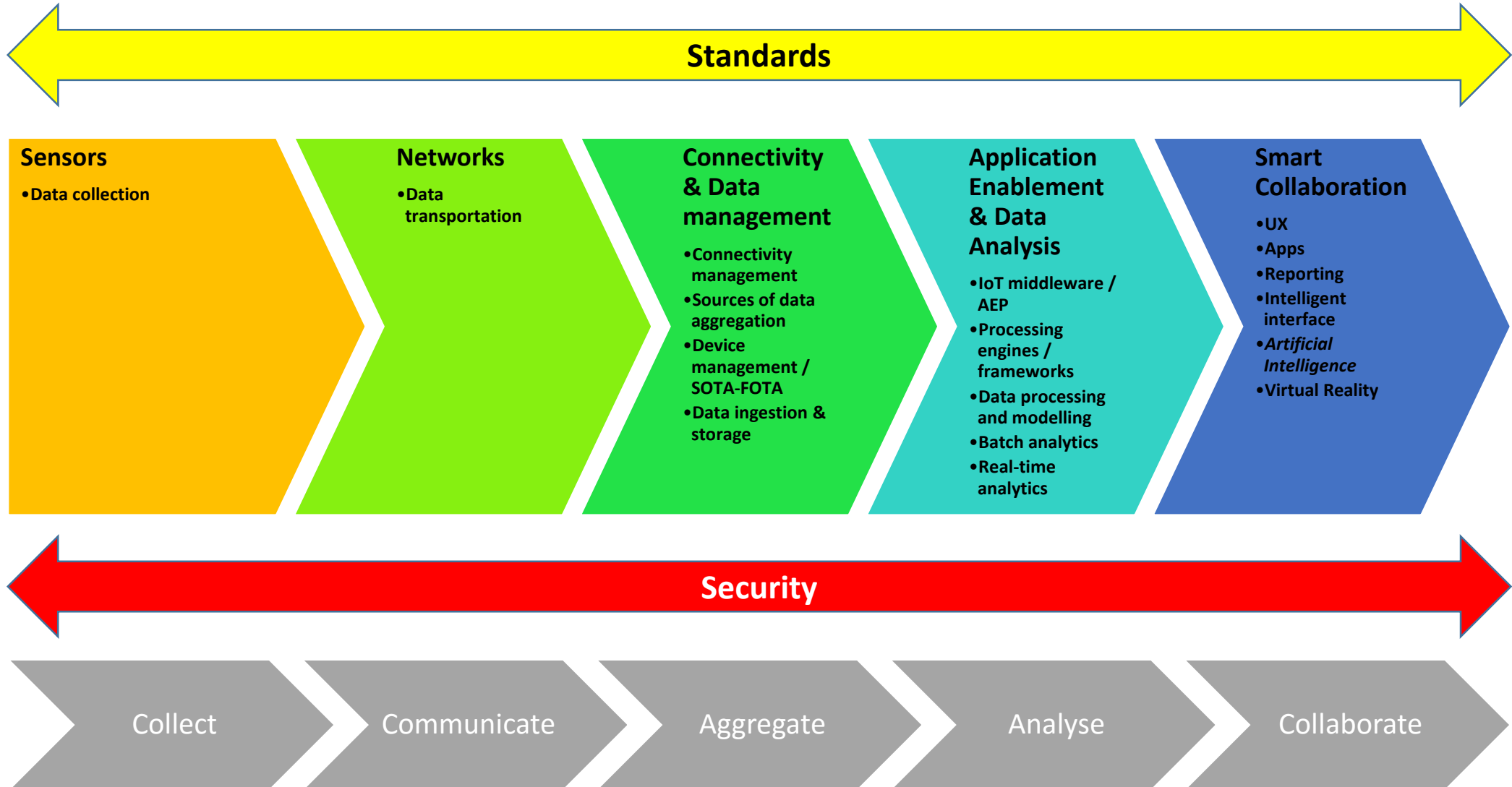


ABILITY TO SUPPORT YOUR IMPLEMENTATION PROGRAM AT ALL THESE STAGES



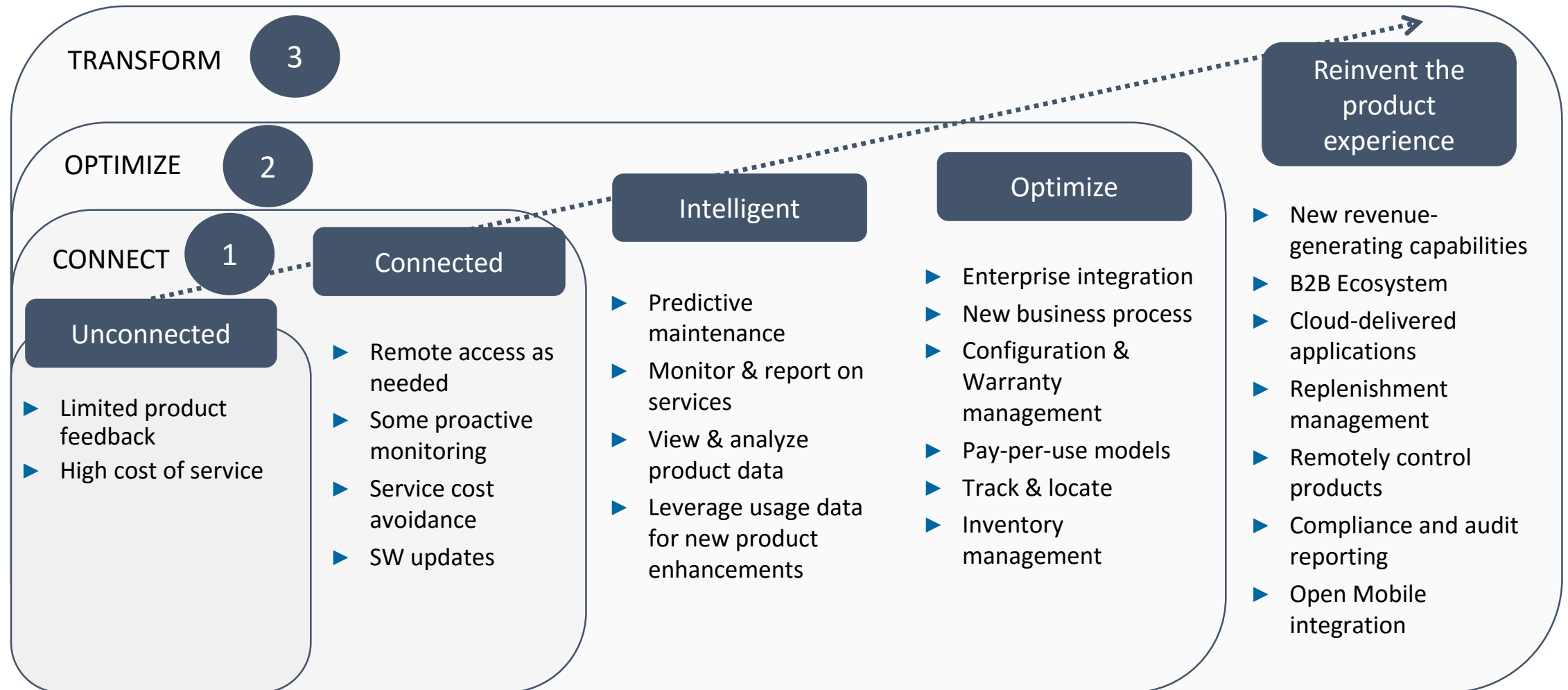
IN DIFFERENT BUSINESS MODELS (CAPEX/OPEX, PAY PER USE...)

IoT implementation chain



Maturity level of experienced IoT Projects

3 Levels in your Digital Transformation Journey



Lessons learned from Geo IoT projects

Go-to-market

- Many customers are followers on proven solutions, rather than innovator
- To cope with competition, too much ambitious project timeline makes no sense

Financials

- Customers under cost pressure
- Providing a Pay as you Go model is the preferred one

Solution

- Building a program under a Product view: to share and benefit from other stakeholders / roadmap
- Being proactive for the solution when the customer is not sure of its goal

Security

- Not at the right level
- Too many Points of Failure

Brand & Image

- Proven experience is of high richness
- Credibility is hard to reach, but easy to lose

Geo IoT Projects: issues & pitfalls - mitigation

Security & Privacy concerns

- Explore all the dimension from the beginning
- Anticipate the privacy constraints in the use cases

Monolithic solution

- Modular product, architecture in building blocks
- Avoid tunnel, promote funnel, and roadmap

Implementation issues

- Iterate to continue, pivot or stop
- Adopt a product development strategy

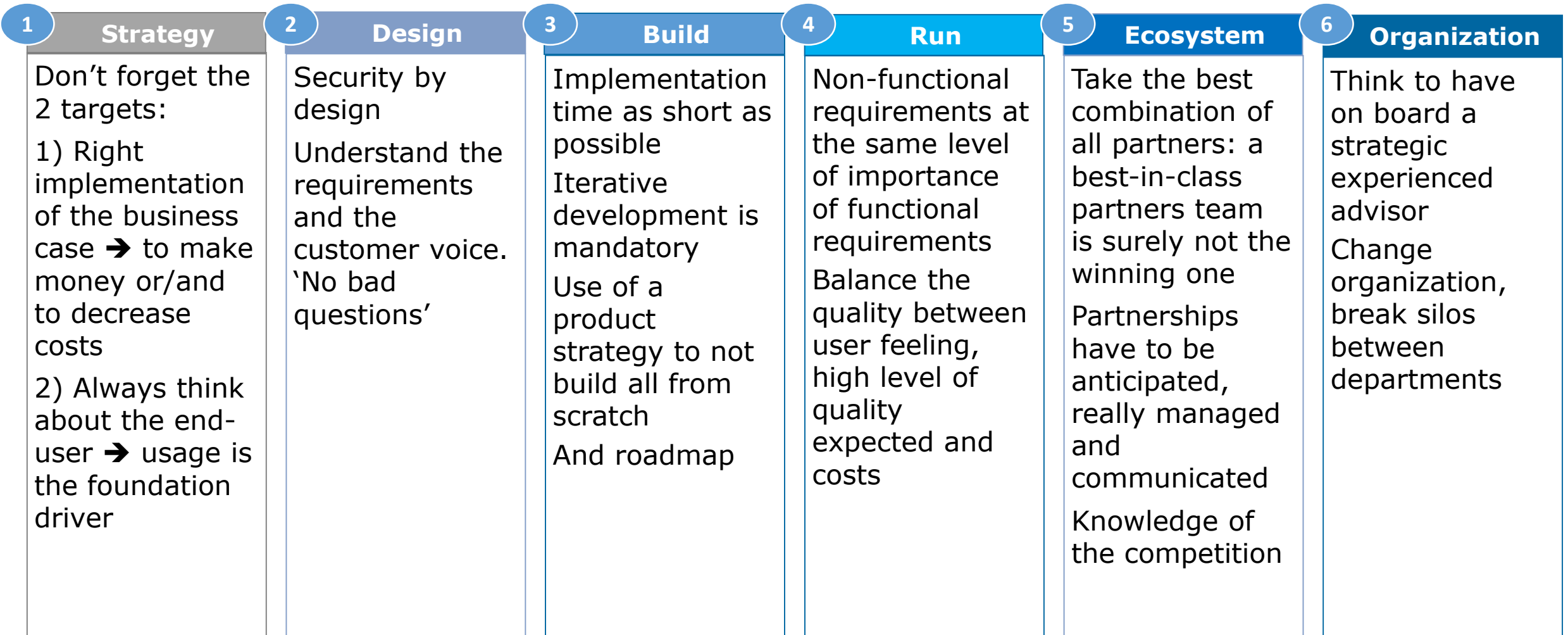
Requirements breakdown

- Come back to initial requirements target
- Stick firmly the delivery to the scope

Bad project ecosystem

- Team reinforcement to be able to integrate all layers
- Anticipate all partnerships and manage them

How to successfully implement a Geo IoT program



François Gatineau

- 20 years of projects worldwide
- 9 years of M2M, IoT and Big Data experience

Background

- **MOBILEESE**, Chairman
- **ATOS WORLDLINE**, Business Unit manager and then IoT, Mobility & Big Data Business Division Director, Paris
- **CAPGEMINI**, Technical Director, Paris
- **ORANGE**, Department manager, Paris
- **CANAL+**, Project Director, Paris
- **CLUB MED**, Project Leader, Paris / Frankfurt / Miami

- MSc. Informatics Electronics, ESEO Angers
- Executive MBA, HEC Paris

Specialties

- Business Strategy, new business models implementation
- Product development and IT delivery

Relevant experience

- Setup and operate the **Renault's R-Link connected tablet project**, available in 50 countries.
- Develop for Michelin solutions a **complete fleet management platform** for the truck transportation industry.
- Provide for Daimler a **PHYD telematics Insurance solution** in connection with local Insurer partners.
- Remotely manage the **Siemens connected industrial machines** of through a common Remote Service Platform (more than 300000 industrial machines supported).
- For **ERDF Linky**, provide the M2M Layout system
- Provide the **Home Connect Platform** to Bosch Siemens Hausgeräte (**B/S/H/**)