

Innovate and Scale Your IoT Strategy

Build a Profitable IoT Practice While Reducing Costs Through Automation

Introduction

Communications service providers (CSPs) are expanding their Internet of Things (IoT) offerings, but there's no shortage of issues these companies face. Many providers are experiencing difficulty bundling their offerings and monetizing various aspects of their solutions. They're also facing hurdles due to inefficient manual processes that negatively impact the customer experience while introducing errors.



INDUSTRY BRIEF

\$278.9 B

Unless CSPs are able to overcome these obstacles, they'll lose customers and miss out on their portion of a **worldwide IoT market that's projected to reach \$278.9 billion by 2024.**

Challenges CSPs face when offering IoT solutions and services

Often, CSPs have trouble packaging their IoT offerings—which may include connectivity, equipment, software as a service (SaaS) products, and professional services—for midsize and enterprise customers.

Here are the toughest obstacles CSPs face:

Challenges

BUNDLING OFFERINGS

Combining physical products, professional services, and SaaS solutions into a single package for the customer introduces complexity for the CSP. Often, the provider has to manage several different disconnected services on the back end to support each client.

COMBINING PRODUCTS

IoT offerings from CSPs often include a mix of first-party and third-party solutions, which must be integrated into a seamless customer experience.

MAKING THE TRANSITION TO HAAS

The complex configurations required for IoT solutions often include resold hardware delivered to the end user for a one-time fee. It can be difficult for CSPs to drive recurring revenue beyond these single transactions and pursue a subscription-based “hardware as a service” commerce model.

STREAMLINING BACK-OFFICE OPERATIONS

Using manual processes for sales, fulfillment, and billing means there's a greater chance for errors. Inefficiencies are almost certain.



How AppDirect helps CSPs monetize IoT while better supporting customers

AppDirect serves as the integration layer for CSPs that want to deliver a unified experience on the front and back ends. With the assistance of AppDirect, CSPs can drive automation and revenue while boosting cost savings through the monetization of physical products, professional services, and SaaS offerings.



INDUSTRY BRIEF

Success Story: Jaguar Land Rover Monetizes Software on Connected Vehicles

Through the InControl infotainment system launched in conjunction with AppDirect, Jaguar Land Rover was able to provision software directly to connected vehicles. Users enjoy localized content and updated apps. **The company benefits from the monetization of its ability to deploy relevant, valuable, and informative content with a brand-consistent experience.**

With the rapid growth in IoT, CSPs need to position themselves to provide ongoing service and support for their customers while improving operational efficiency behind the scenes. AppDirect can help provide the connective tissue that's essential for ensuring a smooth experience for CSPs and their customers alike.

Learn more by visiting www.appdirect.com

Capabilities

MONETIZATION

With AppDirect, CSPs can sell hardware as a managed service under a recurring revenue model known as “device as a service” (DaaS). In this way, companies can convert one-time sales into a subscription commerce strategy.

INTEGRATION

Today's IT budgets are under more pressure than ever before. As an open, flexible, agnostic platform, AppDirect can integrate with existing technology stacks so both CSPs and their customers benefit from a simple, unified commerce experience.

AUTOMATION

Providers are also able to automate end-to-end sales and fulfillment for software and hardware, reducing the administrative burden for the CSP while enhancing customer satisfaction for the end user.

BUNDLING

AppDirect allows CSPs to conveniently add new partner products, services, and hardware quickly. By granting self-serve tools and approval workflows to software partners, CSPs can onboard new products directly.

SUPPORT FOR COMPLEX PRICING

AppDirect is capable of supporting thousands of different permutations for pricing models. We offer tools that make it possible to monitor consumption in real time or to generate reports at designated intervals during the billing cycle.

AN EASY-TO-USE MARKETPLACE, AVAILABLE ON THE DEVICE

CSP customers can access the AppDirect marketplace through a native application on devices purchased by end users.