

# SoftBank's IoT Strategy

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# SoftBank's IoT Strategy

1

Market environment around IoT

2

Advantage of Network

3

IoT Platform

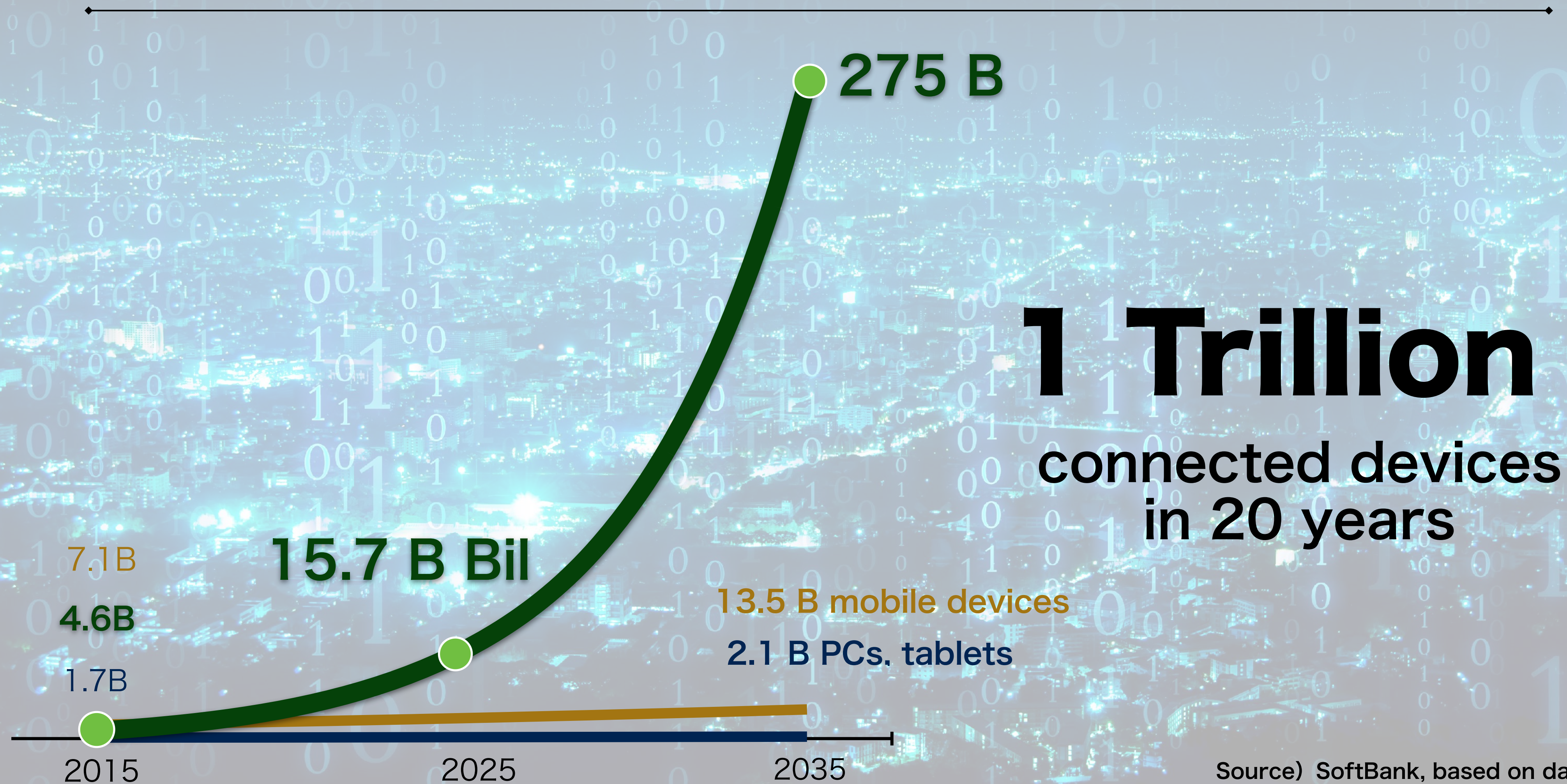
4

Further data linkage and sharing functions

5

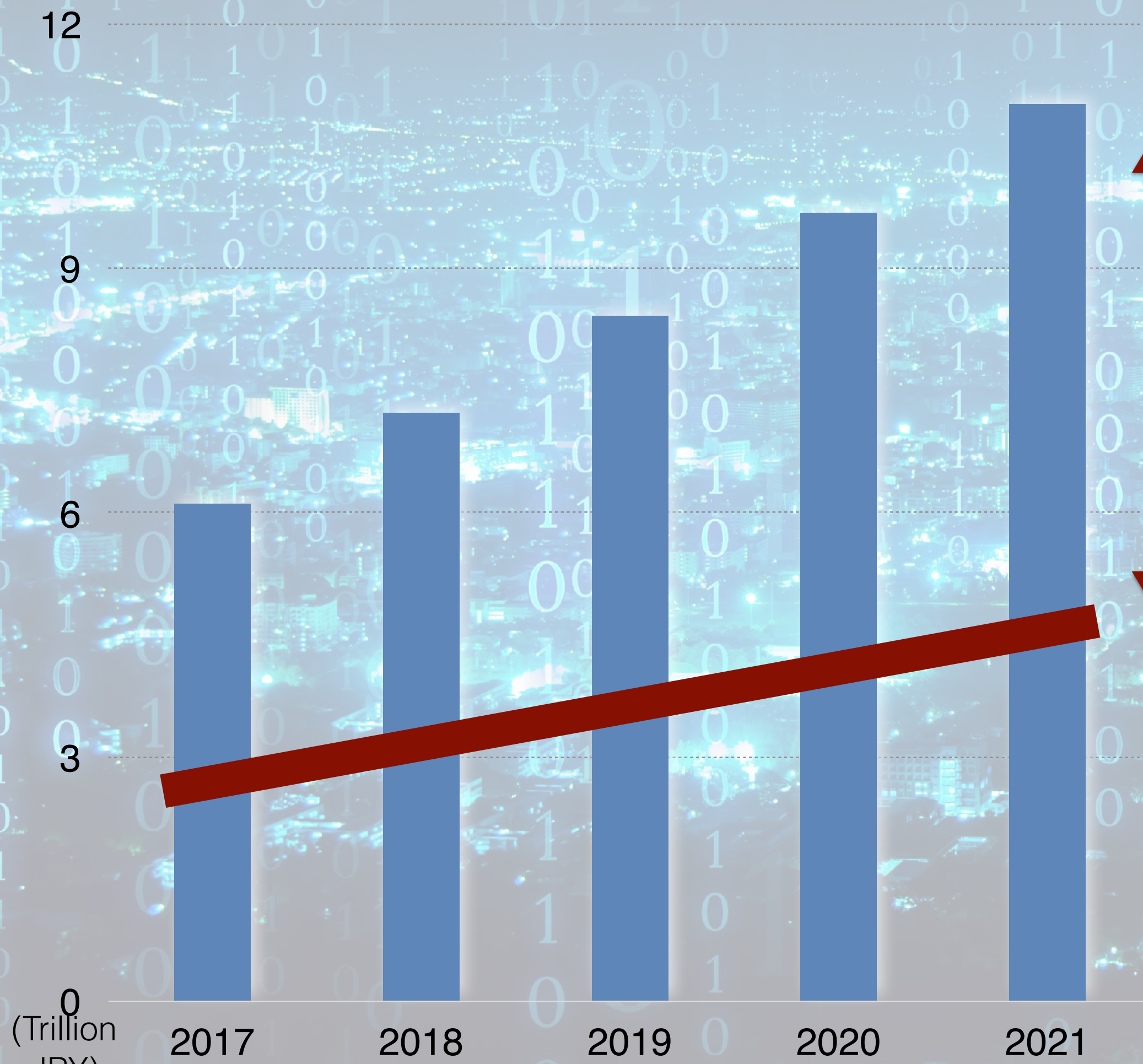
Cases of partner development

# Number of connected devices



Source) SoftBank, based on data from Ericsson

# Rapid Growth of Japan's IoT market



(Trillion JPY)

Source) IDC Japan

Japan's IoT market  
**¥11 Trillion**  
Services & software  
**60%**

IoT market will grow at CAGR17.0% until 2021, and will reach 11 trillion yen.

# SoftBank's New Strategy

## The 4 Sector



### Smart Building

- Facility management
- Connected car



### Infrastructure

- Public infrastructure management
- Public Safety system



### Drone

- Status Inspection
- Decoration Diagnosis



### Mobility & Logistics

- Cargo management
- Fleet management

# Co-creation with Partners

**Social Issues**



**Co-creation**

**Partners**

Technical cooperation  
on Issues

**SoftBank**











Provides platform  
and technologies



**Problem Solving**

# SoftBank IoT Platform

## Industry

Public Infra. 	Mfg. 	Logistics, transport 	Construction/real estate 	Mobility 	Finance 	Home Appliances 	Retail 	Medical 	Agri-culture 
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## IDE

Mobility Platform	Development Platform
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## API SUITE

						
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## Connectivity











Device Management	FOTA	SIM/network Management	Security
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## Network

Bluetooth® ZigBee®等	Wi-Fi	LoRaWAN™	LTE	Cat-M1	NB-IoT	5G	OneWeb
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# SoftBank IoT Platform

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**Connecting “Things”**

**NB-IoT**

**Narrow Band-IoT**

**Low cost, low power,  
Long range**

# Connection fee/line

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**Lowest in industry**



**10** yen/month~

**Up to 10KB/month (Excess fee: 0.6yen/KB)**

**Price applicable when using SoftBank's IoT platform.**



**Lighter communication  
&  
Enhanced security**

**NIDD**

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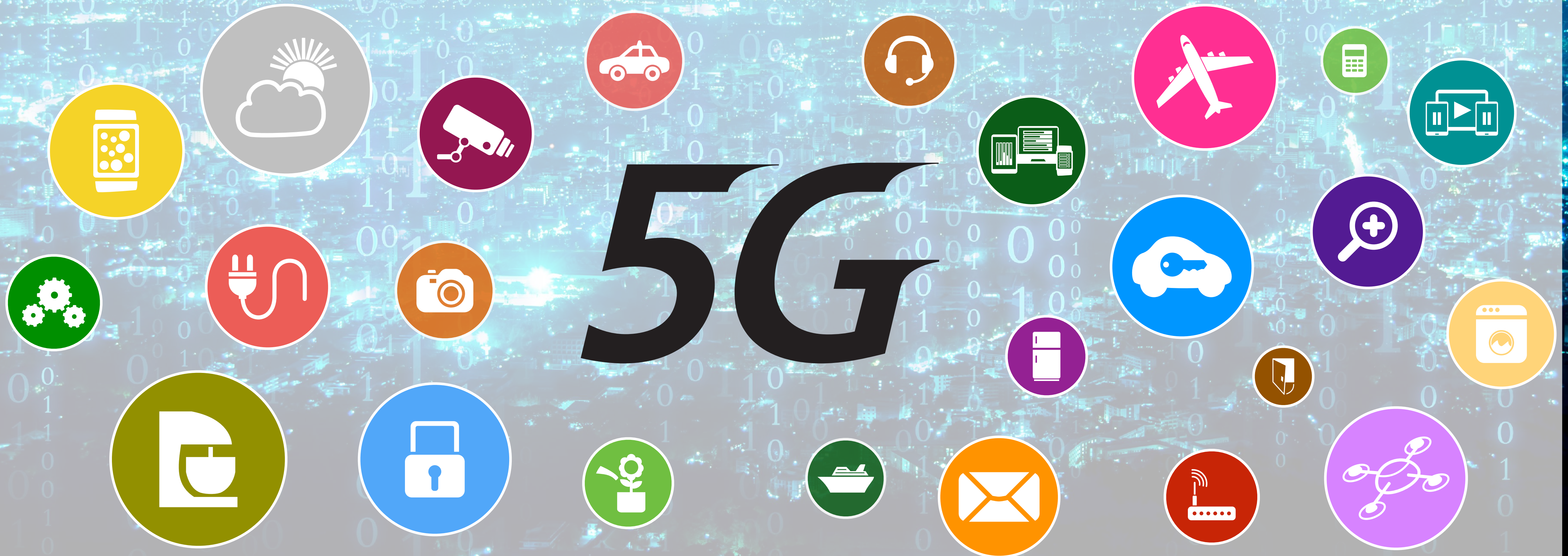
**Non-IP Data Delivery**

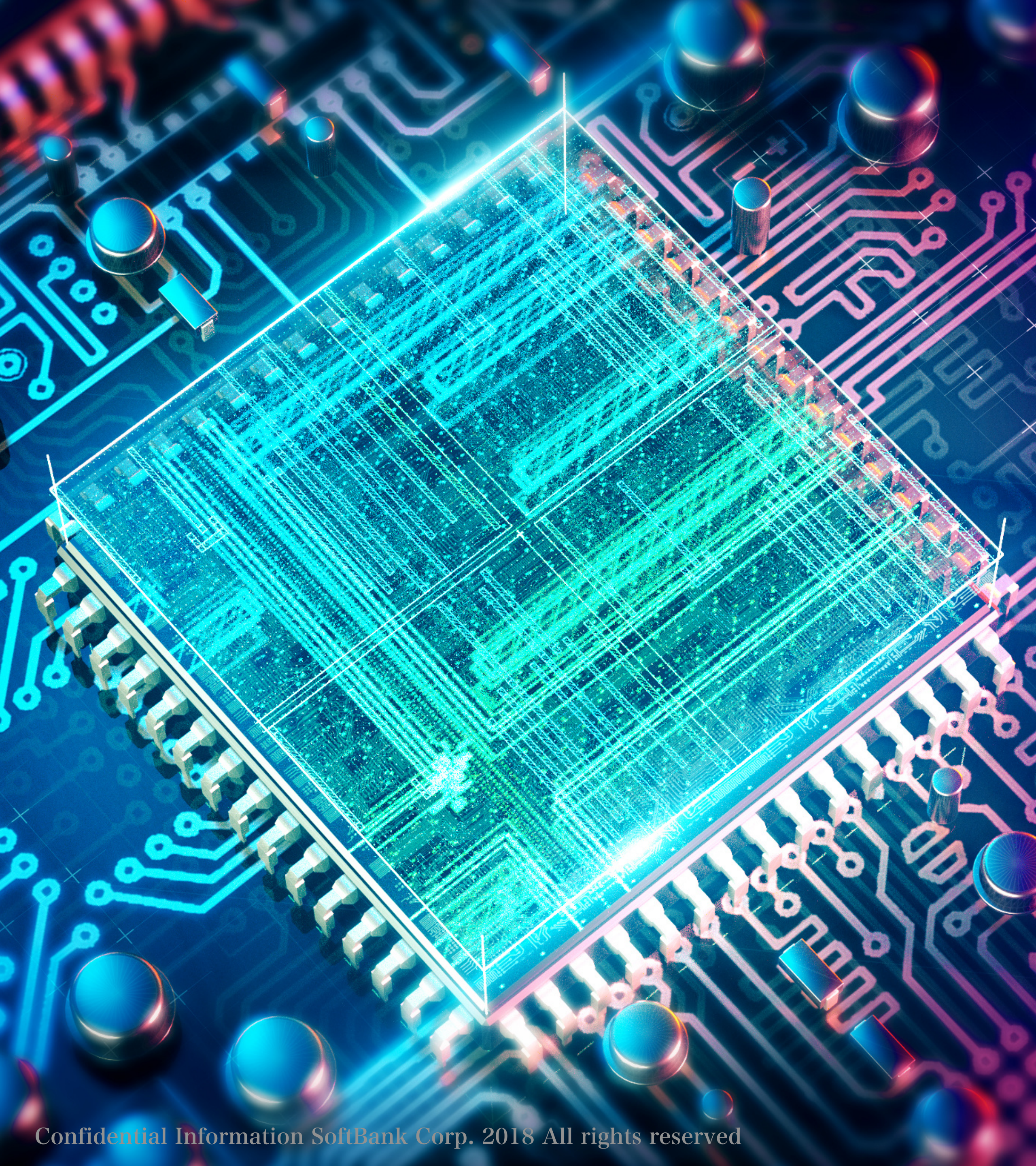
**Providing more secure  
communication environment**

# Future Network

Now it's designed for "Things"

# 5G





**Automatic configuration**

# Bootstrap

**LwM2M Bootstrap**

**Load configuration information via network when turning on power**



**Remote update**

**FOTA**

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**Firmware Over The Air**

**NB-IoT firmware update by FOTA**



**Control of line**

**SIM Management**

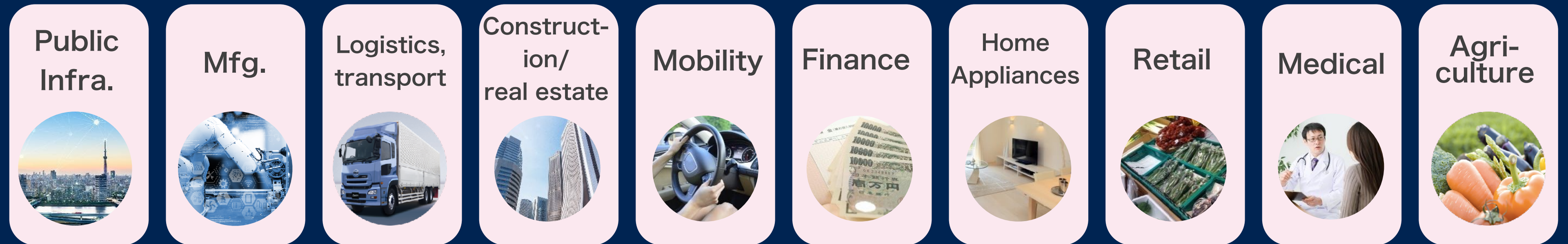
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**SIM Management**

**Remote delivery of  
communication profiles**

# SoftBank IoT Platform

## Industry



## IDE



## API SUITE



## Connectivity



## Network







# Linkage with external applications

# API SUITE

- **Usage control**
- **Flow rate control**
- **API format conversion**
- **Microservice development**
- **Billing**



**API selection unique  
to carrier**

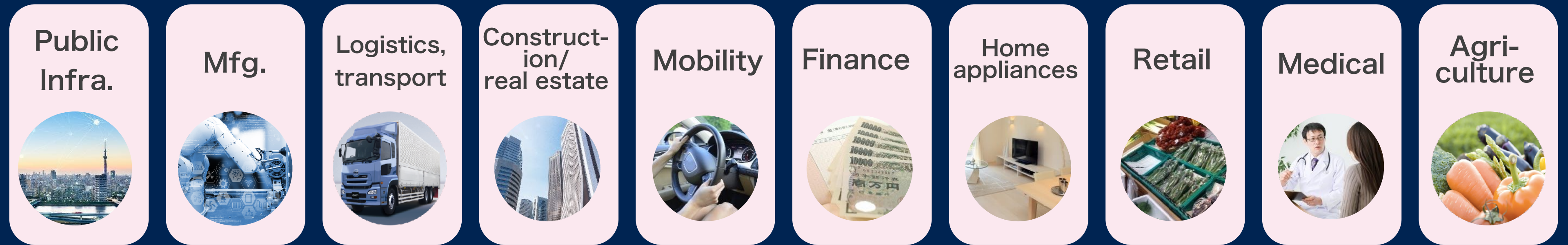
# SoftBank's API

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- **Message delivery**
- **Biometrics**
- **Age authentication**
- **Last visitor information**
- **People flow**

# SoftBank IoT Platform

## Industry



## IDE

Mobility Platform

Development Platform

## API SUITE



## Connectivity

Device Management

FOTA

SIM/network Management

Security

## Network

Bluetooth®  
ZigBee®等

Wi-Fi

LoRaWAN™

LTE

Cat-M1

NB-IoT

5G

OneWeb



**Multi-device, multi-OS  
with one-source coding**

# Mobility Platform

## Application Development

- **mult-device, multi-OS development**
- **Application maintenance**
- **Back-end linkage**
- **Cloud-type platform**



**IDE with numerous case in  
Industrial IoT (IIoT)**

**Development Platform**

**Industrial Innovation Platform**



# Data Platform

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**Linkage of customer(people)  
data and IoT(things) data**



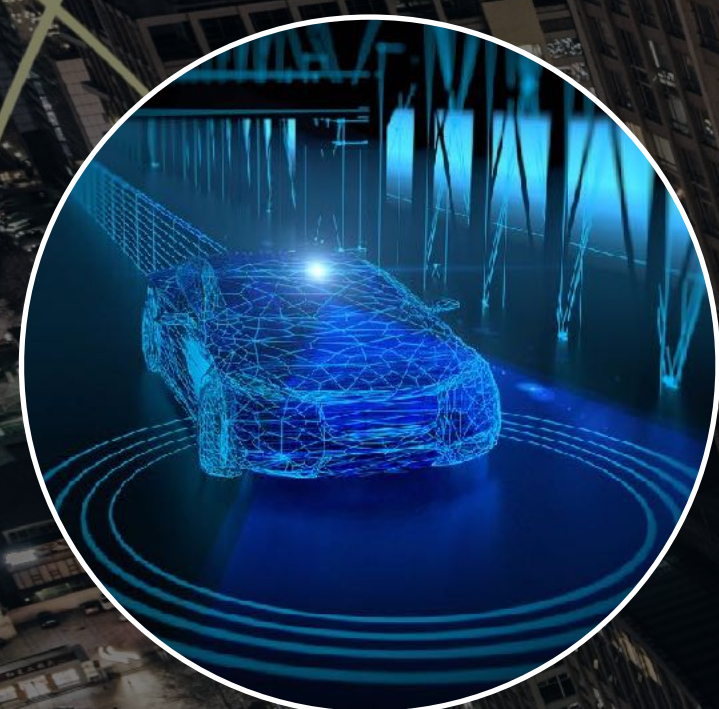
# Data Broker

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**a solution that executes  
data transfer between  
different systems securely**

# Connected World

Towards a society in which everything is connected and co-creates new values





SoftBank  
for Biz