The Monetisation of IoT, in Numbers

BSS-as-a-Service vendor MDS Global, conducted a survey of **110 Communication Service Providers (CSPs) around the world**. The survey probed their current and future Internet of Things (IoT) billing and monetisation strategies.

IoT trends reflect key industries within a region.

The global IoT market is increasingly active, with the utility market demonstrating the most progression, however, there are notable IoT trends by industries in specific regions.
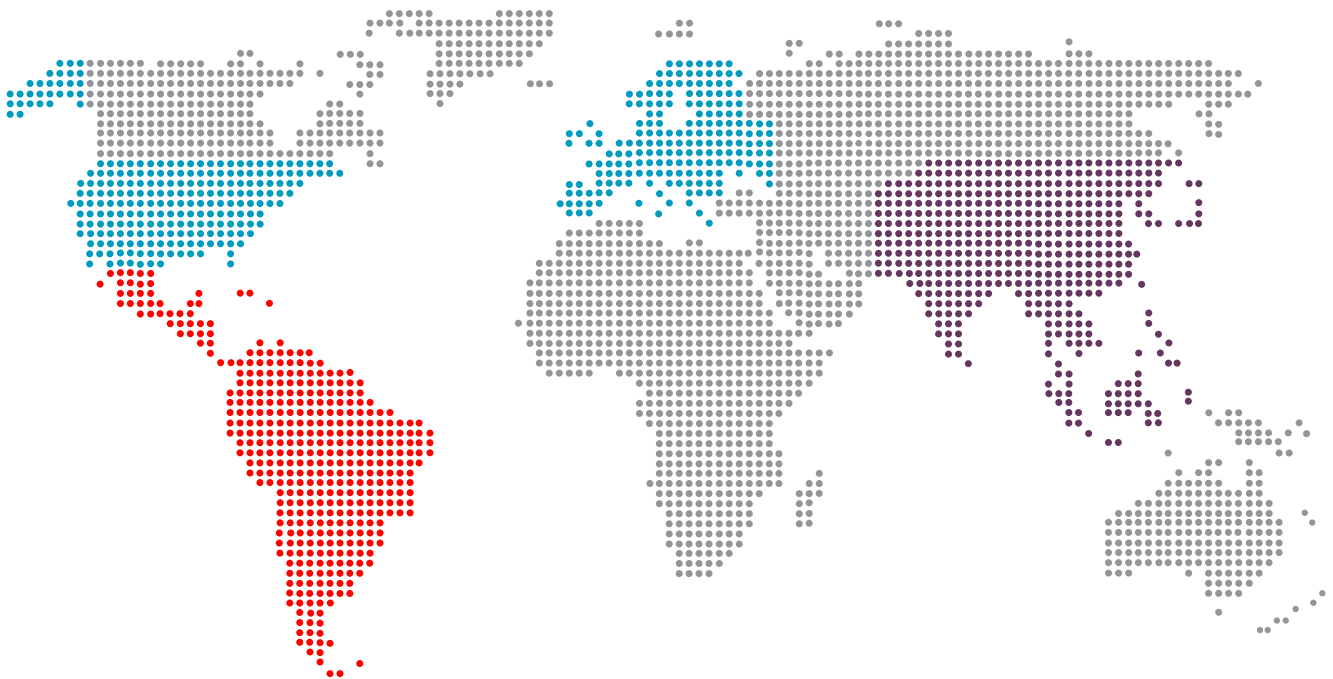
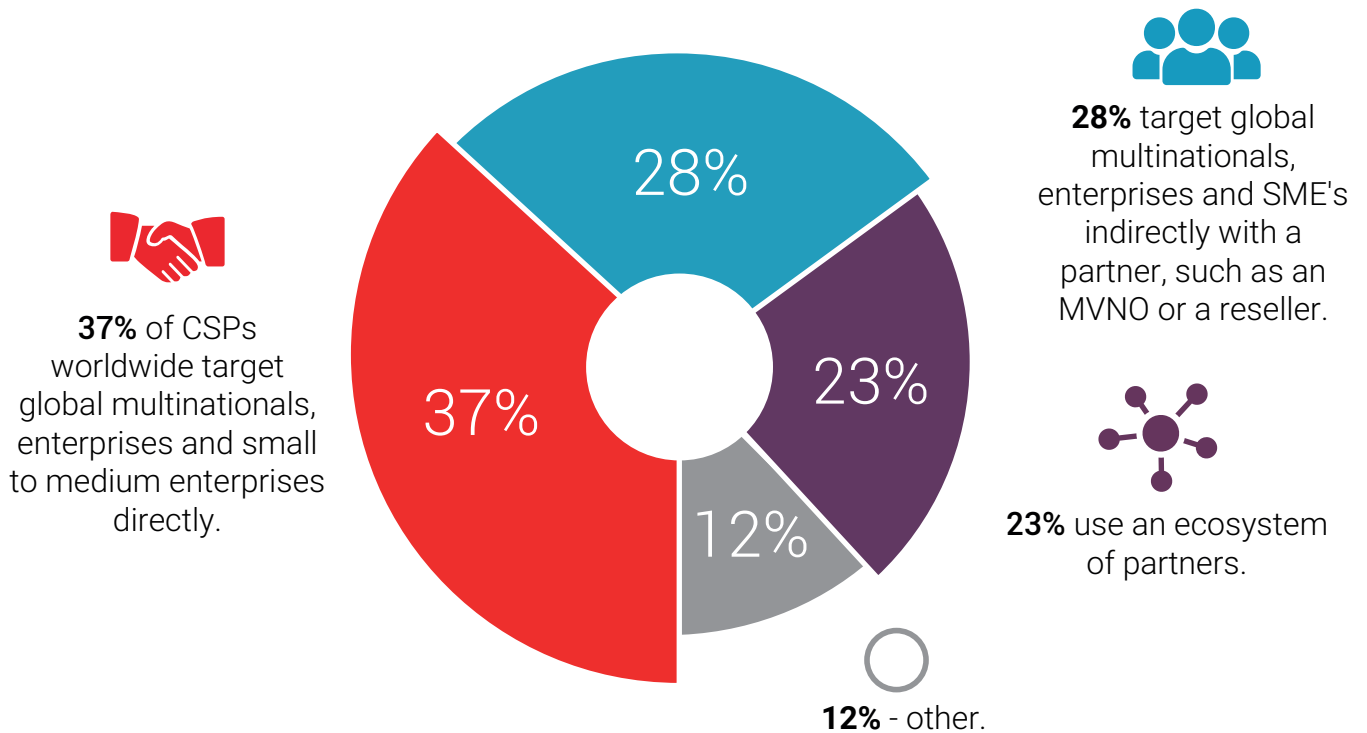Central and South America are seeking **IoT efficiencies in agriculture.**

Europe and the US have started their IoT exploration in **utilities and smart buildings.**

Asia has made the most progress in IoT, **focusing on utilities and smart cities.**

MDS Global's IoTMonetised is an agile, low-cost monetisation solution, that works for IoT innovation across verticals.

When selling IoT enablement services, CSPs plan to offer solutions through different channels:

28% target global multinationals, enterprises and SME's indirectly with a partner, such as an MVNO or a reseller.

37% of CSPs worldwide target global multinationals, enterprises and small to medium enterprises directly.

28%

37%

23%

12%

23% use an ecosystem of partners.

12% - other.

MDS Global's IoTMonetised solution supports the complex and varied ways in which solutions are sold.

Many CSPs don't offer full IoT enablement; they just bill for connections. This leaves enterprises to figure out how to bill end customers and partners.
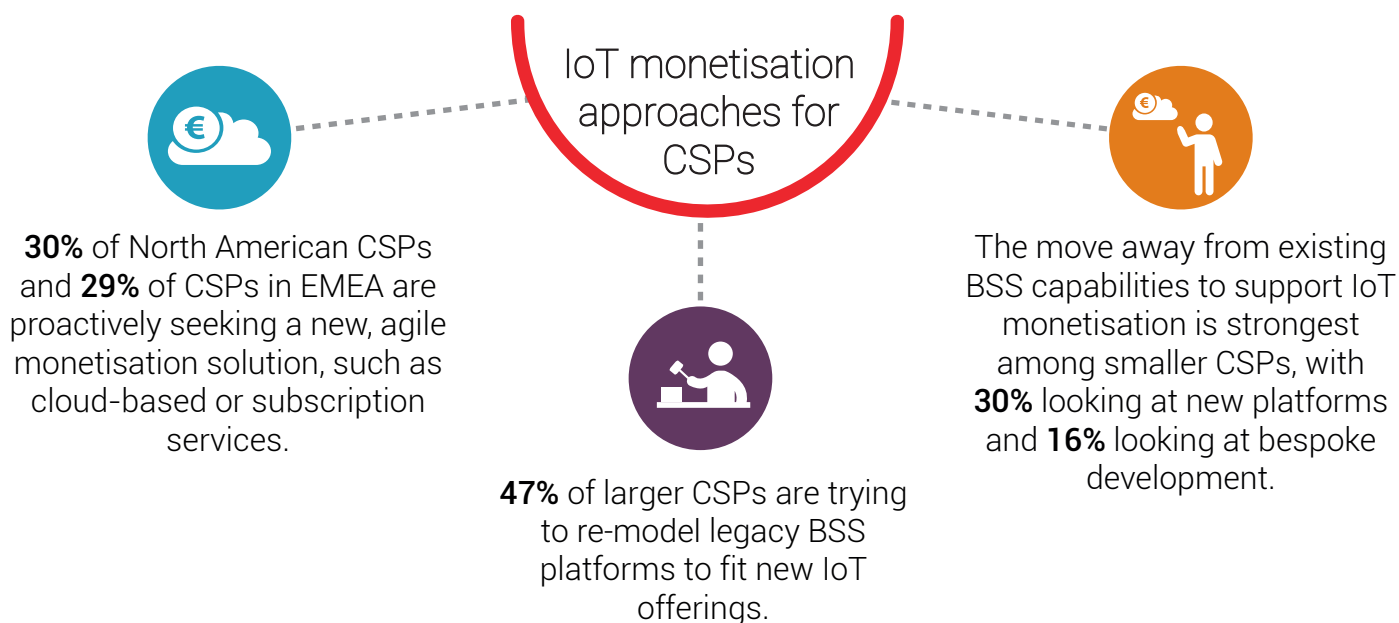
In Europe, **71%** of CSPs bill by data volume...

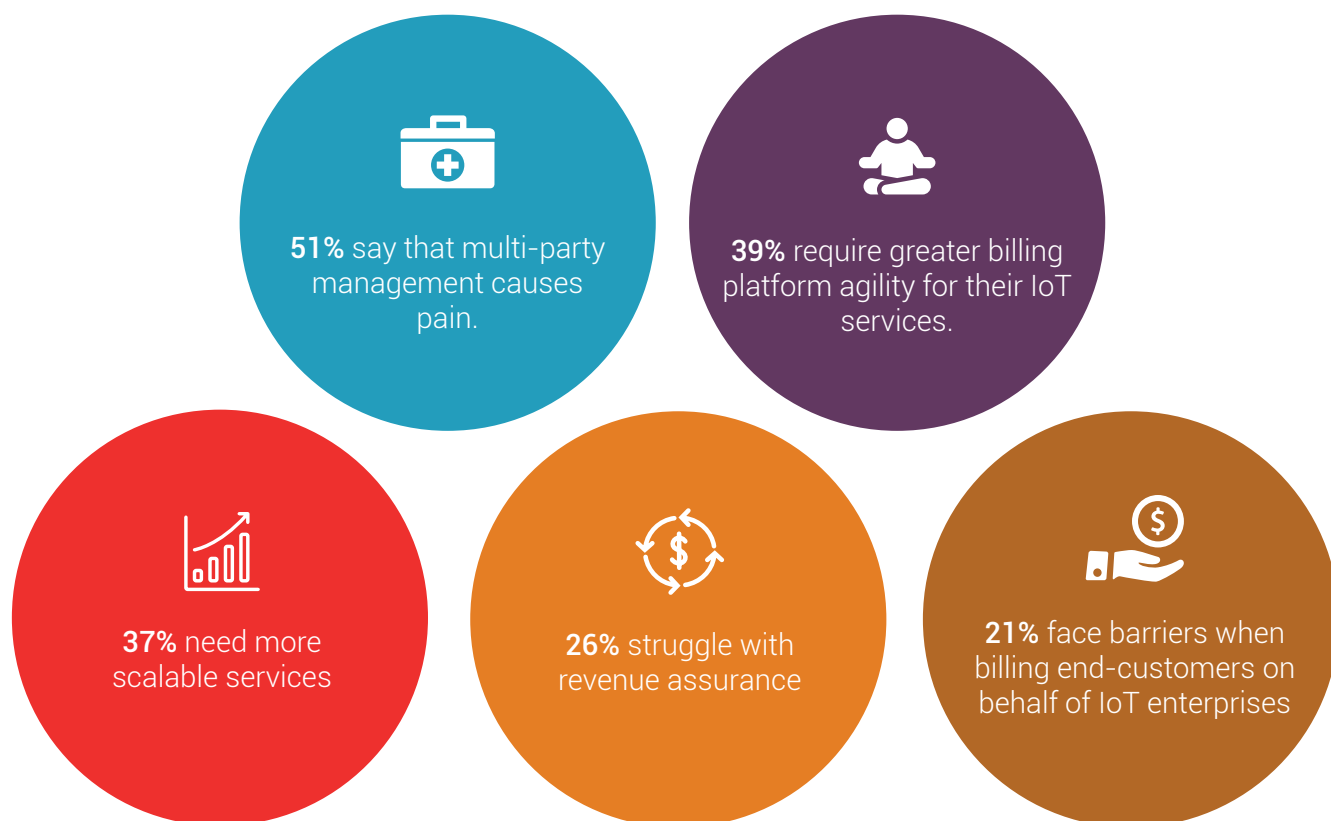...closely followed by billing per SIM connection, at **65%**

Many IoT enterprises need support with monetising IoT applications through simple pay-as-you-grow costs, for their projects to become feasible. MDS Global's IoTMonetised solution has flexible commercial terms.

Finding a suitable and cost-effective IoT monetisation solution is a challenge for CSPs.

IoT monetisation approaches for CSPs

30% of North American CSPs and **29%** of CSPs in EMEA are proactively seeking a new, agile monetisation solution, such as cloud-based or subscription services.

47% of larger CSPs are trying to re-model legacy BSS platforms to fit new IoT offerings.

The move away from existing BSS capabilities to support IoT monetisation is strongest among smaller CSPs, with **30%** looking at new platforms and **16%** looking at bespoke development.

As IoT enablement strategies demonstrate an increasing revenue potential, CSPs will begin to look at ways to make monetisation models more agile, leaving behind cumbersome billing platforms. MDS Global takes away the complexity by offering BSS as a managed service.

CSPs have flagged a number of challenges when rolling out IoT solutions.

51% say that multi-party management causes pain.

39% require greater billing platform agility for their IoT services.

37% need more scalable services

26% struggle with revenue assurance

21% face barriers when billing end-customers on behalf of IoT enterprises

MDS Global's IoTMonetised solution can calculate revenue share to IoT partners, incorporating the reconciliation of data from various suppliers, making monetisation across multiple parties painless. As a managed service, IoTMonetised can be modelled to cater for any type of service.

CSPs are taking their first steps in IoT and 40% are building IoT monetisation strategies.

60% of CSPs are yet to think about agile billing solutions for IoT. Many are concerned with:

26%	29%
RISK	**COMPLEXITY**

IoT services require CSPs to scale and react quickly. Legacy billing systems are not flexible enough to deal with agile IoT application needs.

To read the full survey results, download the whitepaper.

About MDS Global

MDS Global is a leading BSS-as-a-Service provider of VNO, B2B and IoT solutions. We look after all aspects of monetisation, assurance and customer steering for complex products and services. We offer a digital operating model in a DevOps context, which enhances stakeholder experiences and provides unprecedented business agility.

Headquartered in the UK, MDS Global's customers include BT Business (UK), Veriown (Canada), eir (Ireland), iD Mobile from Dixons Carphone (UK), TalkTalk (UK), Telefónica (UK), VADSA (Mexico), Parlem (Catalonia), Vodafone (Germany, Greece and Belgium), Orange (Belgium), KPN (Netherlands) and Telia (Denmark).

For more information, please visit www.mdsglobal.com.

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