

Aeris® and Tech Mahindra Jumpstart IoT Program Offers Mobile Operators a Clear Path to Profit from the Growing Internet of Things Opportunity

Joint solution addresses the technology, expertise, and go-to-market considerations necessary for a successful IoT strategy

SANTA CLARA, CA AND NEW DELHI – February 4, 2014 – Aeris, the Made for Machines™ technology and service provider, and Tech Mahindra, a specialist in digital transformation, consulting and business re-engineering, announced today its Jumpstart IoT service solution that provides the blueprint for mobile operators to build a scalable and profitable Internet of Things (IoT) business.

According to the Machina Research M2M Forecast Database, global M2M and IoT services spend is expected to reach \$126B USD in 2015, with a 23.5% CAGR through 2020. By working with Aeris and Tech Mahindra, operators can service a wider customer base and increase their share of enterprise M2M and IoT spend by as much as 300% over connectivity services alone. Jumpstart IoT expands operator service offerings to include packaged applications in key vertical solutions including fleet, asset tracking, insurance, and others. Additionally, Jumpstart IoT technologies vault operators into a leading position in managed data services for the IoT, lowering the bar for application developers and enabling IoT data monetizing.

“This year Internet of Things will be at the top of most carriers’ agendas; and if it’s not, it should be,” notes Matt Hatton, founder and CEO of Machina Research. “Many will expedite their plans to tap into the growing IoT opportunity, and they need a well-considered approach to coherently and profitably addressing the market. In particular IoT, compared to M2M, requires mobile network operators (MNOs) to tackle a broader range of issues including more complex regulation and issues associated with data management.”

For many MNOs, a machine services overlay, whether built in-house, acquired from an external software provider, or a hybrid approach, constituted an operator’s M2M or IoT strategy. But this did not go far enough to ensure success. The Jumpstart IoT solution addresses the following key success elements:

- Locally deployed technology platform for delivering managed device connectivity services
- A wide range of field tested vertical applications, optimized for the operator’s market
- Specialized system operations and support services
- Go-to-market planning support services
- Internet-scale device data and analytics services infrastructure

“We are excited to take part of this innovative program,” said Dr. Rishi Bhatnagar, global head of digital enterprise services at Tech Mahindra. “Jumpstart IoT is representative of Tech Mahindra’s distinct shift to providing services with our ‘Horizon Digital’ framework of analytics-led, cloud-enabled digital solutions. Through initiatives such as this, Tech Mahindra is helping mobile operators around the world and enterprise customers across a wide range of vertical segments to maximize their opportunity of the Internet of Things.”

"Noting the distinct shift from silos to services like Software as a Service (SaaS), Platform as a Service (PaaS), Workspace as a Service (WaaS) and Infrastructure as a Service (IaaS) are critical building blocks of Tech Mahindra's Digital Transformation Strategy," continued Dr. Bhatnagar. "By transitioning from Internet of Things to Intelligence of Things, Tech Mahindra's Digital Services aim to provide an opportunity for telecommunications service provider to reinvent themselves."

"The role of mobile operators in the Internet-of-Things era is clear," said Dan McBride, head of operator marketing at Aeris. "Not only will they continue to supply connectivity services, but they are also becoming a focal point for the access, use and billing of M2M / IoT applications. Additionally, MNOs will be the repositories and distributors of data from the IoT, providing secure, controlled data access services that will fuel explosive IoT growth. Through Jumpstart IoT Aeris and Tech Mahindra are helping operators launch profitable M2M services today and sow the seeds for this future marketplace."

The alliance with Tech Mahindra highlights Aeris' technology value proposition, which breaks through the cost barrier for in-country system deployments. As device and customer data sovereignty becomes increasingly important, Aeris GSP makes it possible for all device, customer, and billing data to remain in the operator's home country, keeping delivery costs low and reducing regulatory concerns. Additionally, by utilizing big data and data sharing, the Aeris cloud-based data management service, AerCloud, will allow operators to grow revenue beyond simple connected services.

Aeris will be at Mobile World Congress in Barcelona, Spain from March 2-6. Go to the web page aeris.com/meet-us to request a meeting with Aeris representatives at the event.

About Aeris

Aeris is a pioneer and leader in the market of the Internet of Things – as an operator of end-to-end M2M services and as a technology provider enabling other operators to deliver profitable M2M services. Among our customers are the most demanding users of M2M services today, including Hyundai, Acura, Rand McNally, Leica, and Sprint. Through our "Made for Machines" technology and services, we strive to fundamentally improve their businesses – by dramatically reducing costs, improving operational efficiency, reducing time-to-market, and enabling new revenue streams. Visit <http://www.aeris.com> for more information.

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