FROM SMART HOME TO SMART COMPANION
STL PARTNERS WEBINAR
Deutsche Telekom AG, Thomas Rockmann, VP Consumer IoT
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SMART HOME IS A CRUCIAL BUILDING BLOCK OF OUR CONSUMER STRATEGY

AS A MEANINGFUL TOUCHPOINT IN OUR CUSTOMERS’ HOMES.
WITH SMART HOME WE DEFEND TELCO PROVIDER’S HOMETURF „CONTROL POINT HOME“ WHICH IS UNDER ATTACK

We connect our customers with their loved ones and belongings at home and on the go.

➢ OTT players are fighting to take over the „control point home“ from the connectivity providers

➢ New IoT technologies are entering the home
VISION: SMART COMPANION IS WHAT CONSUMER IOT MEANS FOR DEUTSCHE TELEKOM

We’re the smart companion in your life bringing you closer to what matters most to you, your loved ones and your belongings.
At home and on the go.
‘NOCH MEHR ZUHAUSE‘ - MAGENTA SMARTHOME.

(‘Even more (at) home‘)

EASY ENTRY AND BROADBAND CO-MARKETING BASED ON ROUTER INTEGRATION.

READY-TO-USE ENTRY OFFER WITH OWN HARDWARE AND TELCO PRICING SCHEME.

ENABLER-APPROACH WITH FAST GROWING PARTNER ECO SYSTEM AS MAJOR USP.
DT’S OPEN PLATFORM UTILISES AN OPEN SOURCE ARCHITECTURE AND HAS INTEGRATED 600+ DEVICES FROM MULTIPLE STRONG BRANDS

IKEA
D-Link
BOSE
SONOS
NETATMO

3rd party clouds

QIVICON backend

+ 3rd party VAS

Incident cover

LIFE IS FOR SHARING.
CLOSE LINK TO CORE BUSINESS

FOCUS ON OUR BROADBAND CUSTOMERS BY SPEEDPORT (MASS MARKET BROADBAND ROUTER) INTEGRATION OF SMART HOME

FUTURE PROOF ECO SYSTEM

78% ask for interoperability 1

- Open & flexible platform
- Superior CX & ease of use
- Data privacy & security

SUCCESS FACTORS.

352,000 MRC Customers
End of 2018

1) Of interested segment; Deloitte Smart Home Analysis 9/2018
2) Parks Connections attendee poll; 600 industry professionals, 5/2018

3,1
PLAY STORE RATING

4,2
APP STORE RATING

Apple Store

How do Smart Home providers need to evolve most 2

Interoperability/ ease of use 61%

Delivering more value than non-connected products 24%
TO GROW FURTHER WE FOCUS ON CUSTOMER DEMAND: SINGLE USE CASES AND SUPPORT FOR A BROADER PORTFOLIO

Consumers look for simple **products** that address **specific needs and PAIN POINTS**. After understanding the benefits they are willing to invest into a **full ecosystem**.

Customers want to use a **BROAD PORTFOLIO** of devices and services from **different providers** at a **LOW COST** without complexity.

Consumers look for **seamless CX** to connect and orchestrate devices and solutions, at **HOME** and **ON-THE-GO**.

WE AIM TO MEET CUSTOMER NEEDS BY OFFERING SHORT-TERM SINGLE DEVICE-BASED ENTRY PROPOSITIONS AND AN ECOSYSTEM WITH SEAMLESSLY INTEGRATED 3RD PARTY SERVICES INCLUDING ON-THE-GO USE CASES.
AN INTELLIGENT PORTFOLIO ENABLES EASY SCALING INTO VERTICAL PROPOSITIONS. A DEFINITE PLUS FOR FURTHER UPSELLING.

PREMIUM SERVICES

CONSUMER IOT AND SMART HOME SOLUTIONS

SINGLE USE CASE SOLUTIONS

SMART COMPANION

SINGLE FRONTEND

IOT NET
Wifi // Zigbee // Mobile Broadband // NB-IoT Cloud // Bluetooth ...
WE’RE BUILDING OUR EUROPEAN FOOTPRINT
THANK YOU