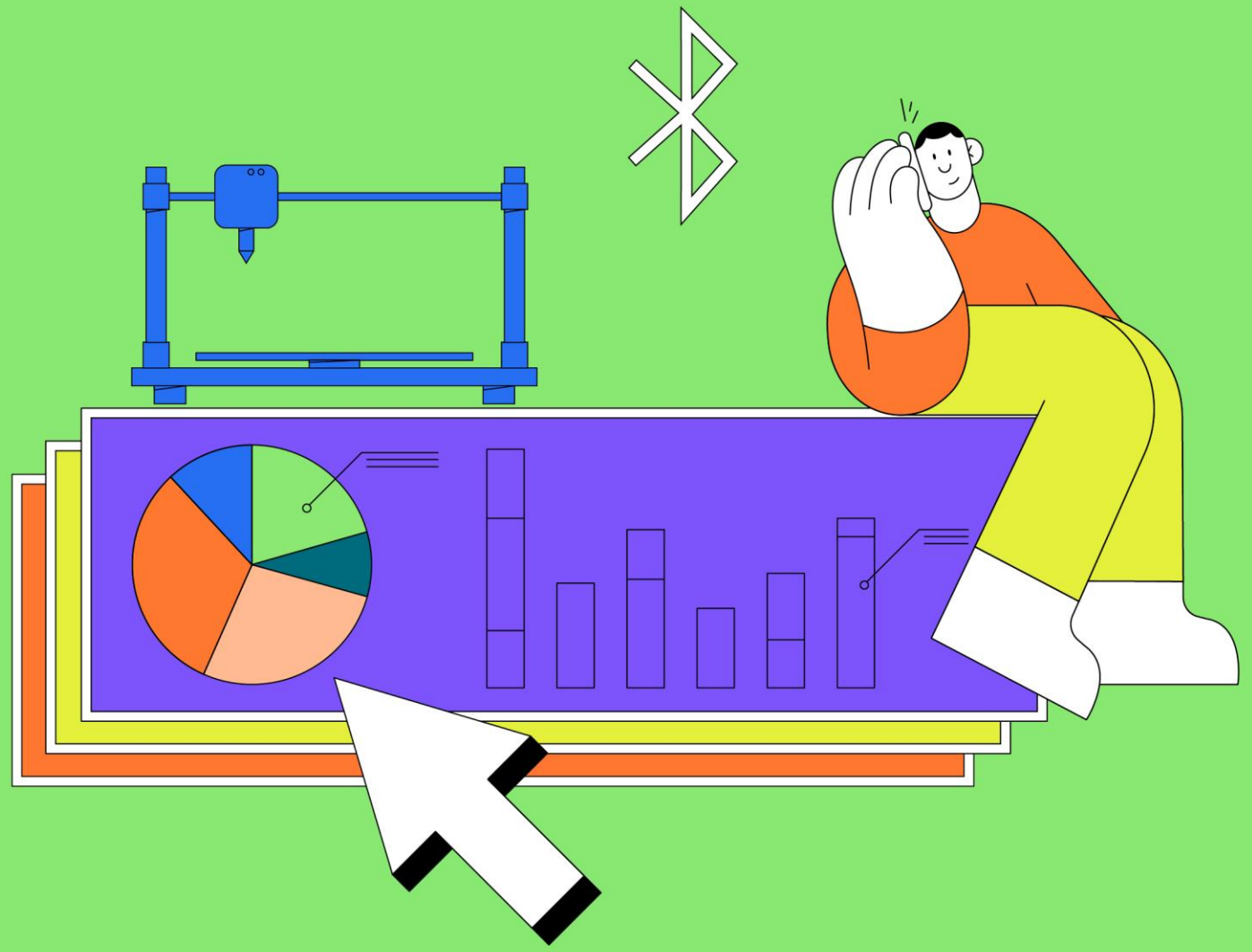
ALLTHINGSTALK IOT

WORKPLACE+ TRAINING

July 2nd, 2020

Ensuring partner success

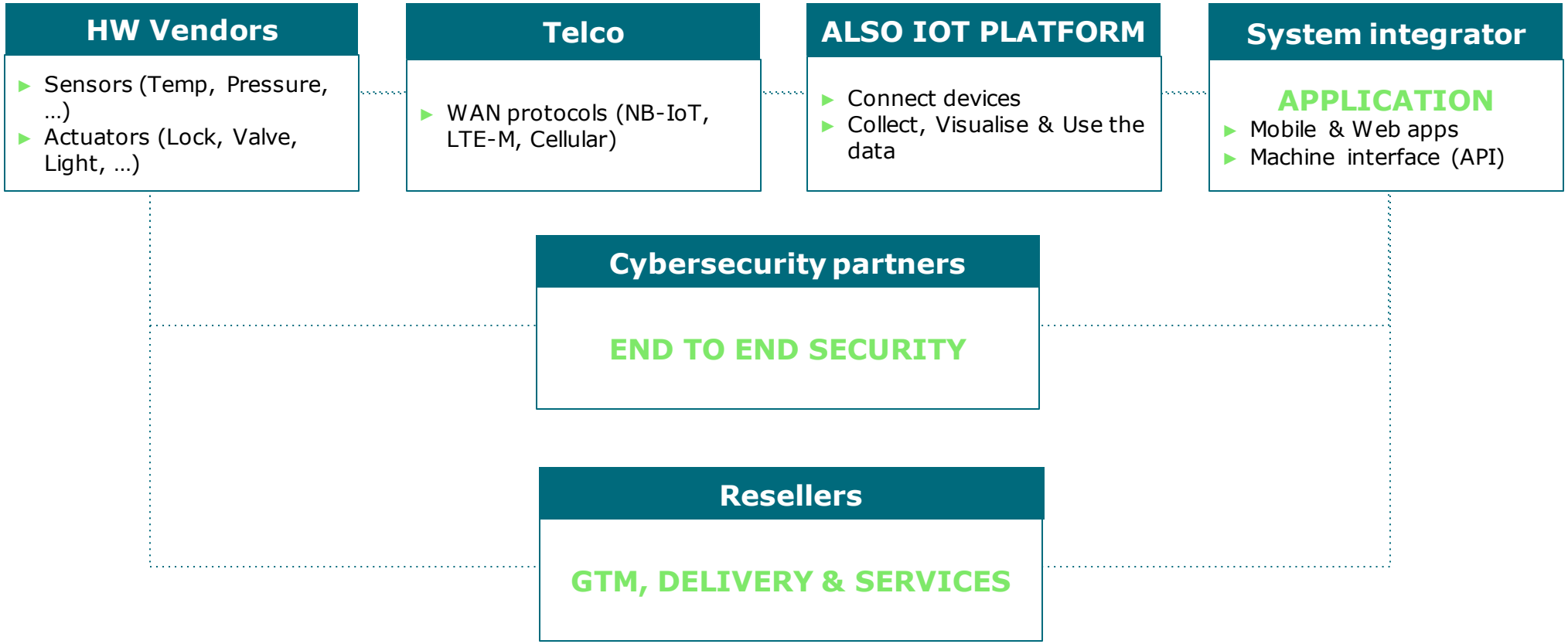


AGENDA

- **Our perspective on IoT: Make IoT Ideas happen**
- **The Solution Accelerator**
- **Workplace+ Solution Accelerator, An IoT Idea at Work**
- **Live Demo**
- **Workplace+ Sales Practicals**
  - Target markets, tools, ..
  - Order, pricing and margin
- **Next steps and Q&A**

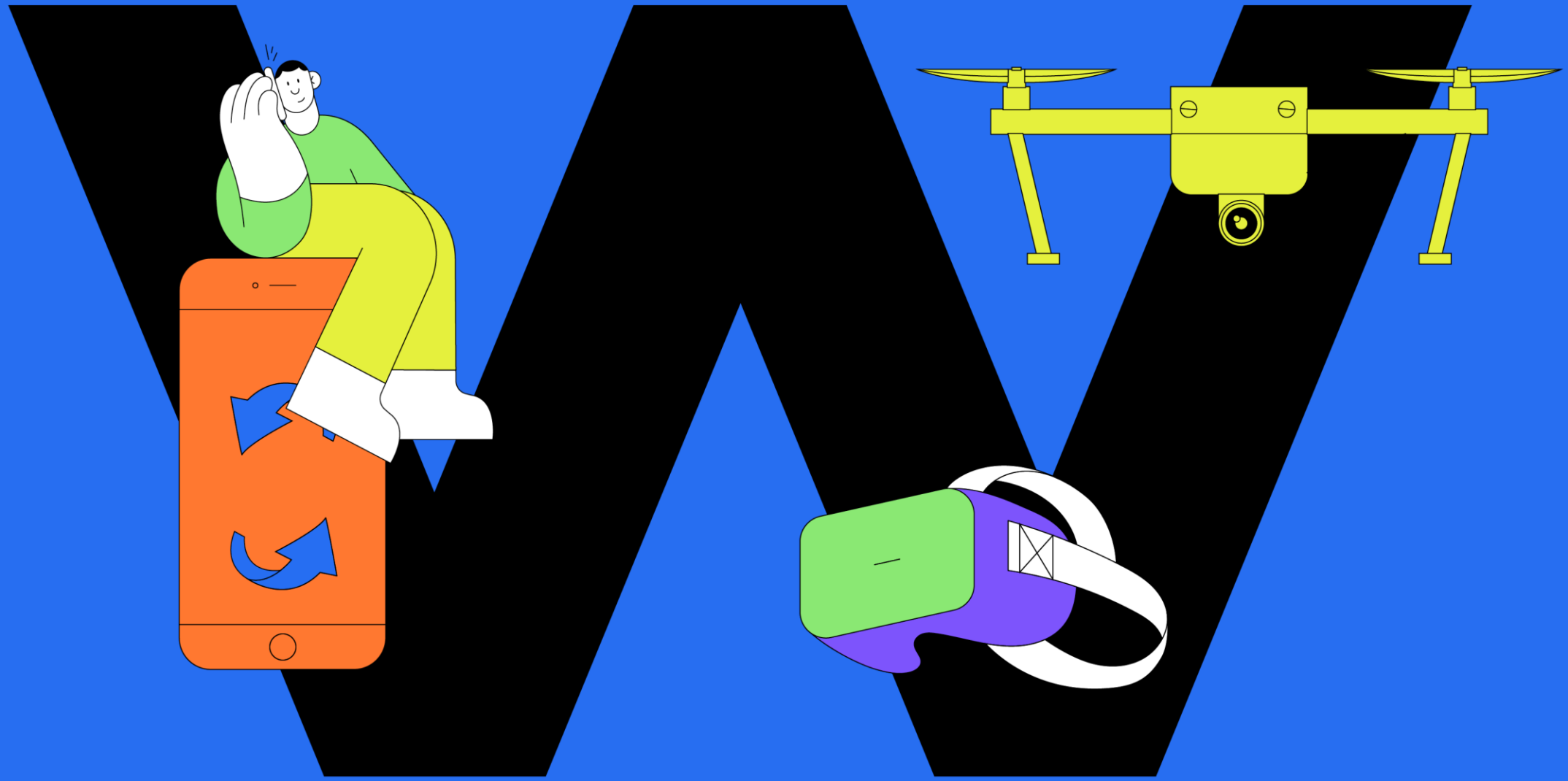
THE IOT ECOSYSTEM

How we look at IoT as an Ecosystem!



It all starts with the end-customer

WORKPLACE+ SOLUTION ACCELERATOR



SOLUTION ACCELERATOR: WHAT & WHY

A perfect tool to help businesses get started with IoT with a recognisable use case

- **Why market Solution Accelerators ? To allow businesses ..**
  - Reduce the barrier & complexity to start an IoT project
  - To understand the technologies of IoT (hardware, LPWA connectivity, data)
  - To discover the power of newly sourced IoT data
  - To get the process started to brief application developers to build or enrich business applications

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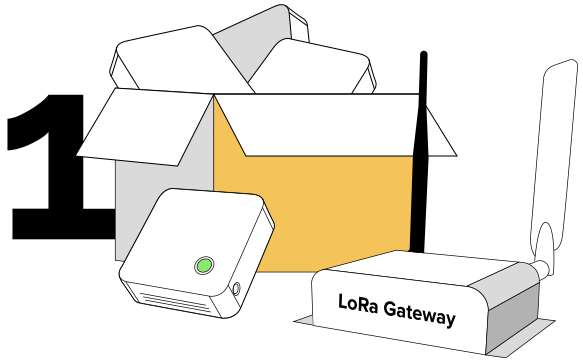
ALSO WORKPLACE+
SOLUTION ACCELERATOR

Easy-to-deploy & cost-effective offer to allow your customers to discover how to implement IoT to improve the productivity of their workplaces

AN IOT IDEA AT WORK



Watch the video

Workplace+ Devices
Sensors with pre-provisioned LoRaWAN connectivity

via ALSO E-Commerce

Watch the video

ALSO IoT Platform
Secure & scalable IoT platform to connect the devices, collect and visualize the data

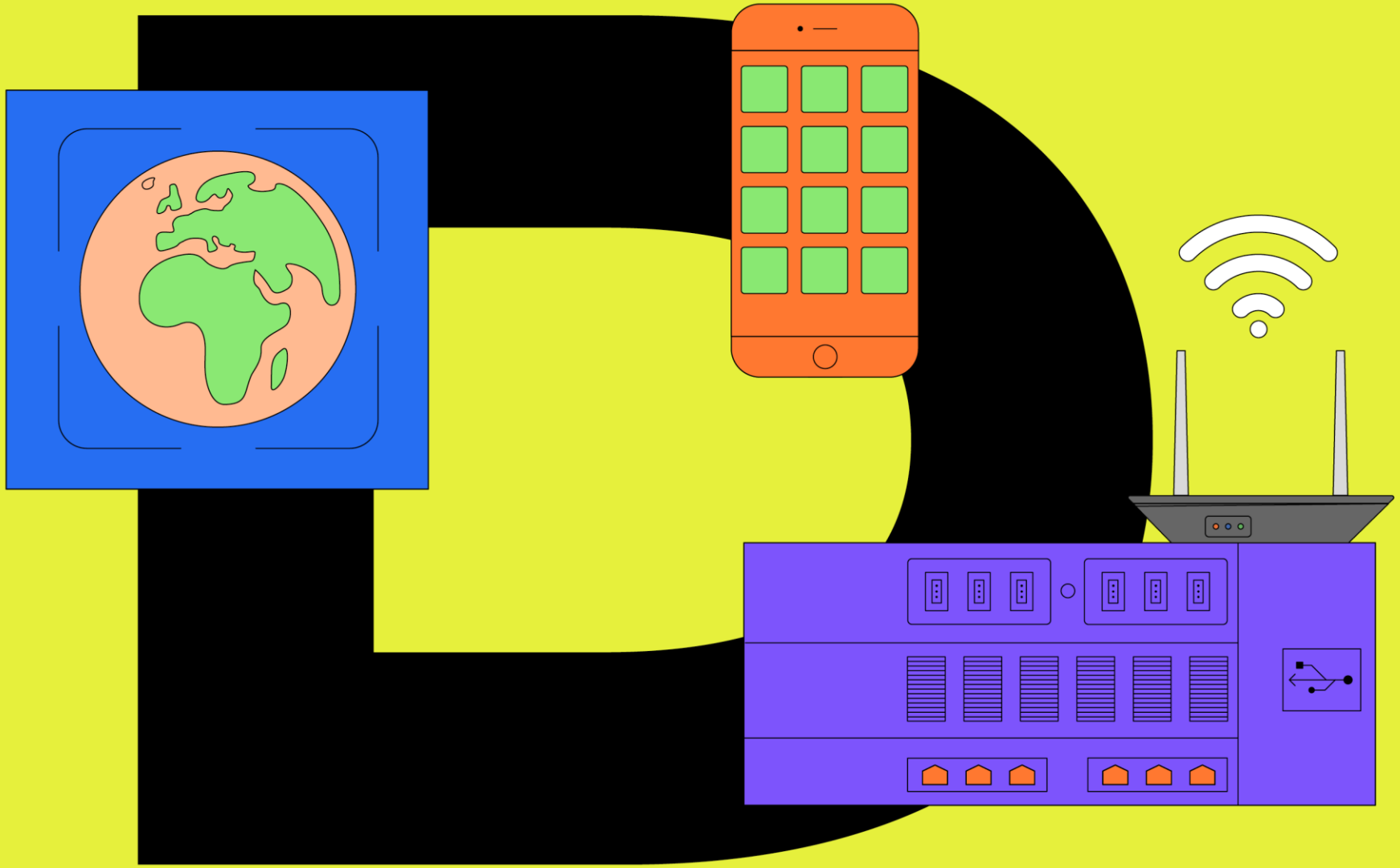
via ALSO Cloud Marketplace

Watch the video

Applications
Ready-to-use application to get started or build your custom applications

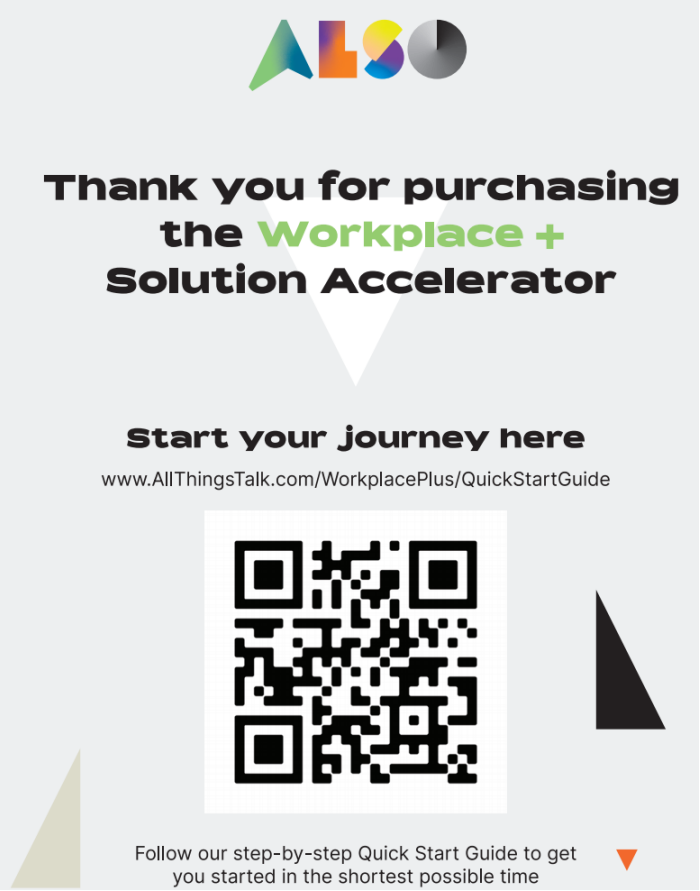
via Platform Software Catalog

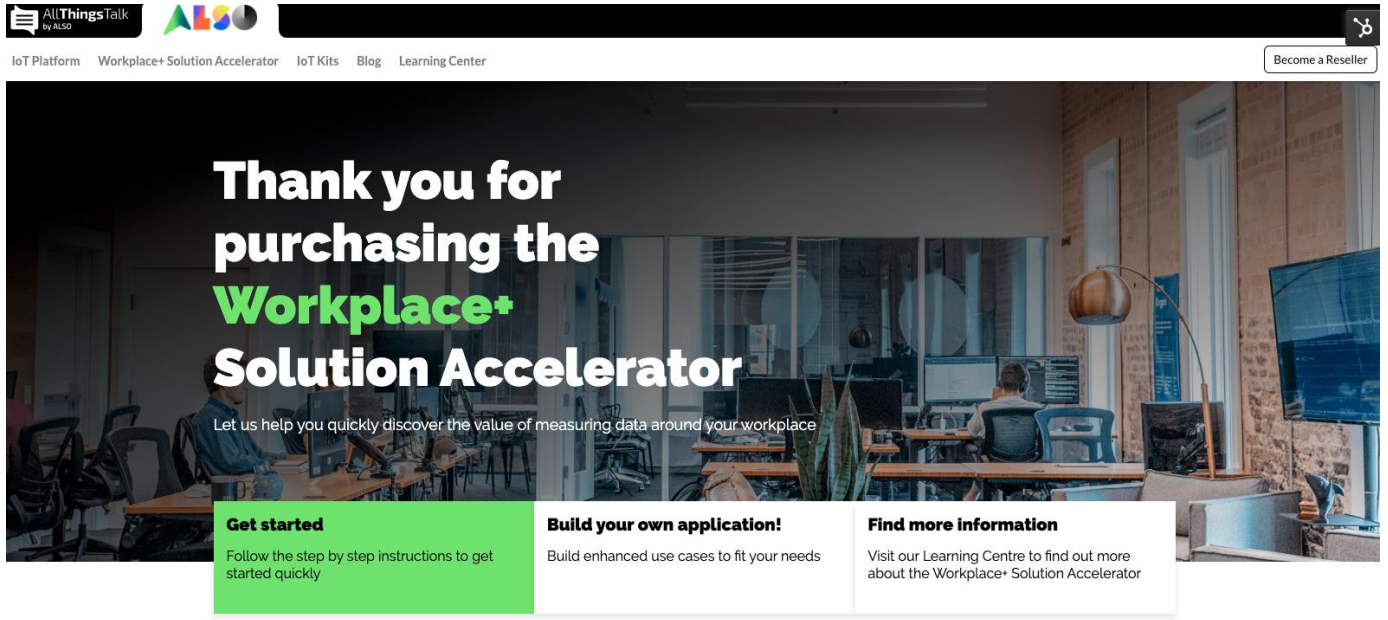
DEMO TIME!



PREFERRED STARTING POINT TO DEMO

The Workplace+ welcome page



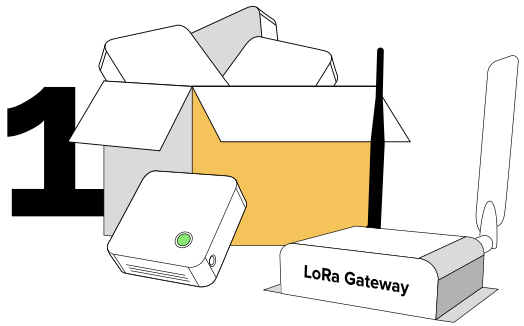


WORKPLACE+ USP

Plug & play	Customise & Extend	Non intrusive	Secure
• Activate devices using a single activation code on the platform • Create custom app with a few clicks	• Add custom/ third party devices to same project • Integrate with other applications (Outlook, Google etc.)	• Wireless sensors • Battery powered *(~3 years battery life)*	• Single point of access to corporate networks (Gateway) • Devices send encrypted data

SALES PRACTICALS

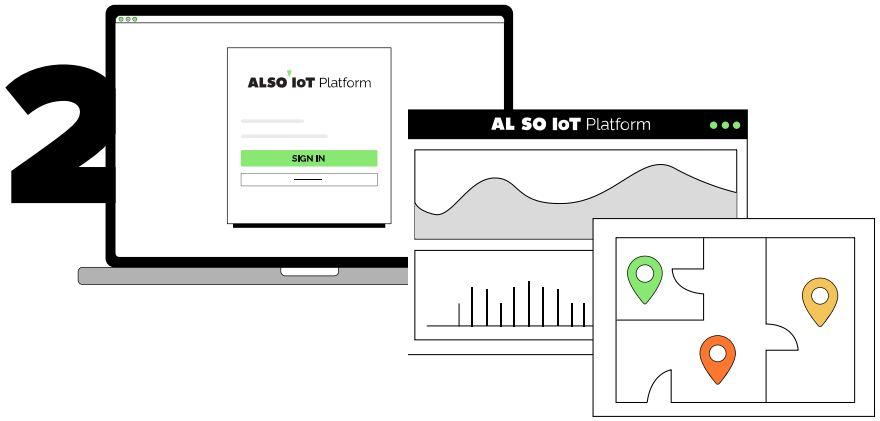
SKU & PRICING MODEL



Hardware SKUs

- Workplace+ Starter kit
- Workplace+ Starter kit explore
- Workplace+ Desk Device
- Workplace+ Eye Device
- Workplace+ Environmental Device
- Workplace+ Sound Device
- Workplace+ Connectivity Gateway

Order from your local **ALSO Webshop**



Software SKUs

- Ground – ALSO IoT platform
- Sensor Map Application

Order from your local **ALSO Cloud Marketplace**

SaaS Billing
(Annual & Monthly plans)

SALES & MARKETING CONTENT PORTAL

Sales Content

- ✓ **Value messaging**
- ✓ **How to demo**
- ✓ **Product Presentation**
- Sales Conversation Guide
- ✓ **Press release**

Channel Marketing

- ✓ **Product descriptions**
- ✓ **Web banners**
- Digital marketing
- ✓ **Pictures (Product & Application shots)**

End User

- Solution Papers
- ✓ **One Pagers**
- ✓ **Product Spec Sheets**
- ✓ **Videos**

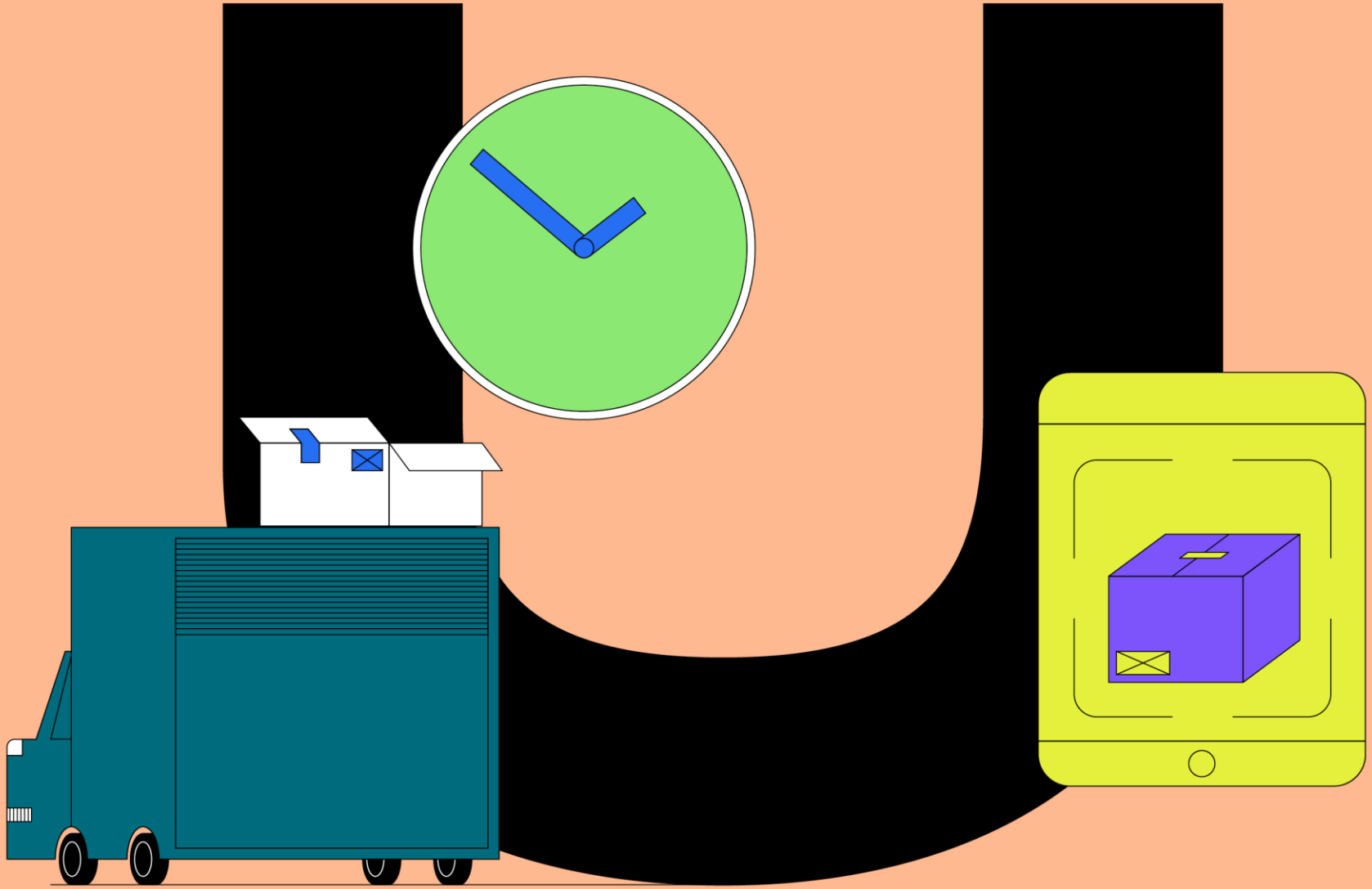
Contact your ALSO Account Manager for access to the portal or else sales@allthingstalk.com

GROWTH PATH WITH ALSO

BOOST YOUR MARGIN AND CUSTOMER RETENTION RATE

Initial Sale	**One-time:** Sale of Solution hardware **Recurring:** Ground - ALSO IoT Platform subscription
Solution Setup	**Installation services**
Solution Lifecycle	**Application margin:** When customer uses an application – Recurring margin
Upsell	**Solution expansion:** New hardware Custom development & integration services Upsell platform subscription (More devices/ private instance)

WHERE TO USE WORKPLACE+



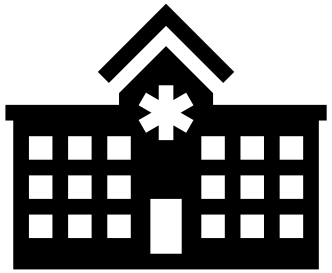
WORKPLACE+ : FLEXIBLE & VERSATILE

The Workplace+ solution accelerator can be used in a wide variety of environments

Co – Working & Private Offices

Greenhouses & Food storage

Education institutions/ Libraries



Public Buildings/ Hotels/ Expo centres etc.

Nursing & Care homes

Detailed use cases

Ideal customer size

Small to medium sized company | Limited IT capabilities

NEXT STEPS

Invest & Learn

- Order a starter kit & ground
- Deploy in own office
- Access to learning content & technical trainings

Next 2 weeks

Co-Selling

- Identify first customers
- Joint sales with ALSO & AllThingsTalk team
- Delivery & deployment support

Next 6 weeks

Scale up

- Use references for new customers
- Expand deployments with existing customers: New devices, new use cases, Application integration etc.

Onwards

THE TECHNOLOGY PROVIDER