

DATASHEET

## CUBIC IN BRAZIL: FAST ENTRY FOR AGRICULTURAL EQUIPMENT MANUFACTURERS

Accelerate the delivery of connected vehicle and machine services into South America's largest market.

Brazil is the fourth largest food producer in the world and the number one producer of a range of crops, including sugarcane, soybeans and maize. For agricultural equipment manufacturers the country represents a massive opportunity; ripe for innovative IoT and connected vehicle solutions that will deliver digital transformation and precision farming.

A number of challenges, however, make Brazil a tough market to crack. Rolling out connected services to rural areas that make up 97% of the nation's landmass is not easy. While 80% of the population is urban, the rest is distributed across vast distances that cannot be covered by a single mobile network. Negotiating separate MNO (Mobile Network Operator) agreements or setting up private networks is time consuming and expensive.

### BENEFITS OF CONNECTING WITH CUBIC

- Cubic can deliver 2G, 3G, 4G and 5G connected software solutions to the remotest parts of the country for current and future smart farming solutions.
- Awarded an Autorizada MVNO licence by the national telecom regulator, we now function as a local mobile operator in Brazil.
- We have a wholesale contract to use the network and frequency of TIM Brasil, the leading Brazilian 4G network with nationwide coverage across 3,500 cities.
- As an Autorizada MVNO licence holder Cubic can also address coverage gaps by adding national roaming to the coverage footprint.
- Our scalable solution enables zero touch deployment into new markets, saving time and money.
- Along with our partner TIM we support laboratory, factory and field testing and tuning of coverage quality as required.
- With two Cubic companies registered in Sao Paulo, we ensure compliance and implementation of necessary tax structures.
- On-the-ground support and consultancy is available from Cubic experts fluent in Brazilian Portuguese who oversee stakeholder engagement and provide engineering skills.
- We provide continuous consultancy and can respond immediately to changes in legal and tax regulations.
- Cubic connected software sources anonymised data for insights that help identify emerging market opportunities.

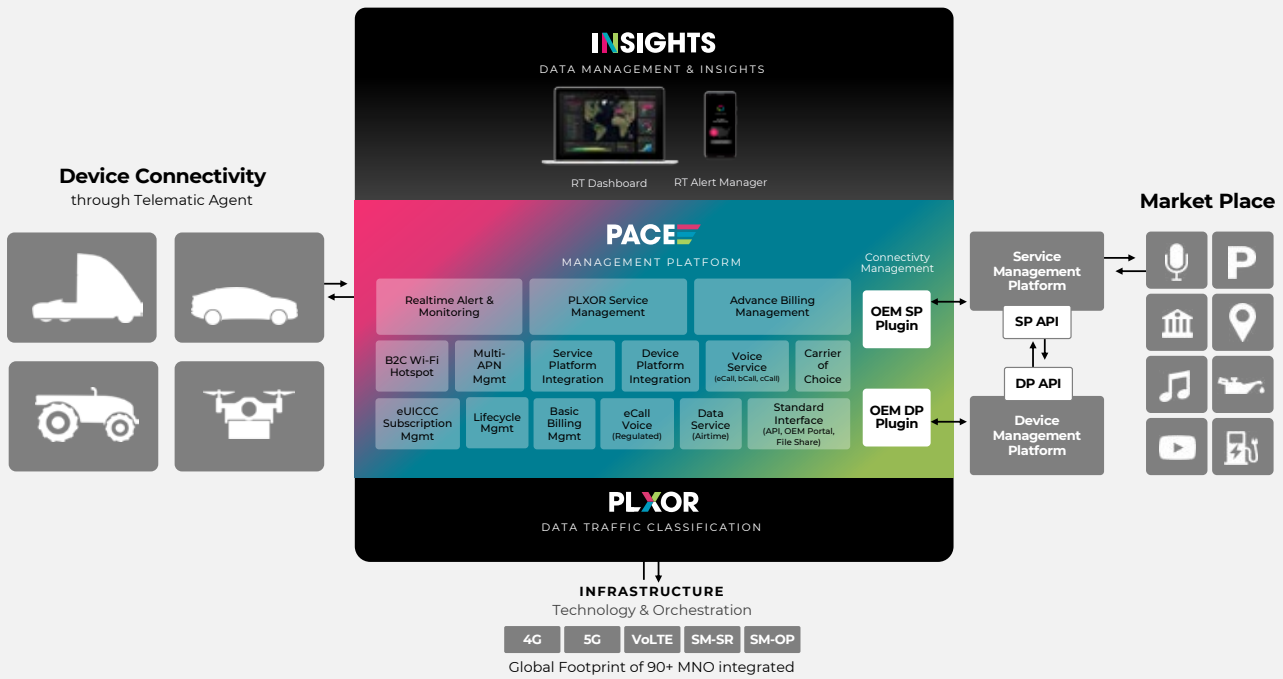


Other challenges are economic and regulatory. So-called 'Custo Brazil' are additional costs and tax structures that are unique to the country. They make it a difficult place for foreign companies to do business. There is no shortcut to success; you must have a presence on the ground and make a strategic commitment to become part of the business culture.

Mobile connectivity comes with its own obstacles. Permanent roaming is prohibited, so mobile service providers must operate in-country and negotiate a special licence. This demands an economic commitment to the territory, a physical presence, and an understanding of unique regulatory requirements around tax law as well as communications infrastructure.

## SEAMLESS CONNECTED SOFTWARE: HOW IT WORKS

When a Cubic connected vehicle/machine arrives in Brazil, the Cubic PACE platform enables locally complaint connectivity automatically with pre-configured services and usage permission as defined by the manufacturer (OEM).



## FEATURES & FUNCTIONALITY

- Cubic Telecom’s end-to-end solution allows agriculture equipment manufacturers to centrally manufacture vehicles/machines for global distribution. Cubic then enables remote SIM and device provisioning for target markets, including destination countries where local regulations can be a challenge. Lifecycle management supports MNO profile and device changes from cradle to grave, typically up to 15 years.
- Billing management that consolidates various MNOs and different payment cycles into a single solution with customisable invoicing.
- Our device and service management platform, PACE, enables seamless integration with client infrastructure.
- Analyse real-time service usage for continuous improvement with our PLXOR solution.
- Standard interfaces and APIs mean new devices can be easily added and integrated into client systems.
- eCall voice services, where implemented, enable emergency call solutions that comply with the country’s regulations.
- Real-time alerts and monitoring provide data for deep-dive analytics, visualisations, and statistical modelling.

## ABOUT CUBIC

Cubic Telecom delivers innovative IoT connected software solutions to Automotive, Agriculture, Energy and Transport manufacturers. Its ecosystem of revenue-generating services combines real-time analytics with global connectivity in 190 countries, always aligned to regional regulatory requirements.