cubic telecom
connected software driving performance

180 Employees Worldwide

30 Nationalities

CELEBRATING **10** Years in Business

25M Connected Devices in Next 5 Years

COMPANY OVERVIEW

Cubic Telecom has been active in the global Connected Software for IoT market since 2009, experiencing rapid growth, expanding its customer base and quickly becoming an industry leader.

With offices located across Ireland, USA, UAE, Germany, and Japan, the Cubic Team offers a wealth of cross-industry expertise, with backgrounds across Automotive Design, Software Development, MNOs, Network Enablement, Data Analytics, and more.

OUR CUSTOMERS

ARRIVAL — Audi — Bentley — CNH INDUSTRIAL — e.GO — HARLEY-DAVIDSON MOTOR CYCLES — KYMETA — LAMBORGHINI — MAN — Microsoft — Panasonic — PORSCHE — SEAT — ŠKODA — Volkswagen

PARTNERS INCLUDE

aws — Microsoft Azure — gemalto — THALES — IDEMIA — VALID

OUR SOLUTION

The number of cellular IoT connections will reach more than 5 billion by 2025*. Manufacturers and providers of connected products and applications expect to connect these services anywhere in the world.

To be a global player, IoT device manufacturers (OEMs) must negotiate agreements with many different operators around the globe. In addition OEMs have to grapple with the complexities of connecting their devices to many different mobile telecommunications technologies and be compliant with regulatory and operational constraints in each country.

Cubic cuts through complications to deliver A SINGLE GLOBAL SOLUTION THAT OFFERS

- Global connectivity
- Remote device connectivity management
- Minimal embedded SIM SKUs across the manufacturing and supply chain
- Seamless integration with OEM IT business systems
- Access to our global portfolio of Tier 1 mobile network partners
- Data management and analytics
- Security
- Regulatory & Tax compliance

HOW WE GOT HERE

Founded 2009
Connected software for HP laptops, notebooks and tablets.

2014-2015
Launched M2M and Connected Car LTE Platform.

2016-2017
Cubic Telecom signs deals with Audi, Panasonic, Bentley, Telstra and Orange.

2018
Expansion into Asia and partnership with Volkswagen. Connecting 1.5 million vehicles in over 40 countries across 40 networks.

2019
Expansion into Agriculture, Energy and Transportation with devices live in 93 markets across 88 mobile network operators worldwide.

2021
7+ million live vehicles across 103 markets with 400K new vehicles onboarded every month.

* Ericsson Mobiliy Report 2019 **ericsson.com/mobility-report**
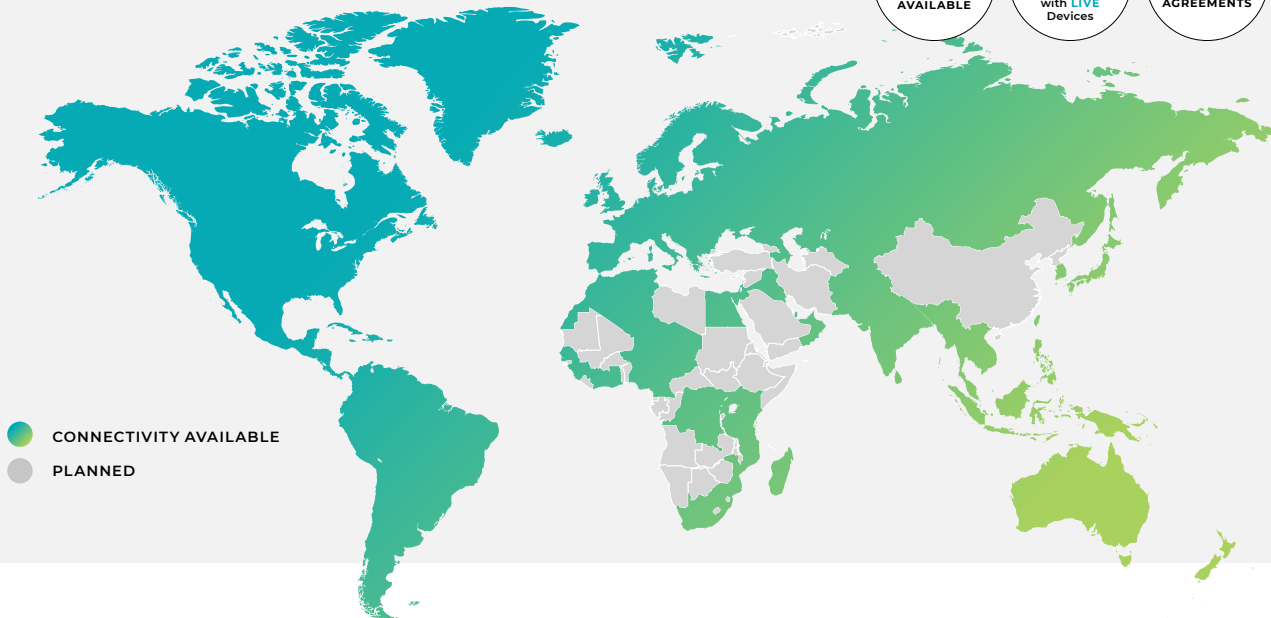
WWW.CUBICTELECOM.COM

PACE

Cubic's global connectivity management platform

PACE offers unique connected software and service enablement capabilities, all in one package. PACE removes the complications of integrating with multiple complex telecommunications networks, making it easy for OEMs to integrate business systems and manage globally connected devices or fleets.

GLOBAL COVERAGE

Using a portfolio of integration types

190 COUNTRIES AVAILABLE

103 COUNTRIES with **LIVE** Devices

88+ MNO AGREEMENTS

● CONNECTIVITY AVAILABLE

● PLANNED

PLXOR

PLXOR is a data traffic classification service

This global solution provides insights on how content services are being consumed across global fleets. Armed with visualised data, PLXOR helps the OEM to optimise vehicle performance, personalise connected services, enrich customer experience and unlock revenue streams. With more informed decision making, the OEM can provide advanced user experiences for customers and drivers throughout the device/vehicle lifecycle.

INSIGHTS

Connected Intelligence

Devices and vehicles that run on PACE generate data from multiple sources. With INSIGHTS this data is pulled into a data lake, where it's transformed and surfaced using a range of Business Intelligence tools. Cubic presents it back to clients through real-time dashboards and monthly reports, customised to their specific requirements. Clients ultimately better understand end users and the way they interact with vehicles and connected services.

LEADERSHIP

Barry Napier
Chief Exective Officer

Marc Concannon
Chief Technical Officer

Gerry McQuaid
Chief Commercial Officer

David McMannon
Chief Finance Officer

Shane Sorohan
Chief Operating Officer

AWARDS

2021 Cubic is winner of **'IoT Analytics Innovation'** category

FROST & SULLIVAN

Frost and Sullivan **Key Technology Innovator** 2019

Gartner

Gartner Magic Quadrant
Cubic named 'Niche Player' 2019 and 'Challenger' in 2021

IoT GLOBAL AWARDS 2020

Winner of **IoT Global Award** 2020 'Automotive, Transport, and Travel' category for PACE