

Telcos' Connected Objects Strategies: How to Compete with OTT Players

<https://marketpublishers.com/r/TA951B5D7F7EN.html>

Date: April 2016

Pages: 102

Price: US\$ 3,300.00 (Single User License)

ID: TA951B5D7F7EN

Abstracts

This report analyses the overriding trends and changes taking place in the five main connected object markets around the globe: automotive, healthcare, smart home, wellness and industrial Internet.

It analyses the strategies of the key worldwide telcos (China Mobile, AT&T, Verizon, Orange, Deutsche Telekom, Telefónica and Vodafone) and OTT Internet players (Google, Amazon, Apple, Samsung and Tencent) towards these markets.

It describes the main positionings of all these players and the current and expected future intensity of competition between them in these promising markets

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY & SCOPE

- 2.1. General methodology of IDATE's reports
- 2.2. Scope

3. CONNECTED OBJECTS MARKETS

- 3.1. Automotive market overview
- 3.2. Healthcare market overview
- 3.3. Industrial Internet overview
- 3.4. Smart home market overview

4. TELCO STRATEGIES

- 4.1. Market overview
- 4.2. Telcos seeking business opportunities beyond their core expertise
- 4.3. Telcos still betting on consolidation of the connectivity business
- 4.4. AT&T
 - 4.4.1. Organisation
 - 4.4.2. Offering and positioning on these markets
 - 4.4.3. Data management
 - 4.4.4. Partnerships
- 4.5. Verizon
 - 4.5.1. Organisation
 - 4.5.2. Offering and positioning on these markets
 - 4.5.3. Data management
 - 4.5.4. Main partnerships
- 4.6. China Mobile
 - 4.6.1. Organisation
 - 4.6.2. Offering and positioning on these markets
 - 4.6.3. Data management
 - 4.6.4. Main partnerships
- 4.7. Orange
 - 4.7.1. Organisation
 - 4.7.2. Offering and positioning on these markets

- 4.7.3. Data management
- 4.7.4. Main partnerships
- 4.8. Vodafone
 - 4.8.1. Organisation
 - 4.8.2. Offering and positioning on these markets
 - 4.8.3. Data management
 - 4.8.4. Main partnerships
- 4.9. T-Mobile
 - 4.9.1. Organisation
 - 4.9.2. Offering and positioning on these markets
 - 4.9.3. Data management
 - 4.9.4. Main partnerships
- 4.10. Telefónica
 - 4.10.1. Organisation
 - 4.10.2. Offering and positioning on these markets
 - 4.10.3. Data management
 - 4.10.4. Main partnerships

5. OTT STRATEGIES

- 5.1. Google
 - 5.1.1. General presentation
 - 5.1.2. Offering and positioning on these markets
 - 5.1.3. Main partnerships
- 5.2. Apple
 - 5.2.1. General presentation
 - 5.2.2. Offering and positioning on these markets
- 5.3. Samsung
 - 5.3.1. General presentation
 - 5.3.2. Offering and positioning on these markets
- 5.4. Amazon
 - 5.4.1. General presentation
 - 5.4.2. Offering and positioning on these markets
- 5.5. Tencent
 - 5.5.1. General presentation
 - 5.5.2. Offering and positioning on these markets

6. MARKET ANALYSIS

- 6.1. Positioning on the key markets
 - 6.1.1. Automotive market analysis
 - 6.1.2. Wellness market analysis
 - 6.1.3. Healthcare market analysis
 - 6.1.4. Smart home market analysis
 - 6.1.5. Industrial Internet analysis
- 6.2. Real competition: Telcos vs Internet giants?
 - 6.2.1. No real competition on their core businesses for now
 - 6.2.2. Long-term: the return of the 'dumb pipe' threat for the telcos?
- 6.3. What impacts for vertical incumbents?

Tables

TABLES

Table 1: Car manufacturer strategy regarding module implementation (except for electric car)

Table 2: Main applications in the healthcare industry

Table 3: Vodafone offering for automotive industry

Table 4: Google's IoT offering across different verticals

Table 5: Apple's IoT offering across different verticals

Table 6: Samsung's IoT offering across different verticals

Table 7: Amazon's IoT offering across different verticals

Table 8: Tencent's IoT offering across different verticals

Figures

FIGURES

- Figure 1: Connected health, as part of healthcare
- Figure 2: Potential performance gains in key sectors
- Figure 3: Security, as the major challenge of the Industrial Internet
- Figure 4: Key positioning differentiation among carriers in the automotive market
- Figure 5: Key positioning differentiation among carriers in the healthcare market
- Figure 6: Key positioning differentiation among carriers in the Industrial Internet market
- Figure 7: Key positioning differentiation among carriers in the smart home market
- Figure 8: Key positioning differentiation among carriers in the wellness market
- Figure 9: AT&T end-to-end M2M offer
- Figure 10: The new value proposition of share data plan AT&T from August 2015
- Figure 11: AT&T financial data
- Figure 12: AT&T Remote patient monitoring solution description
- Figure 13: AT&T Digital Life service description
- Figure 14: AT&T Share plan including connected wearable
- Figure 15: TIMEX business model evolution
- Figure 16: Mobile share plan accounts and connections, in million, AT&T, Q2 2015
- Figure 17: M2X service description
- Figure 18: Verizon Wireless IOT solutions
- Figure 19: Verizon Wireless 'hum' service
- Figure 20: Verizon smart home offering
- Figure 21: Technical specs of GizmoGadget watch
- Figure 22: Verizon industry-oriented offering
- Figure 23: Verizon data management offering
- Figure 24: Charges for M2M machine cards and services
- Figure 25: China Mobile telematics products
- Figure 26: Examples of wearables sold by China Mobile
- Figure 27: Smart home products by China Mobile
- Figure 28: OneNet – Open cloud platform of China Mobile
- Figure 29: Main expertise areas for Orange Healthcare
- Figure 30: SMARTVIEW product, from Sorin
- Figure 31: Healthcare deployments across the world
- Figure 32: Wearable offering on Orange Romania portal
- Figure 33: Smart home solution evolution
- Figure 34: Orange Datavenue platform
- Figure 35: M2M in Vodafone organisation

- Figure 36: Global Data Service Platform as Vodafone value proposition
- Figure 37: Acquisition of Cobra
- Figure 38: Lively device
- Figure 39: Internal technical recommendations
- Figure 40: The connected camera, Nubo from Vodafone
- Figure 41: Accessories page on the Vodafone retail Website
- Figure 42: Vodafone partners market in Europe
- Figure 43: Description of Intelligent networks segment
- Figure 44: myKidio screen
- Figure 45: Health measuring and monitoring device from VitaDock
- Figure 46: Principle of Qivicon
- Figure 47: Deutsche Telekom Qivicon business model
- Figure 48: Cloud oriented strategy at Deutsche Telekom
- Figure 49: Role of the cloud in the Internet of Things
- Figure 50: Deutsche Telekom ecosystem around partner services and platforms
- Figure 51: Telefónica main healthcare applications
- Figure 52: Telefónica Remote Patient Management description
- Figure 53: Footprint of M2M World Alliance
- Figure 54: Key positioning differentiation among Internet OTT players in the automotive market
- Figure 55: Key positioning differentiation among Internet OTT players in the healthcare market
- Figure 56: Key positioning differentiation among Internet OTT players in the wellness market
- Figure 57: Key positioning differentiation among Internet OTT players in the smart home market
- Figure 58: Google revenue breakdown
- Figure 59: Waze interface
- Figure 60: Brillo description
- Figure 61: Apple revenue breakdown
- Figure 62: Control with CarPlay: Siri Eyes-free button, touchscreen and knob twist
- Figure 63: Johns Hopkins EpiWatch developed on Apple ResearchKit
- Figure 64: Hospital MD – an Apple app developed for physicians
- Figure 65: Car-Net e-Remote of Volkswagen on Gear S2 smartwatch
- Figure 66: SmartThings Open Cloud platform
- Figure 67: Simband by Samsung
- Figure 68: Amazon revenue breakdown
- Figure 69: Amazon Echo technical description
- Figure 70: Dash button description

- Figure 71: Wink interest with Amazon Echo
- Figure 72: Amazon.com page dedicated to wearable products
- Figure 73: AWS IoT platform architecture
- Figure 74: Tencent revenue breakdown
- Figure 75: Health management dialogue of QQ for different wearable devices
- Figure 76: Connection App – Smartphone-tethered solution by Tencent
- Figure 77: MyCar on Mercedes GLE
- Figure 78: Smart home offering powered by WeChat Smart Device Platform
- Figure 79: ministration illustration
- Figure 80: TOS+ based smartwatch AXON Watch by ZTE
- Figure 81: Main telemedicine partners of Tencent
- Figure 82: Tencent's glucose meter package
- Figure 83: Competition analysis of the automotive market
- Figure 84: Competition analysis of the wellness market
- Figure 85: Competition analysis of the healthcare market
- Figure 86: Competition analysis of the smart home market
- Figure 87: Competition analysis of the industrial internet market

I would like to order

Product name: Telcos' Connected Objects Strategies: How to Compete with OTT Players

Product link: <https://marketpublishers.com/r/TA951B5D7F7EN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TA951B5D7F7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970