

Sensing as a Service

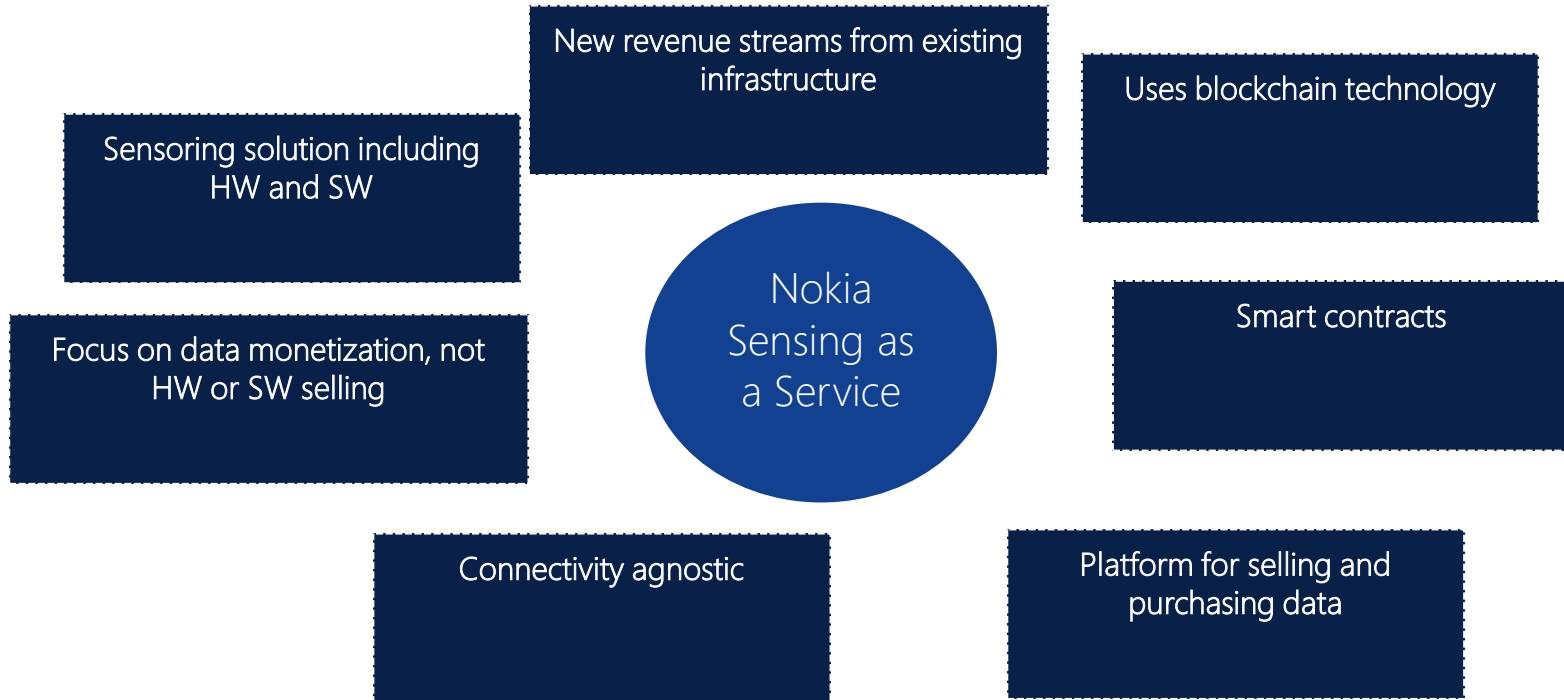
Digitalize your network assets to create brand new revenue streams

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- May 2020

What is Nokia Sensing as a Service (SnaaS) ?

Basic information

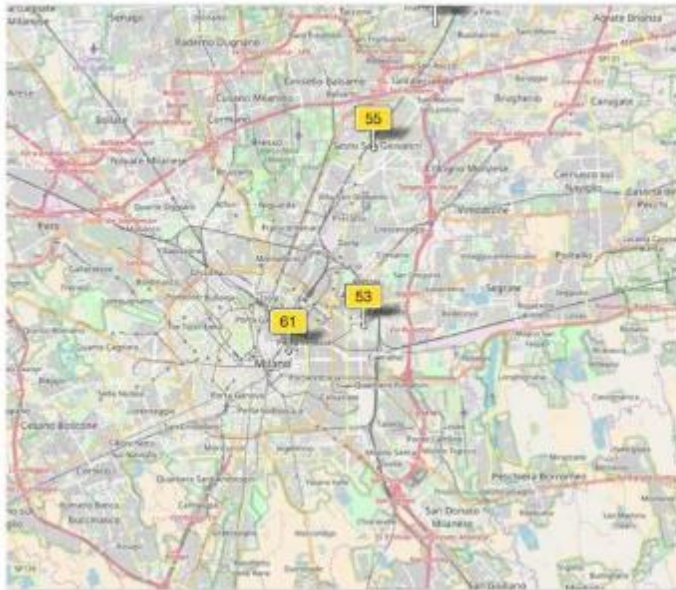


Deployment example from CSP point of view

Basic information

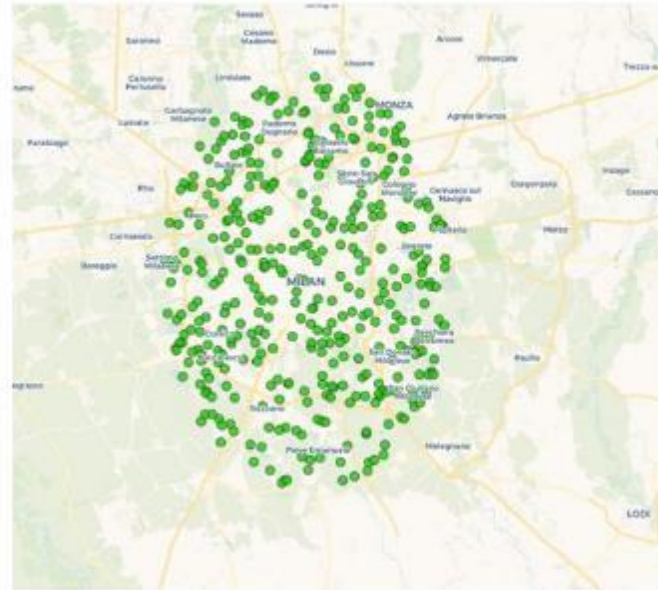
Weather stations

Current available air quality meteo stations in Milan



Radio sites

Simulated Number of Radio Sites in Milan (200 sites only)



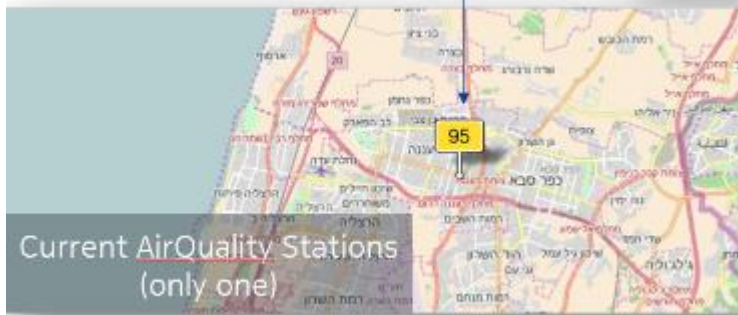
Deployment example

Basic information

Air Quality



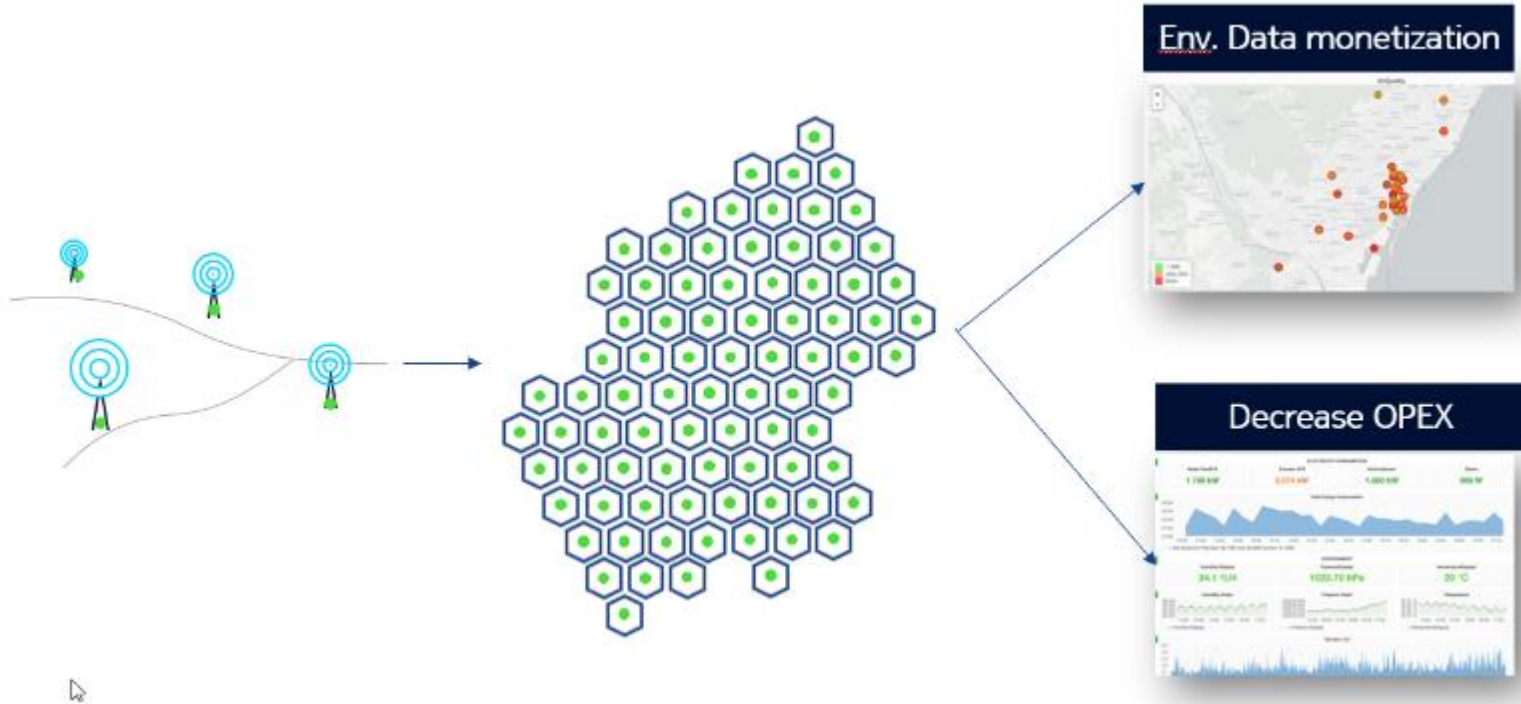
Official Air Quality Station



Current Air Quality Stations (only one)

Deployment example

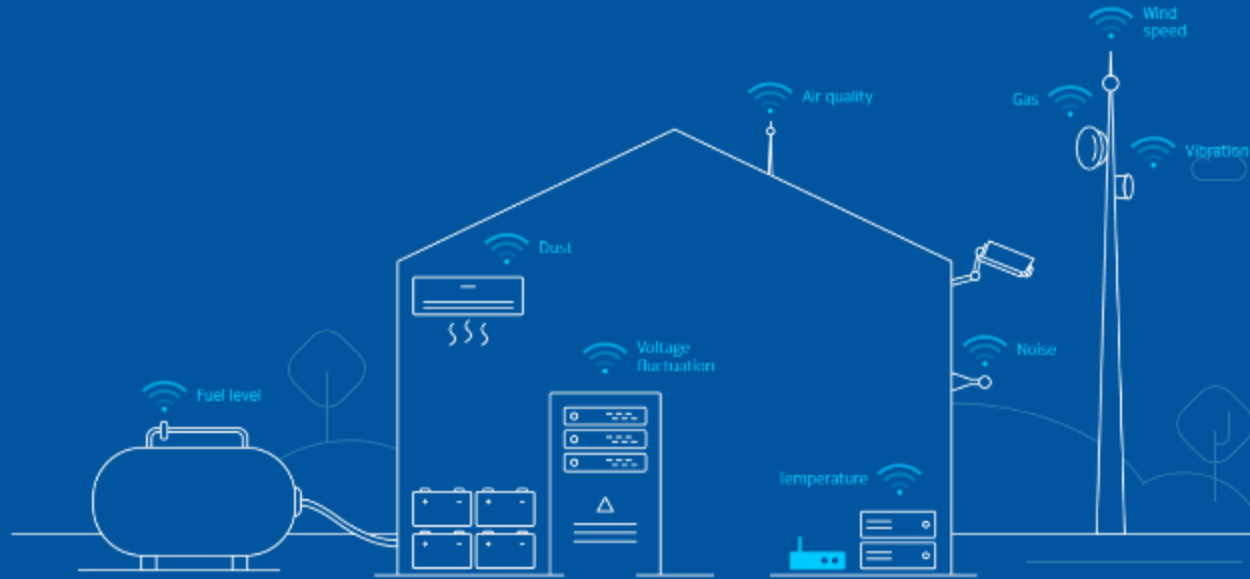
Reusing existing sites for new revenues



Deployment example

Collection of data can happen from anywhere

Nokia Sensing as a Service



SaaS is helping to reuse existing assets to generate new revenue streams and with the same solution improve their OPEX

Improved OPEX

Real-Time Site Monitoring	Electricity Consumption Analytics
Site Failure Preventive Maintenance	Cellular Signal Tracking

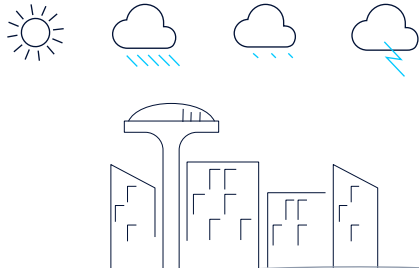
Data Monetization

New Growth Areas 	Industrialized Data Offering 
Data Plans per customer 	Mobility + Environment Analytics 

Data Consumers of Today

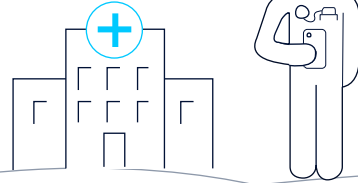
Weather Companies

Real-time environmental data for expanding current portfolio



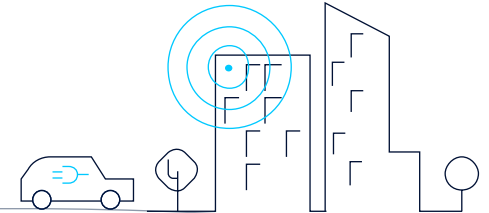
Healthcare

Real-time environmental data for patients via intelligent alerts



Smart Cities

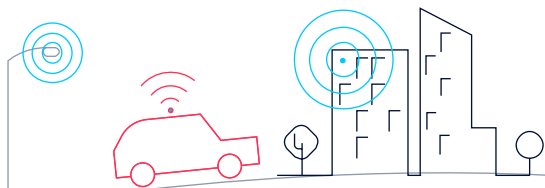
CAPEX-free real-time environmental data to improve living conditions and security.



Data Consumers of Tomorrow

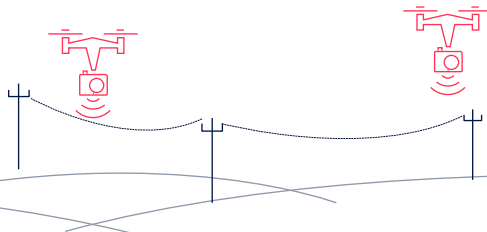
Autonomous Cars

Real-time environmental data for drive optimization/safety prediction



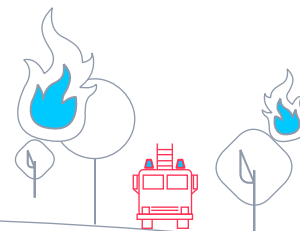
UAV, USV & Drones

Real-time environmental data for flight path calculation/optimization



Public Safety

Real-time environmental data for emergency services (forest fire, hurricane, etc.)

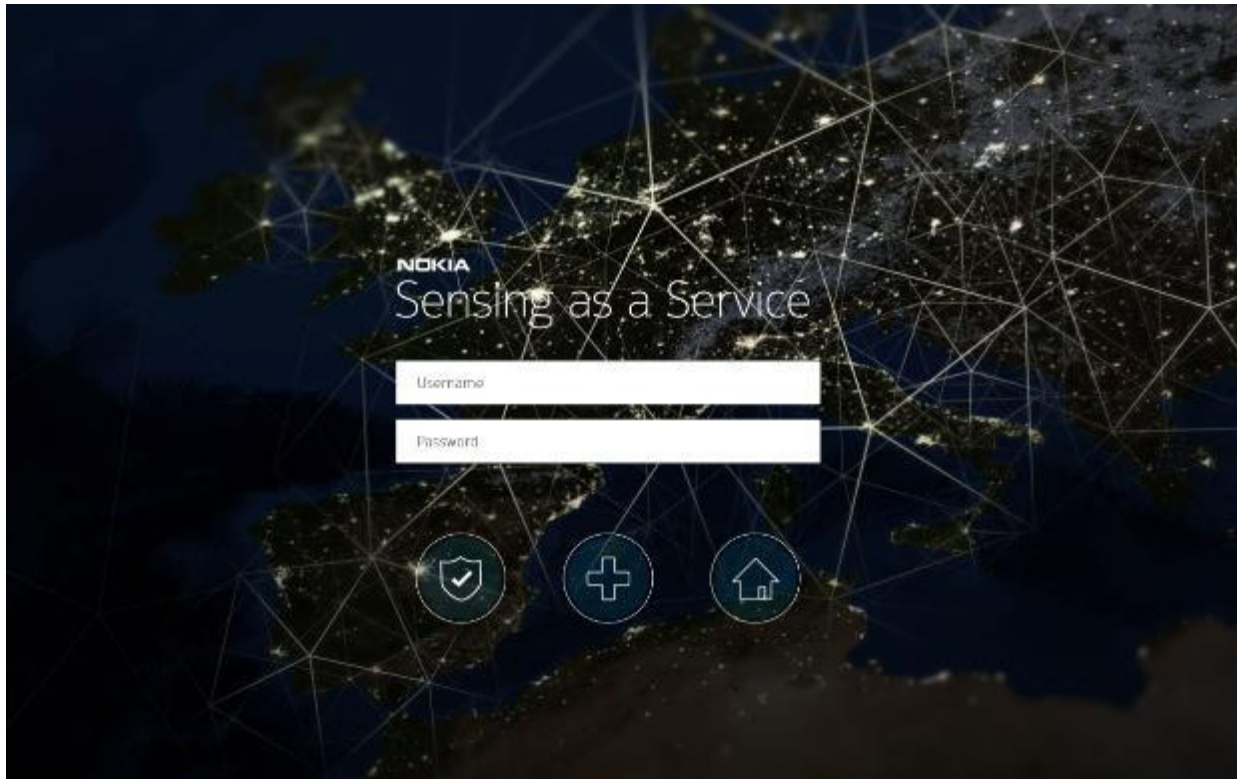


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Data purchase

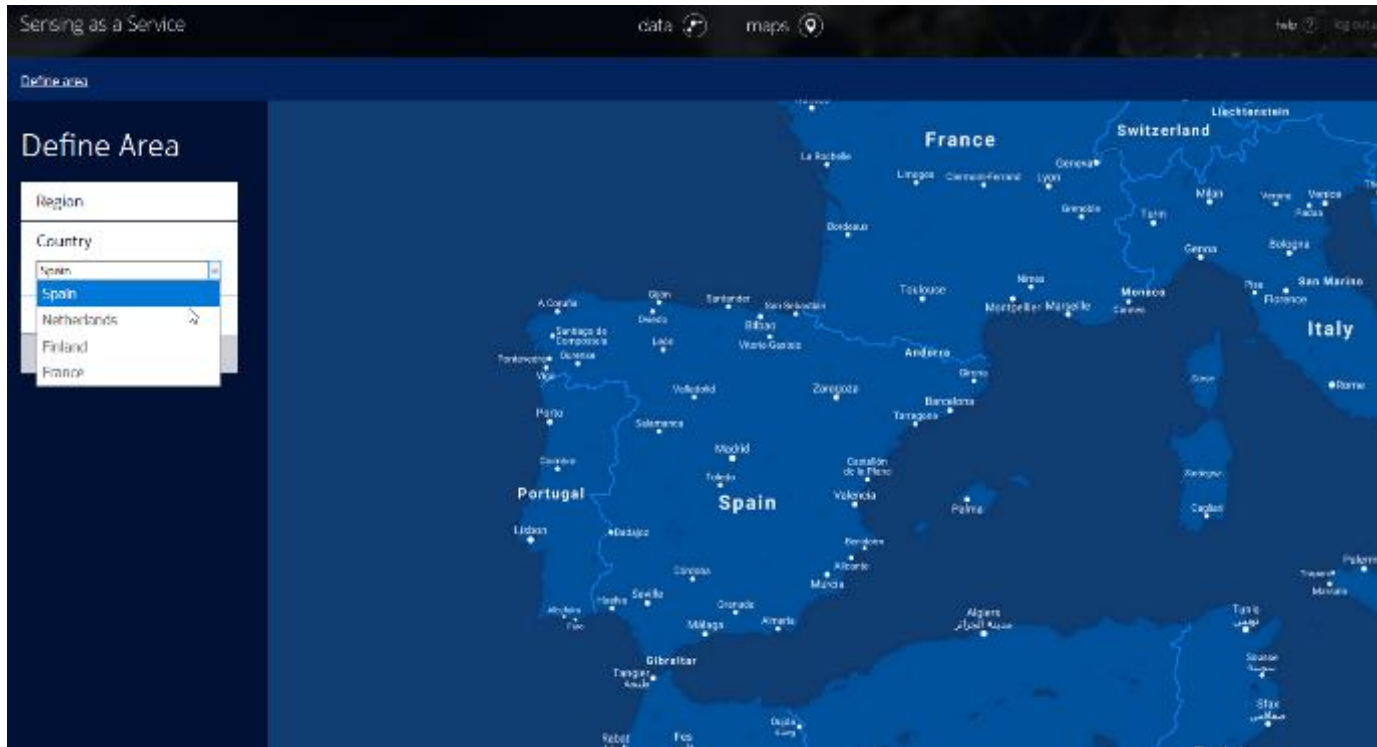
Easy to use data purchase

Login



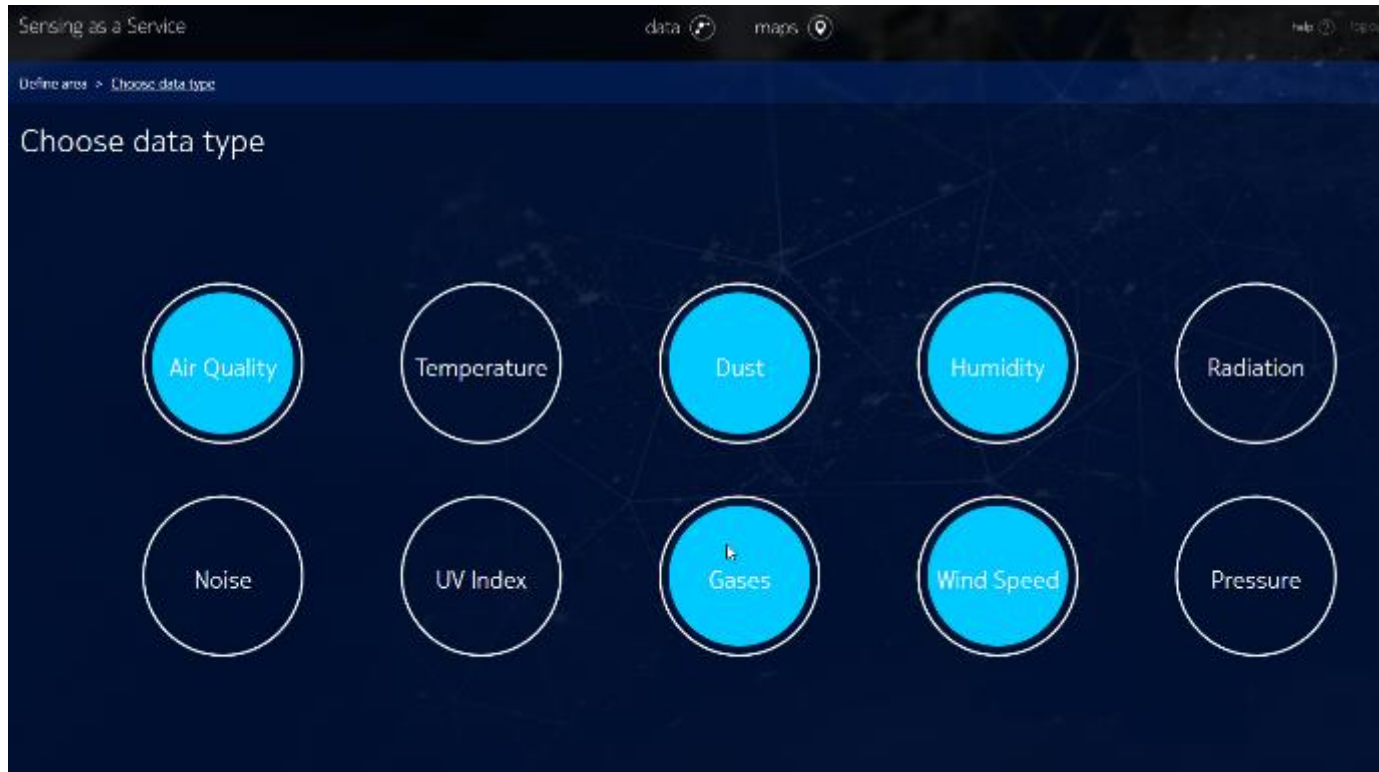
Easy to use data purchase

Define the area



Easy to use data purchase

Select data



Easy to use data purchase

Select data

Sensing as a Service

data maps help

Define area > Choose data type > Choose time and data modifier

Choose time and data modifier

Data frequency

- Realtime
- Daily
- Weekly
- Monthly

Data modifier

- Raw data
- Alerts
- Dashboard
- Analytics

Easy to use data purchase

Browse data



Easy to use data purchase

Purchase data

The screenshot shows a web interface for purchasing data. At the top, it says "Sensing as a Service" with navigation links for "data" and "maps". A breadcrumb trail reads: "Define area > Choose data type > Choose time and data modifier > Text data > Confirm purchase".

Confirm purchase

Area: Europe
Spain
Barcelona

Area size: 15km²

Selected parameters: Dust, Air quality, Humidity

Realtime: [checkbox]

Analytics: [checkbox]

Price: Monthly (selected) / Hourly
€ XXX,XXX,XX

Secure Payment Info:

Owner: [input field] DW

Card Number: [input field]

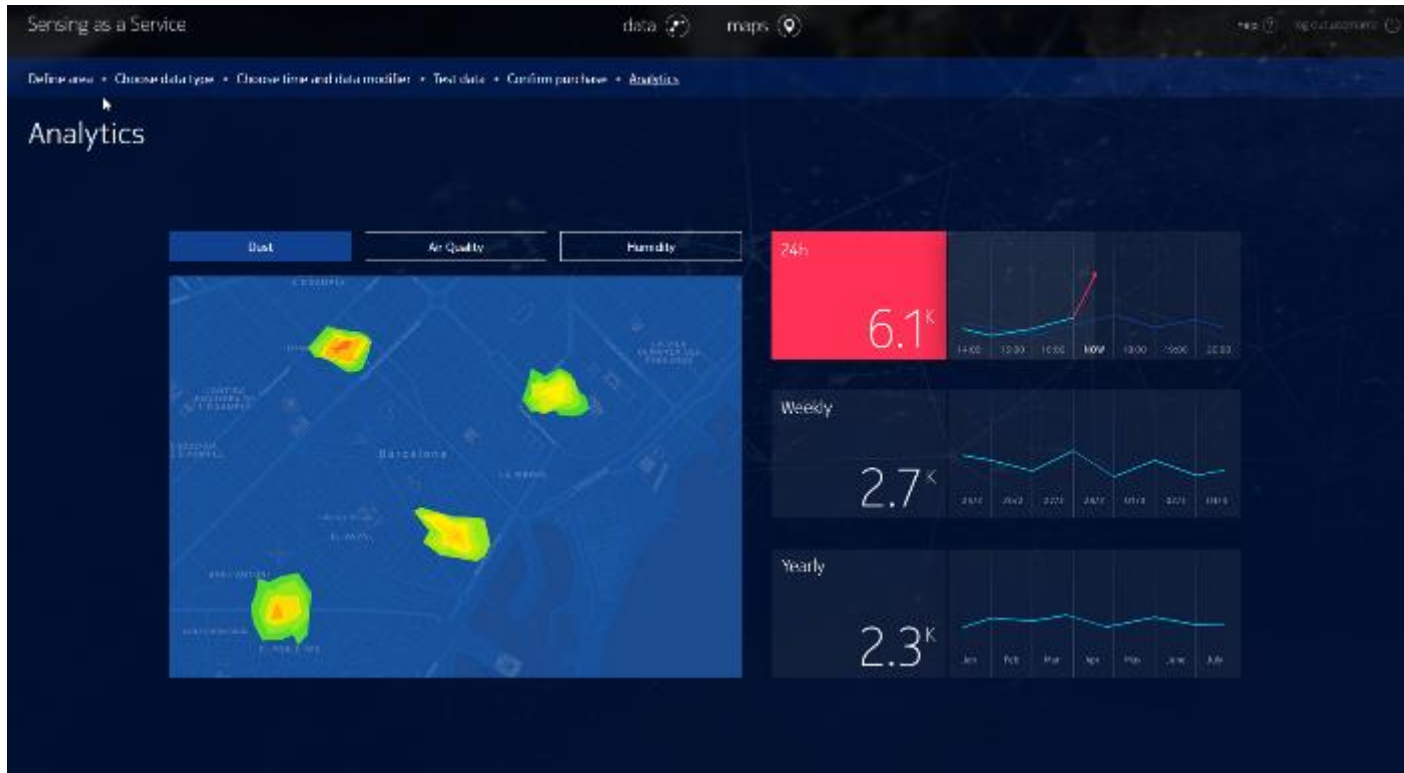
Expiration Date: January [dropdown] 2016 [dropdown]

Logos: VISA, MasterCard, American Express

Confirm purchase [button]

Easy to use data purchase

Use data



Nokia Sensing as a Service

Reuse and monetize your network assets

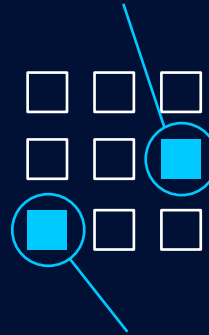
Sensors and gateways



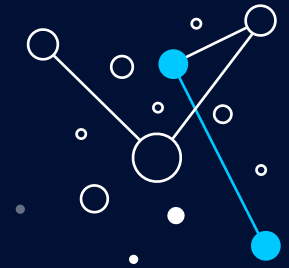
Advanced analytics



Intelligent algorithms



Blockchain technology



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Thank you

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