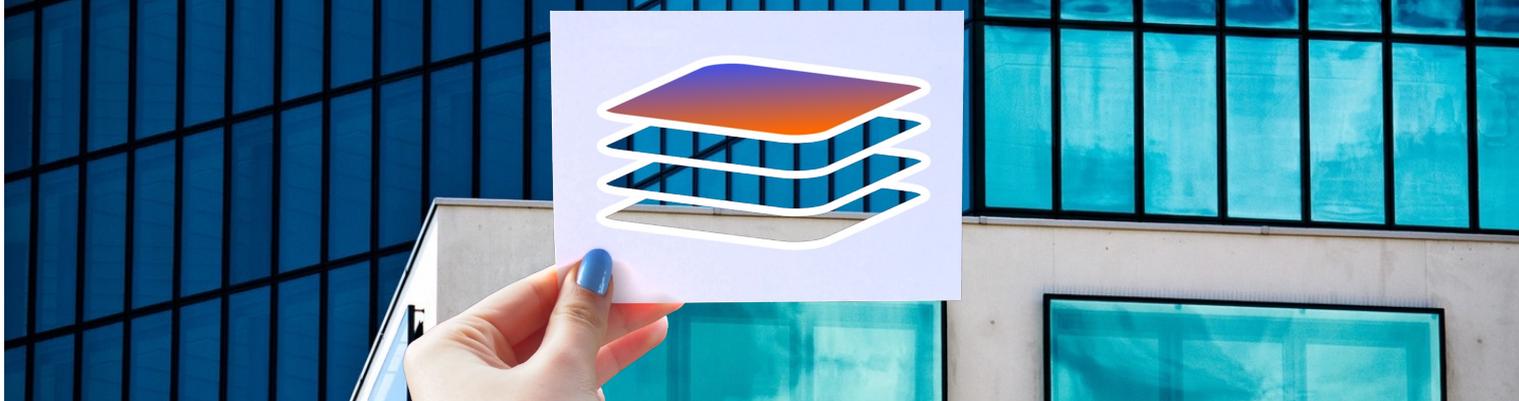# *Monetise your Smart Products with IoT Business Suite*

The Internet of Things, digitizing and connecting the physical world, has received enormous attention during the last few years. The ability to monitor and manage objects makes it possible to arrive at data-driven decisions. Companies that use IoT in novel ways to develop new business models or discover ways to monetize unique IoT data are likely to enjoy more sustainable benefits. **With the advantage of 'IoT Business Suite' Digital Republic provides the ability to rate, charge and bill for digital services across today's connected world, helping businesses to monetize the IoT revolution.**

Selling vs. as a Service

The most advanced of the emerging business models in the IoT is based on 'servitization', i.e. switching from selling products as a piece of hardware, to selling them as a service. For B2B uses cases this might be nothing new. In the long term this approach will also become established in the B2C area associated with the IoT.

Properly monetizing IoT applications opens up a significant revenue opportunity for smart product manufacturers, retail, connectivity service providers and for subcontractors which are providing additional products and services related to the IoT product.

As the IoT becomes increasingly sophisticated the 'as a Service' business models are getting more complex regarding multi-tenancy billing, cross charging to other accounts, usage based charging billed to a third party, etc.

In the opposite box you can read which criteria are relevant for a mature monetization platform for the Internet of Things.

Key capabilities to embrace for applying new Business Models

Scalability - The scale of IoT will be enormous. Gartner predicts 20 billion connected devices by 2020. Any monetization solution for the IoT must be proven as highly scalable, which means almost inevitably using a SaaS model.

Openness - IoT is about cooperation with various suppliers. No single provider can cover the whole IoT value chain. Platforms must be multi-tenant, business models will be multi-sided, and data sharing between multiple parties is essential. The openness of the monetization platform is going to be all-important.

Agile - The Internet of Things is usually integrated with broader business processes of different stakeholders. In addition, IoT business models are constantly evolving and changing. To secure sustainable, recurring revenues, the underlying systems and processes must be developed, integrated and improved in an agile manner.

Flexibility - The stakeholders in the ecosystem who offer their services around IoT will have different demands regarding the applied business models. This will open up endless possibilities and the platforms must be able to cope with them all.

Enabling IoT Business Models beyond the technical Stack

An emerging path toward monetization is the enabling stakeholders in the IoT ecosystem and the consumer by applying scalable, open, agile and flexible framework. **Digital Republic IoT Business Suite provides the complete BSS stack and more for a unique customer IoT experience.**

Digital Republic IoT Business Suite

Frontend Core Applications & Customer Journey

- E-Commerce & Point of Sales
- Onboarding & Provisioning
- Cockpit for Subscriptions Mgnt.
- CRM & Support Tools for Agents
- Reporting & Analytics

IoT Business Suite Core Modules

- CRM & Contracts Management
- Product & Subscription Catalog
- Rating & Pricing Engine
- Billing, Pre- & Post-Payment
- Order Mgnt. & Workflow Engine
- Multitenancy & Reseller Management
- Reporting & DWH Integration
- Versatile Integration & Interface Bus

Your IoT Solution

IoT Application Layer — IoT Application — Device Management — Connectivity Management

Connected Thing Layer

From the end customer to the operators and service providers - Digital Republic IoT Stores serves with a wide range of benefits at all levels:

End-Customers

One point of entry for all smart products and services including historical usage reporting

Easy and user-friendly access to the accompanying services of the smart product

Empowering and encouraging the user by giving full cost control for all related services

Secure and convenient payment and authentication services for trust building in the user experience

Access to the cockpit and control of the services - anytime, anywhere and on any device

Confidence-building effect through recognition of the brand and increase in brand awareness

Vendors & Service Providers

Fast realization and implementation of new subscription-based services & other sophisticated business models

Connectivity steering with direct integration of Telcos subscription platform

Seamless customer experience by versatile branding options for all user interfaces

Fully configurable product catalogue for a custom offering to your clients

Analytical customer insights for fast market adaption and increase of the up-selling potential

Complete SaaS solution for low running cost, managed security, high scalability and reliability

Operators & Service Providers

Enabling new business opportunities and revenues with B2B2X & B2C business models around the IoT

Fast time to market with a complete BSS platform with ready to use API's & user interface

Scalable, secure, open and flexible SaaS solution without infrastructure requirements and low TCO

Careless project coordination - agile and result-oriented way of working helps to focus on core business

High-performance rating and billing engine designed to scale for millions of customers and devices

Multi-tenant enabled for versatile integration with various partners and stakeholders