

Win with Cisco IoT Control Center

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What's inside

- > **Win with the industry leader**
Why is Cisco the leader in cellular connectivity management platforms?
- > **The cellular IoT Opportunity**
How is the cellular market growing and what are the challenges?
- > **The value of IoT Control Center**
What are the benefits of IoT Control Center and how can it help me grow my business with my customers?
- > **Different cellular IoT needs require different offerings**
What are the available offers?
- > **Get started now with Cisco IoT Control Center**
How can I engage with Cisco today to order a starter kit and access sales tools?

Thank you from The Cisco IoT Control Center team

We value your continued business and recognize that you are entrusting us with great responsibility - to help you cultivate customers and markets that you've built. The Cisco IoT Control Center team has created the industry's leading cellular connectivity management platform. From experience, we're confident that we can do more than enable your IoT business. Together, we will accelerate it.

Our team is committed to bringing you innovation and helping you exceed customer expectations. When your customers win, we all win together.

We value your trust and are looking forward to our continued mutual success,

Roya

Roya Shafiei
Managing Director, Sales
Cisco IoT Control Center





Win with the industry leader

Why is Cisco the leader in cellular connectivity management platforms?

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Set yourself apart with Cisco IoT Control Center

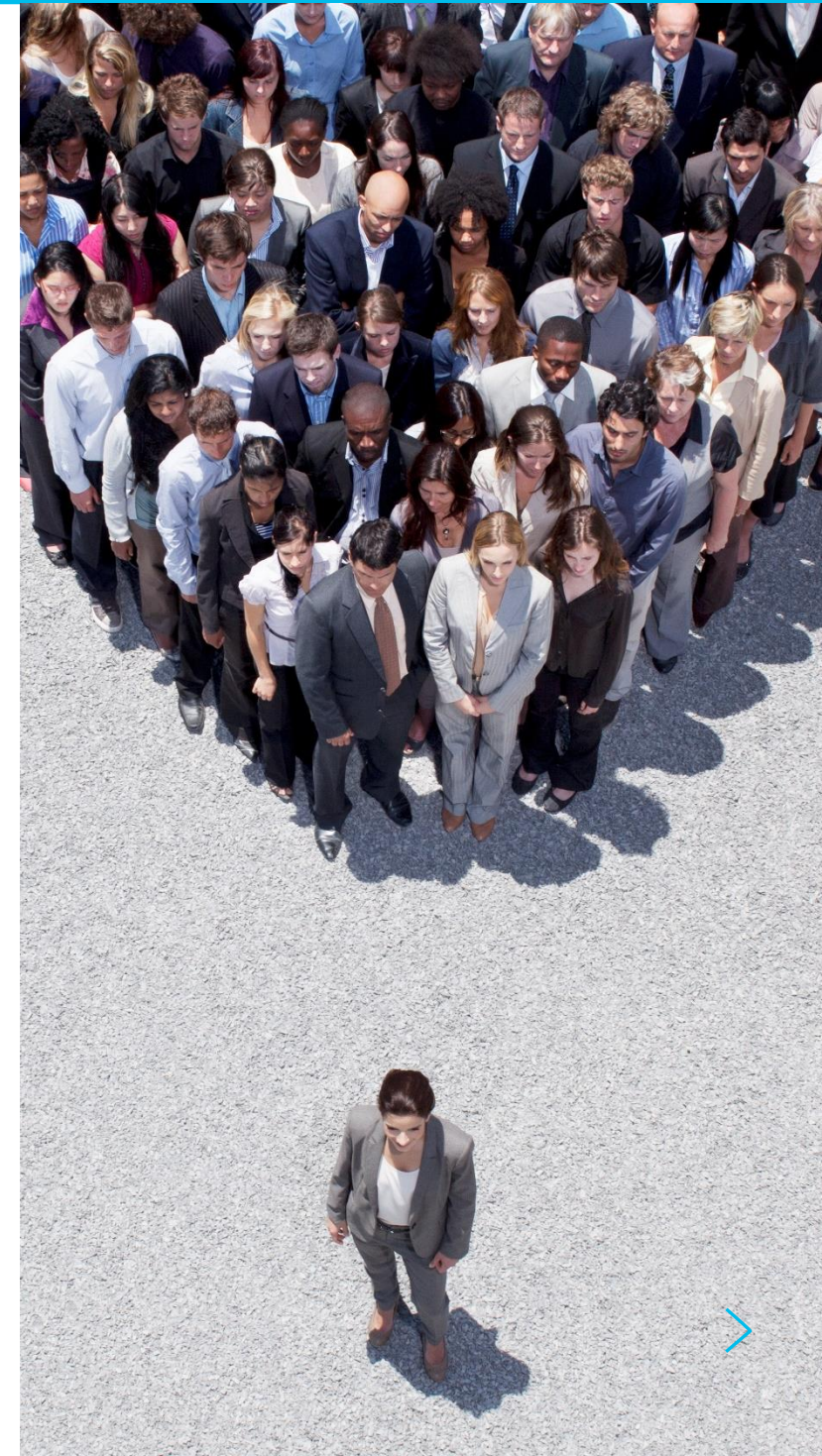
Elevate your customer relationships and set yourself apart from the competition by selling the leading cellular Connectivity Management Platform (CMP).

Build loyalty, prevent churn, and establish yourself as a trusted partner by replacing price-based conversations with strategic business conversations designed to help your customers —

Scale **faster**.

Operate **smarter**.

Protect **better**.





Did you know?

- **Cisco IoT Control Center is the global market leader** in IoT cellular connectivity management platforms.
- **Over 32,000 enterprise customers** are using Cisco IoT Control Center.
- **Cisco pioneered the IoT cellular connectivity management** category and continues to innovate and grow the world-class capabilities of IoT Control Center.





Cisco's industry-leading SaaS platform for integrated automated connectivity management





Cisco IoT Control Center leads the market



50+
Service
Providers

207M+

Connected Devices

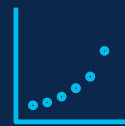


77M+

Connected Cars



32K+
Enterprises



20%

device growth
since last year



2M+

new devices
per month





The cellular IoT opportunity

How is the cellular market growing and what are the challenges?

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Cellular IoT continues grow and revolutionize industries across the globe

From connected cars to automated robots in manufacturing to healthcare, cellular IoT is transforming the way we work and live.

There will be **3.74 billion** IoT devices connected to cellular networks by 2025¹.

The global cellular IoT market will exceed **\$18.2B** by 2027².

Top 5G Cellular IoT Use Cases:

- Vehicle Telematics and Infotainment
- Smart Utility Meter and Grid Management
- Collaborative & Mobile Robots
- Public Video Surveillance & Security

¹IoTnews Berg Insight: Global cellular IoT connections grew 12% last year to reach 1.7B,

²Business Insider Intelligence, The Internet of Things, 2020.





Cellular IoT at scale can overwhelm the organizations it is intended to help.

But dramatic growth can bring unexpected and complex challenges

Those that invest in IoT are managing hundreds, thousands or even millions of devices. The sheer scale and volume of devices in cellular IoT generates tremendous challenges across business operations that can leave enterprise customers scrambling to keep up.

Operating IoT at scale compounds the already complex processes of provisioning and managing the connectivity lifecycle of devices. It limits visibility into individual device usage and behavior, creating blind spots which can hide

operational inefficiencies and service disruptions while increasing costs.

And, as any enterprise knows well, security is paramount. Deploying and connecting hundreds or thousands of devices to your network can create numerous opportunities for security breaches.

Complexity. Visibility. Security. Each of these challenges reinforces the other, potentially creating costly and time-consuming barriers that choke growth rather than enabling it.





Half measures can leave an organization with more headaches than benefits

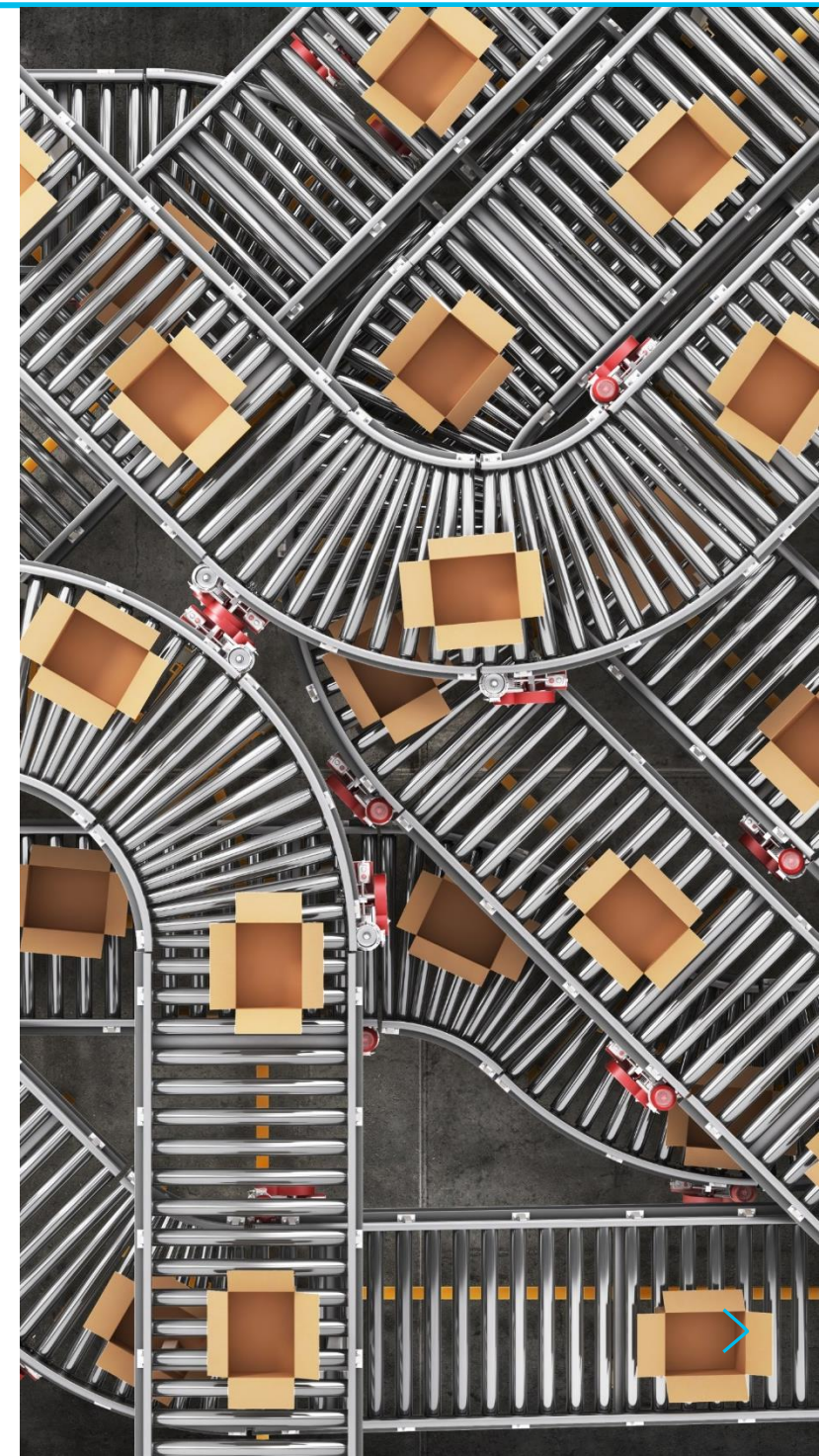
So how are organizations tackling the challenges of cellular IoT connectivity management?

In many cases, they try to handle cellular IoT connectivity management with rudimentary products or worse – manually, just like the average cellular consumer.

Less sophisticated CMP solutions simply do not have the breadth and depth of features, nor the intelligent automation required to handle cellular IoT devices across a variety of use cases at scale.

And manual management is a non-starter. Imagine trying to manually connect, sync, protect, and troubleshoot 200 cellular IoT devices. And then think about doing that for 1,000 or a million devices.

Every. Single. Day.





What if your IoT CMP could help your customers...

Accelerate their business?

Streamline their operations?

Enrich their customer's experience?

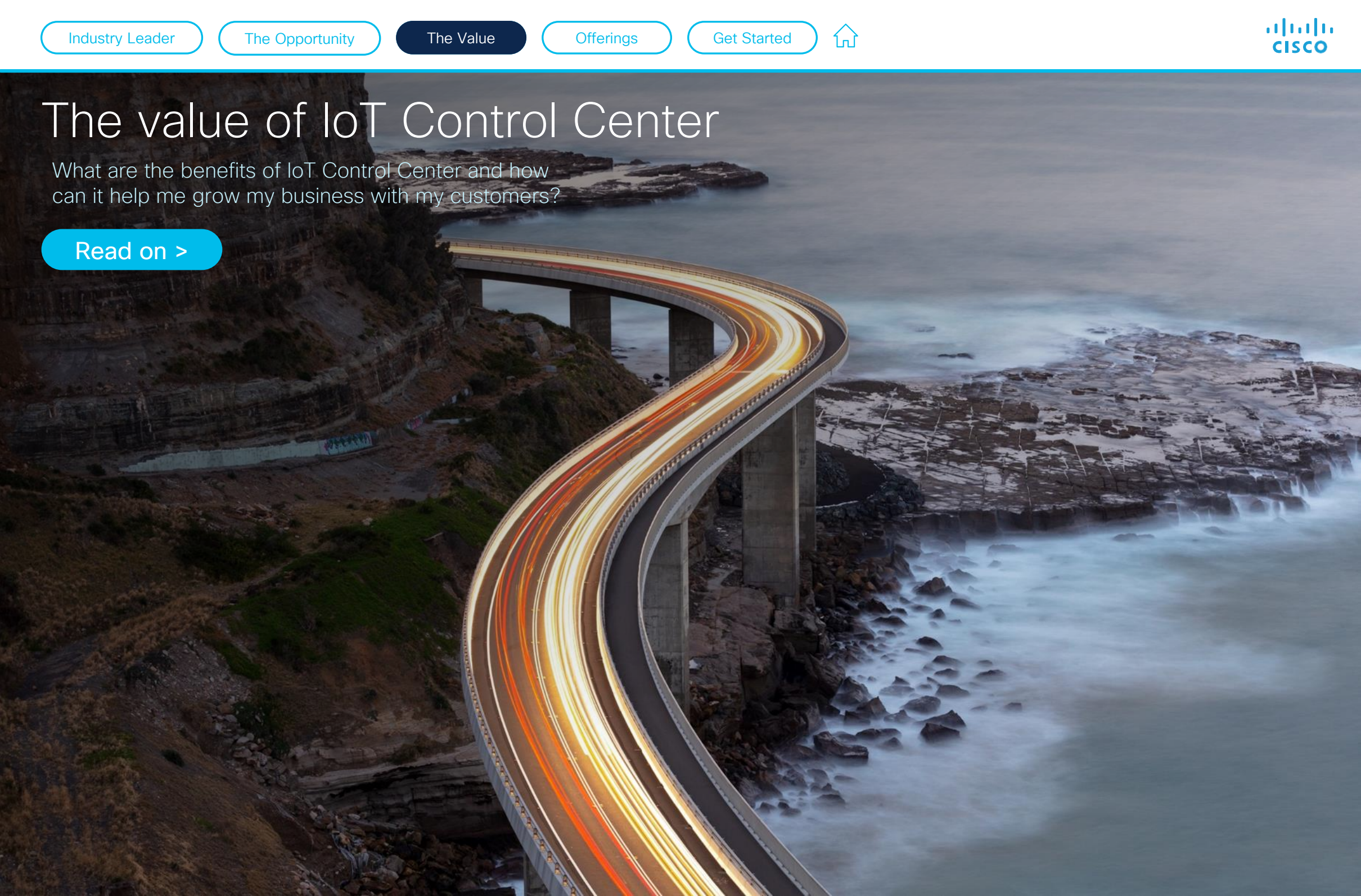
The right platform doesn't just connect and manage devices
– it's a path to **growth** and **profitability**.





The value of IoT Control Center

What are the benefits of IoT Control Center and how can it help me grow my business with my customers?

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Cellular IoT management that powers your customer's business

Scale faster with a CMP that accelerates growth and innovation.

With IoT Control Center your customer can –

Accelerate time-to-market by quickly and accurately connecting, provisioning, and deploying devices at scale with over 3000 customizable automation rule-combinations designed to cater to any IoT use case and business scenario.

Simplify expansion by easily adding use cases and expanding across geographies without additional platform integration.

Drive innovation by leveraging data-driven insights to unlock new opportunities, spur innovation, and capitalize on emerging technologies.



Allstate Automobile Insurance

“ With IoT Control Center automation, Allstate scaled the program from 6,650 subscribers to 478,000 subscribers in two years while reducing coverage charges of \$235,000 a month.



Connected Car



Tesla Motors

“Using IoT Control Center, we dropped our monthly per-car network cost 73% in North America and 88% in Europe.

Head of Connectivity and
Software Partnerships Tesla Motors

The possibilities are endless with a management platform that works for you

Operate smarter to deliver better customer experiences while lowering costs and increasing efficiencies.

With IoT Control Center your customer can –

Improve service reliability with real-time, automated diagnostics to quickly identify and respond to device and connectivity issues .

Reduce operational costs and eliminate unexpected data charges with AI/ML tools that automatically select the most suitable rate plan based on detailed usage trends.

Increase operational efficiency and streamline operations with a library of over 100 APIs to integrate directly into existing applications and systems from companies such as IBM, Microsoft, SAP, and Salesforce to name a few.





Your customer can scale with confidence

World-class security from a trusted leader protects the information and systems that drives your customer's business.

With IoT Control Center your customer can –

Mitigate risks and protect devices, customer data, and backend systems with multi-layered enterprise-grade user and application security.

Block threats by only allowing predefined devices to connect and detecting when a SIM has been moved to a new device.

Identify potential compromised devices and speed response time with real-time device monitoring, advanced analytics, and automation to act on devices that exhibit unusual data and connectivity behavior.

Smart Meters



Peterborough Utilities

“ We can see if a device is connecting or not, and we can manage issues ourselves at any time – day or night. We have so much more insight and control over our units now than we did before.

Project Lead, Metering/
SCADA Applications





“Cisco IoT Control Center is the **leading** connectivity management platform on the market **on multiple fronts.**”

– James Brehm,
Founder and Chief Technology Evangelist,
James Brehm & Associates



Three offerings to suit every need

IoT Control Center is a single platform with multiple tiers to address your customer's unique needs, at any stage – from getting started to scaling and expansion.

Control Center Lite

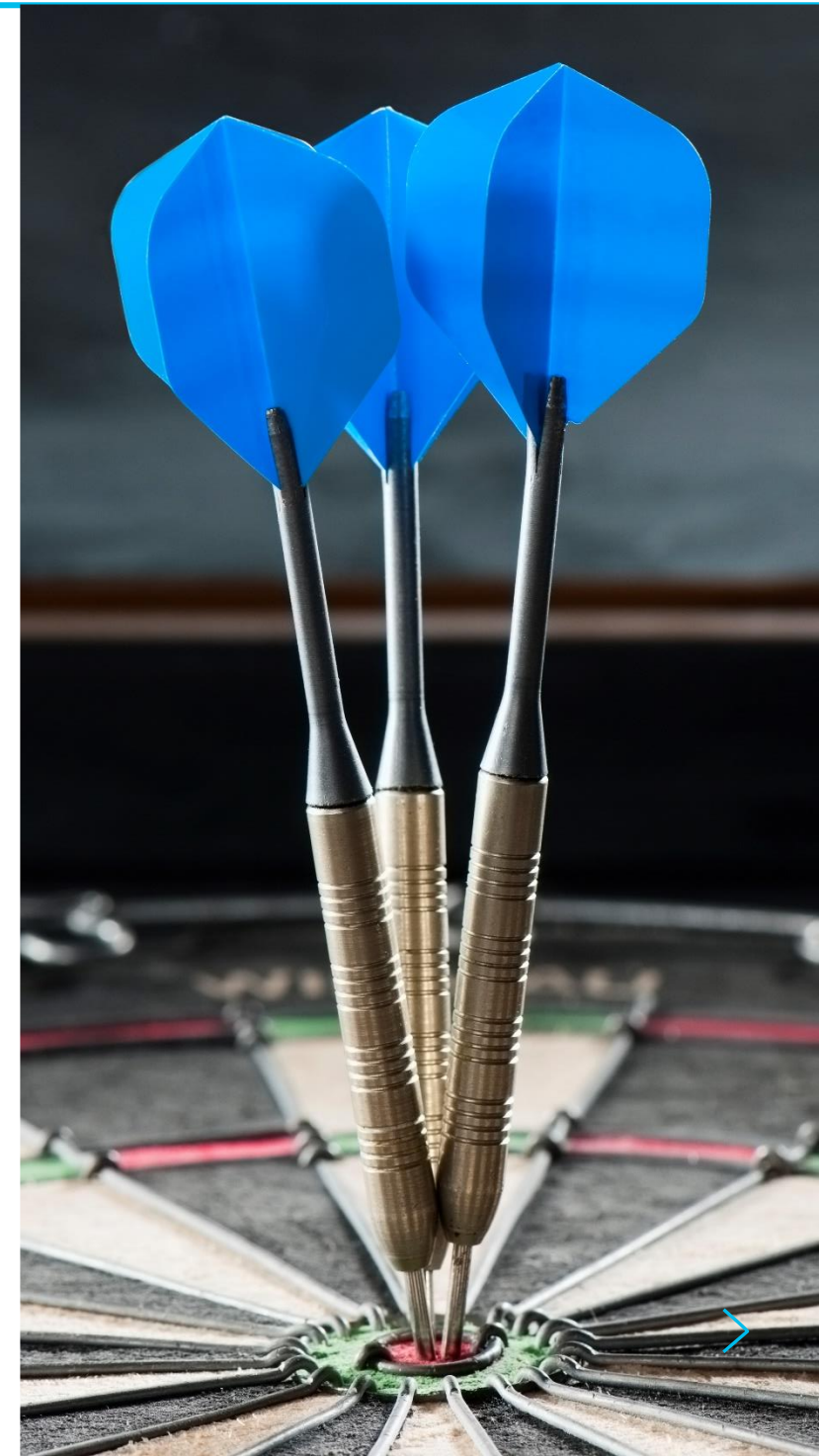
Set and forget connectivity for deployments with stationary devices that consume and transmit small amounts of data.

Control Center Essential

Perfect fit for the broadest number of IoT use cases, everything customers need to get started and ramp quickly.

Control Center Advantage

Management for the most critical applications and complex use cases with deep integration needs.





Build your future with IoT Control Center

There is a reason Cisco IoT Control Center is the market leading CMP. Our experience, reach, and track record of success are second to none. We connect more cars and more devices for more enterprise customers than any other platform on the planet.

Gain a trusted partner with the most comprehensive understanding of the market and needs of your enterprise customers. From the complexity of connected cars to the massive scale of smart meters, IoT Control Center gives you the ability to win in any industry and use case.

At Cisco, we are solving tomorrow's IoT challenges today to give you the competitive edge to focus on what matters most—growing your business by helping your customers grow theirs.

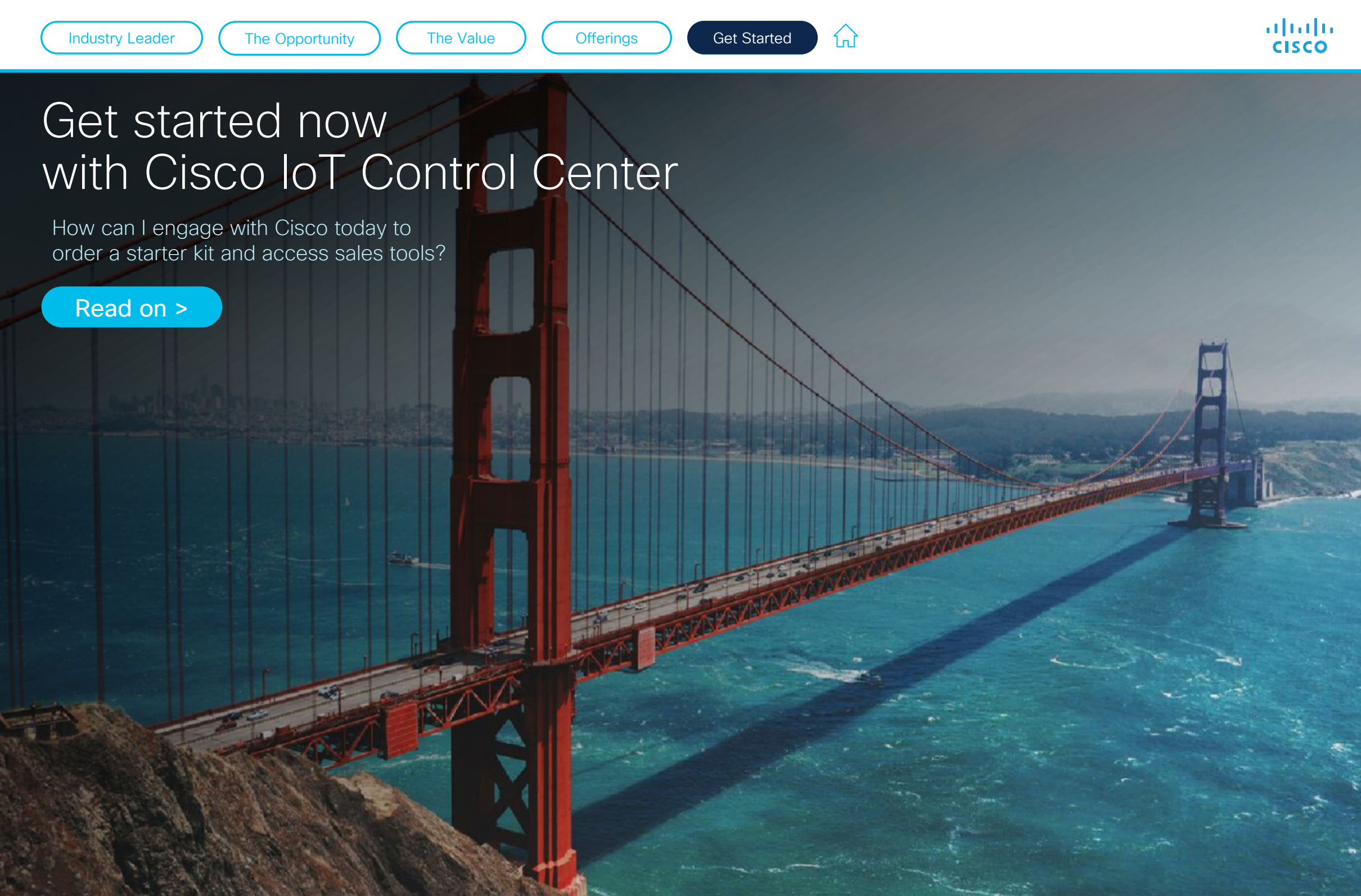
We are constantly innovating to enable your customers to **scale faster, operate smarter, and protect better.**



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What to do Next?

Get Started Today on the IoT Connect Portal!

- Get product information and training
- Download sales tools
- Order a Starter Kit for a Customer

[Open portal now >](#)

The screenshot shows the Cisco IoT Connect Portal homepage. At the top, there's a navigation bar with 'Home', 'Resources', 'IoT Starter Kit', 'Knowledge Base', 'Training', and 'Contact Us'. A search bar is on the right. The main banner features the headline 'Sell Control Center in 2 Minutes Flat' and a 'Watch Video (2:09)' button. Below the banner, there are three main sections: 'Training' (Cisco IoT Control Center Online Training), 'IoT Starter Kit' (Year To Date: 1000 Target Goal, 53 Orders Placed), and 'Support' (Tickets: 28 Open, 143 Closed).

<https://iotconnect.cisco.com>

Cisco IoT Connect Portal is a comprehensive partner portal that offers 24/7 on-demand access to everything an operator needs to become more informed and win IoT business.

► Product Information

Find the latest information on IoT Control Center product offerings and features with our extensive library of product information.

► Training

Explore our training programs and take online classes to deepen product knowledge and increase your domain expertise.

► Sales Tools

Access data sheets, sales presentations, success stories, and more to effectively promote IoT Control Center and grow your IoT business.





Thank you for reading

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