



CUBIC TELECOM
THE SMART NETWORK



TESLA USE CASE
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AGENDA

- Cubic Telecom Presentation
- Tesla Project for Model S - A partnership for M2M connectivity
- Why Connectivity for Tesla?
- What does Cubic Telecom offer?



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CUBIC PLATFORM

END USERS



CUBIC PARTNERS – OEM / WHITE LABEL / CARRIERS

CUBIC CLOUD CONNECTIVITY PLATFORM

- GGSN
- CRM
- BUSINESS INTELLIGENCE
- BILLING
- CHARGING
- HLR
- SUBSCRIPTION MANAGEMENT

NETWORKS





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DEVICE AGNOSTIC WITH GROWING APPLICATIONS

YESTERDAY...



Mobile Phones

TODAY...



OEM Laptop & Tablet Market

TOMORROW...



Automotive & M2M Market



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THE SETUP





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WHY CONNECTIVITY?

Front Seat – Phase 1

- Sat Nav / Google Maps
- Traffic notifications
- Radio streaming
- Car telematics
- Software updates

Back Seat – Phase 2

- Sponsored Connectivity
- Marketing messaging
- Audio books
- Netflix





WHY CUBIC TELECOM?

- Manufactured in the US, Modem and SIM card integrated in the US and shipped to Asia
- Partnership with blue chip MNO (Mobile Network Operators)
 - AT&T, China Unicom, EE, PCCW, Sprint, Vodafone, etc. etc.
- Car likely to cross borders (especially in Europe – e.g. Belgium, The Netherlands, Germany, Luxembourg, France, or Hong-Kong, China, etc.)
 - One unique SIM card with multi-IMSI SIM card application
 - Still ensuring the best quality and rates (ie. avoid high roaming data charges)
- Who can predict the future?
 - Full flexibility via OTA (Over-The-Air) application
- Any SIM form factor (traditional 2FF, micro 3FF, Nano 4FF, M2M MFF2/VQNF8)
- Reactivity, Efficiency, Customer-Care (24/7)



DYNAMICITY OF THE SOLUTION

- Evolutions
 - More MNOs
 - Changes of MNOs
 - Applications upgrades
- SIM swapping is virtually impossible to implement
 - Costly
 - Disruption of service
 - Customer intervention
- OTA application approach
 - SMS-campaign based
 - RFM (Remote File Management) to manage MNOs evolutions
 - RAM (Remote Applet Management) to manage multi-IMSI application evolutions



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GLOBAL COVERAGE

Everything on one SIM



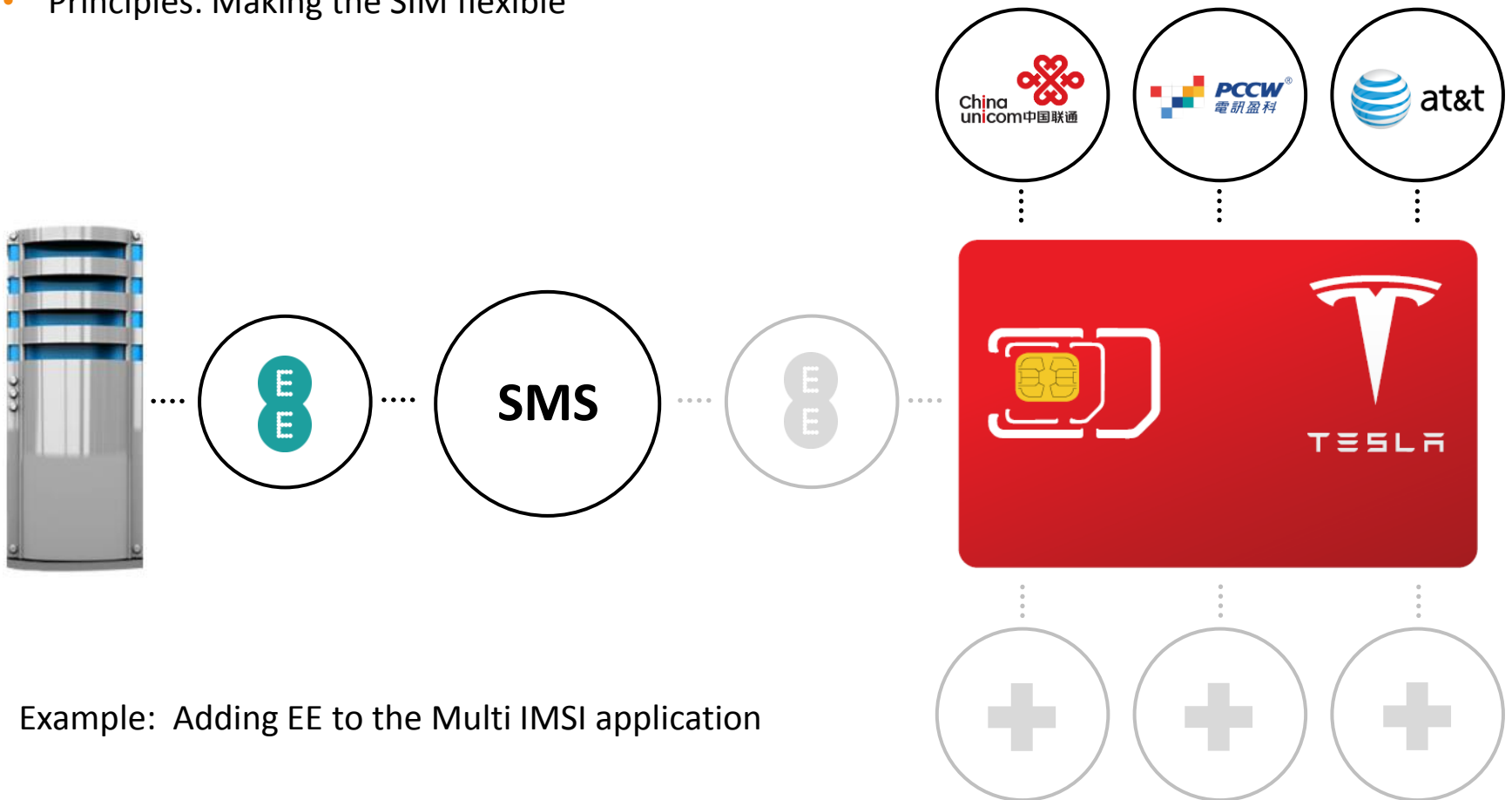
Region	Network	IMSI
Rest of World	Vodafone	Vodafone
Caribbean Islands	Digicel	Cubic Telecom
USA	AT&T	Cubic Telecom
Switzerland, Austria, UK, Netherlands, Spain, Germany, Belgium, Poland	EE	EE
China	China Unicom	China Unicom
Hong Kong	PCCW	Cubic Telecom



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OTA UPDATE

- Principles: Making the SIM flexible



Example: Adding EE to the Multi IMSI application