## Customer

The imagination is the only limit when it comes to applications and benefits of IoT implementation in connected consumer devices. Thanks to M2M communication, consumer engagement can become highly personalized and contextualized, leading to improved customer loyalty, preventive and predictive maintenance and lifelong revenue streams.

## Applications

**WEARABLES**
watches, fitness trackers, location trackers

**CARRYABLES**
cameras, computers

**HOUSEHOLD DEVICES**
home heating, security, white goods

## Requirements

- Build up telecoms assets from scratch
- Seamless global connectivity
- Support for numerous devices and services
- Easy implementation and maintenance
- Autonomy and self-management

## Solutions

**BICS SIM For Things (SFT) offers flexible, reliable, easy to use international connectivity for connected consumer devices and services.**

### Flexible platform with APIs

The platform has to be flexible enough to support all connected devices and different IoT business models, which might themselves evolve. BICS SFT is a turnkey IoT connectivity solution ideal for enterprises with no telecoms assets. With more than 210 APIs, the solution can easily embed connectivity in devices to support an ever growing range of services for end users.

### Reliable, seamless global connectivity

A connected device needs to stay connected wherever the customer wants to use it. The BICS SFT solution comes with built-in connectivity on 700 networks in 200 countries around the world from the word 'go', with attractive rates that leverage BICS' extensive relationships with operators worldwide.

### Simple management portal

Global enterprises need easy deployment, integration and management. With hundreds of thousands of devices to manage, it is essential for the platform to be highly automated. With the BICS SFT solution, the device manufacturer just needs a single partner, one SIM and one single platform, eliminating complexity in training, implementation and operations management.

## Results

Manufacturers of connected devices can use BICS SIM For Things to easily launch connected services without staffing up and acquiring telecoms expertise. They can offer a seamless service no matter where consumers are or may roam and easily manage and monetize their connected devices.