



Sprint's M2M and Service Enablement Platform

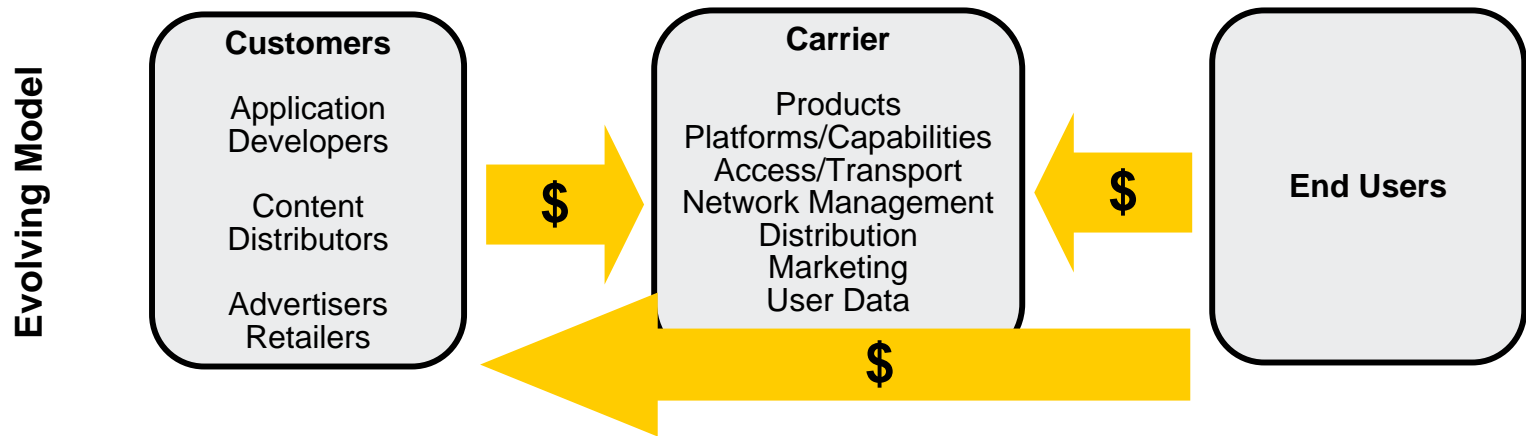
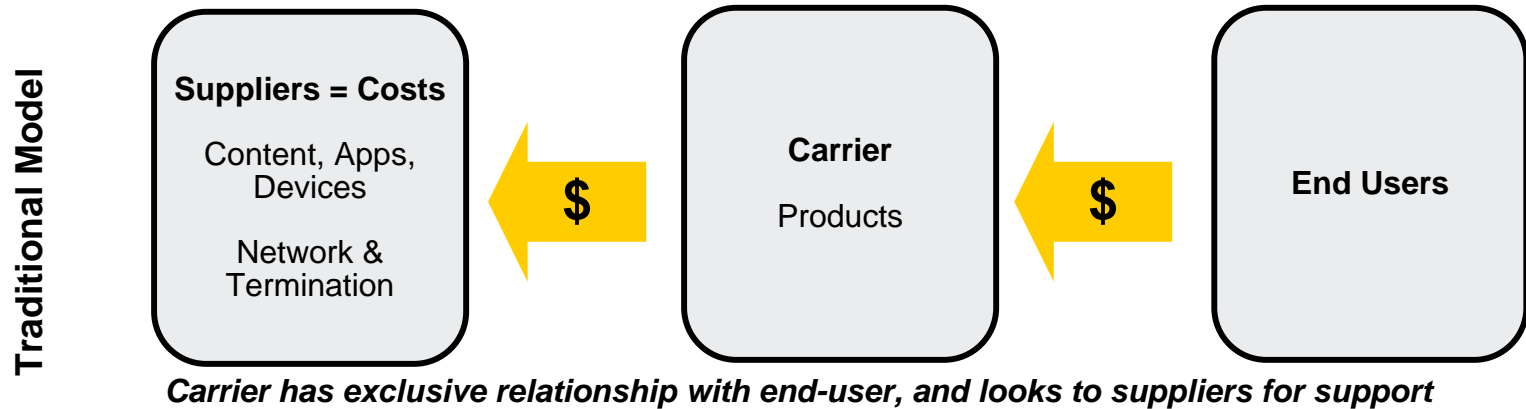
IEEE ComSoc NATEA
September 25, 2010

Michael Finegan
Emerging Solutions Group
Solutions Engineering Manager

Agenda

- **Traditional Carrier Application Model and Limitations**
- **New Model – Open Enablement and Impacts**
- **Application Developer Program/Benefits**
- **New Revenue Growth – M2M**
- **Sprint Investments in M2M Ecosystem**

Emerging business models will shift the composition of carrier revenue



Challenges with “carrier-managed” model

1. Difficult To Scale

- Prospective vendors/developers needed to build 1:1 relationships across carriers' Product and extended teams, to gain awareness and support for their solutions
- Vendors were required to adhere to time-consuming processes to receive ongoing support
- Business model options were limited and were dictated by the carrier

2. Delayed Time To Market

- Dated policies and processes created lengthy on-boarding and time-to-market delays

3. Limited Innovation

- Carriers lacked a network 'sandbox' for developers to experiment with new applications

4. High Cost Structure

- Carriers burdened with high cost model involving development, cost of content, & ongoing support

Sprint's goal is to spur innovation by enabling the ecosystem

Sprint's Services Framework

Sprint teams up to deliver compelling services

Sprint delivers Services

Published via APIs

...within Sprint's Service Framework

Partners integrate API's into their applications

..to serve customers

LBS

Presence

Geofencing

Account Mgmt

Messaging

Handset Profile

Billing

Digital Wallet

Advertising

Identity Mgmt

Many Others



Developer Environment

- Sandbox
- Communities
- Support



Enablement Environment

- Customization
- Integration
- Support



Usage Environment

- Optimization
..devices, network
- Analytics
- Monetization




Sprint Services Enable Seamless Capabilities



Websites



Ford F 150



Apps /
Websites



Laptops /
PC / Servers



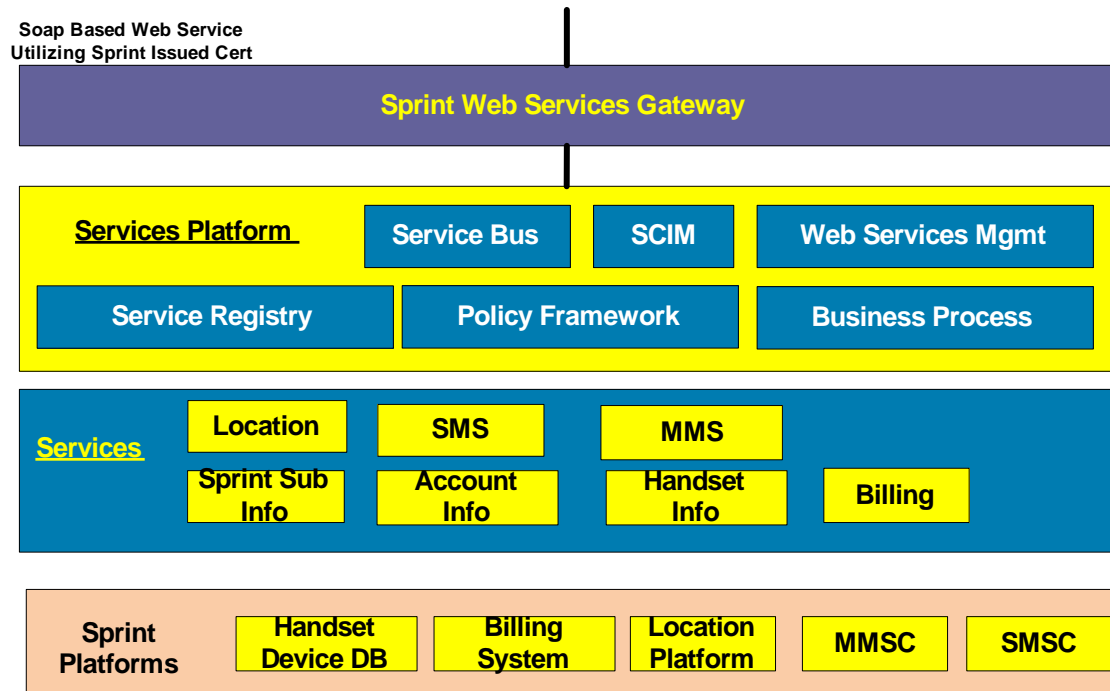
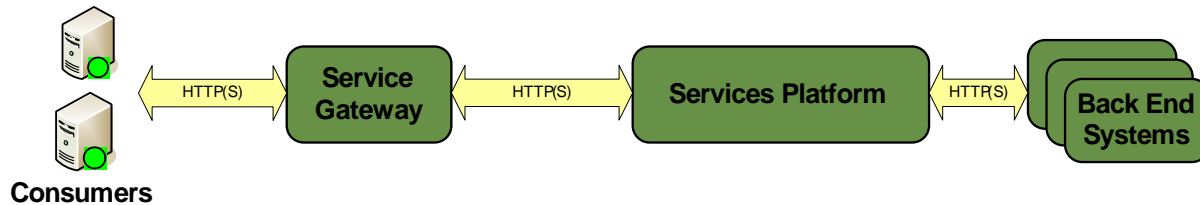
M2M / Embedded
Ex: Medical Monitoring Devices

Sprint Network Services enable seamless capabilities across:

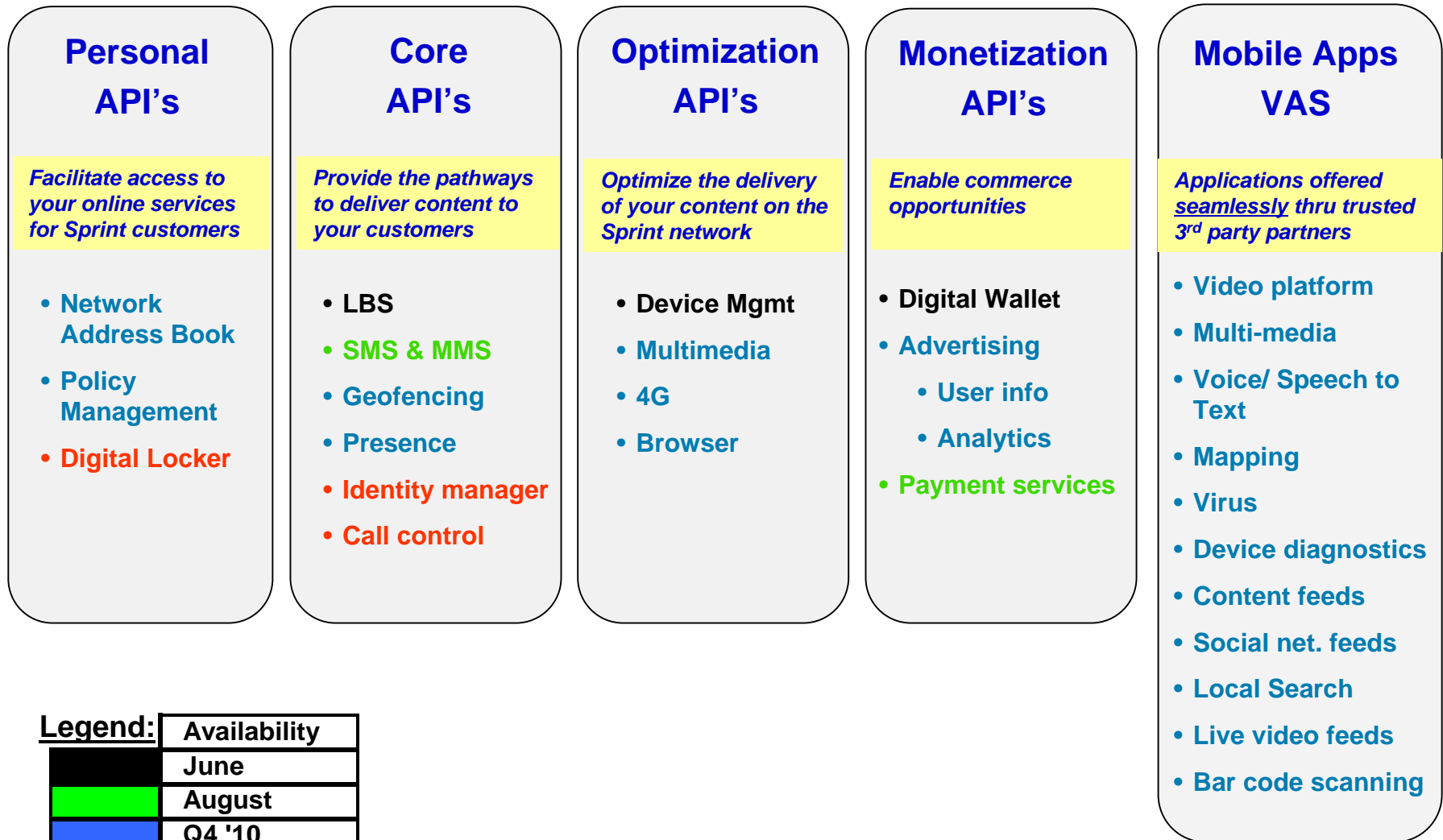
- Devices (Laptop, Desktop, Handset, M2M, Server)
- Operating Systems (RIM, Windows Mobile, Android, Palm, etc)
- Development Environments (Browser, App)

Services Framework (with access to IT Services)

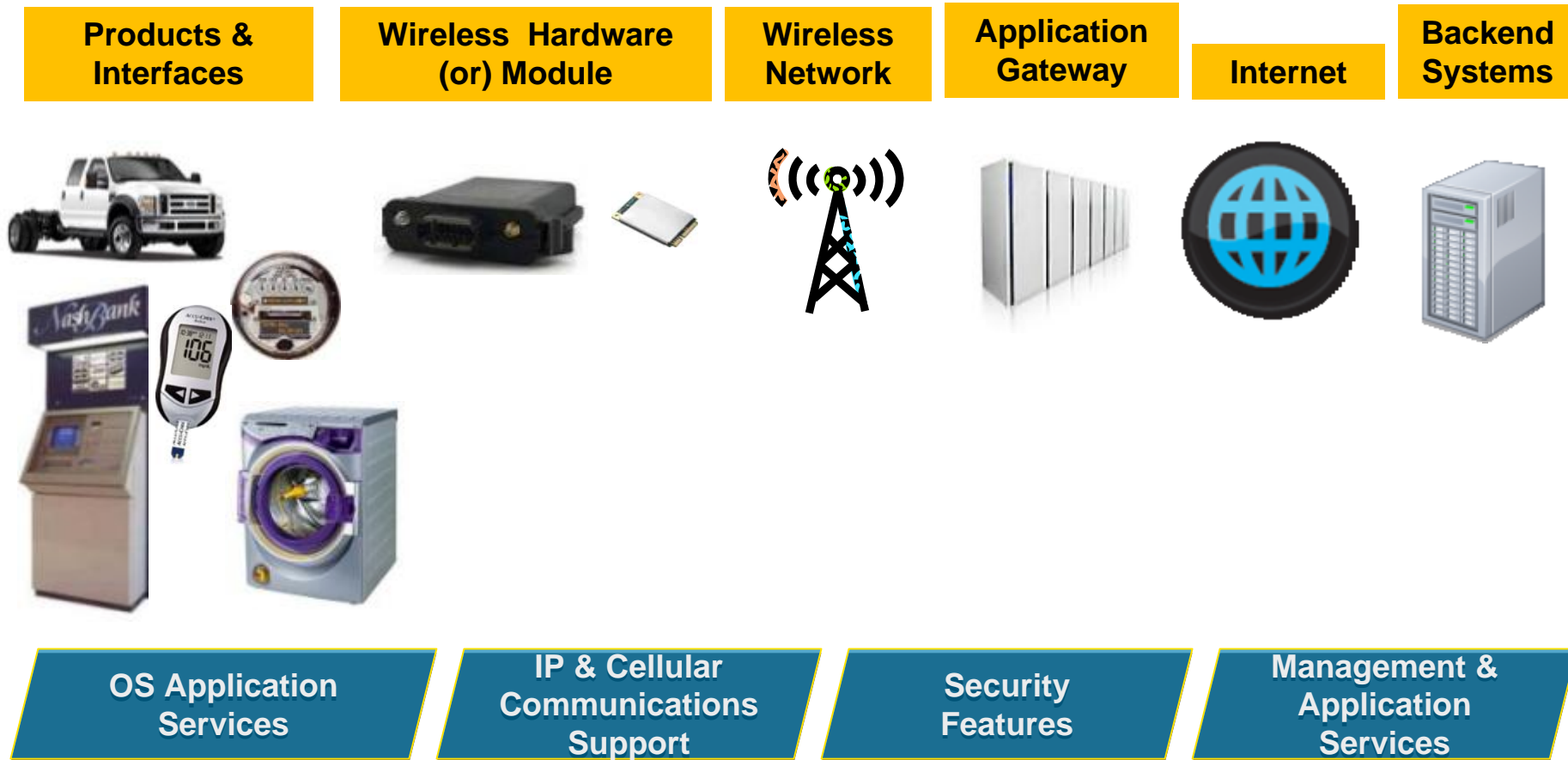
Open, Secured, Flexible, & Standards based



Services organized within 5 core attributes



Functional Diagram of an M2M Application



A Choice of Network Solutions

Digital Signage



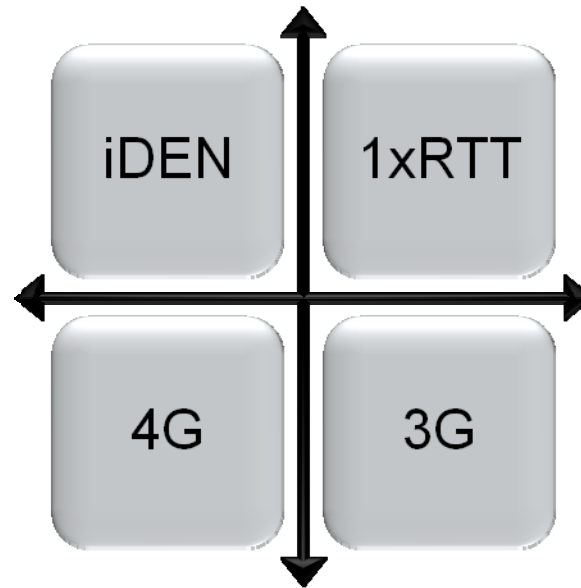
GPS Tracking & Routing



Remote Monitoring



Video Conferencing



Interactive Monitors



Fleet Management



Asset Tracking



Our Investments

Business Development



**New M2M Solutions
Launching Q3
& Q4**

M2M Collaboration Center



Launching Q4

Awareness

**Insur.
Telematics**

NAHC

CHIME

4G World

ATA

CTIA



GridWeek

ODP

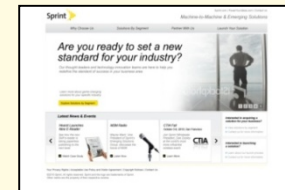
Solutions Engineers



Support Available Now



Sprint.com/m2m



Launched !

PR & Communications



**Briefings
Underway**

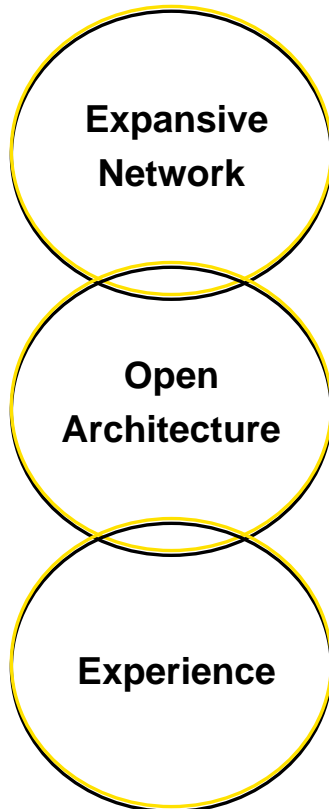
Device Management Portal



**Launching
Q4**

Why Sprint?

*Sprint is the leader you can trust with the network, open architecture, and proven ability to turn your inspirations into reality. **Now!***



- A network built for data that is proven, reliable, and effective
 - The broadest portfolio of wireless network solutions with iDEN, 2G, 3G , and with Sprint 4G The Future is Now
 - Secure integrated IP network & backbone transport providing a complete end-to-end solution all from one provider
-

- A leader in Open Architecture through the Sprint Open Device Initiative that has certified hundred's of non-Sprint-branded certified devices
- Collaboration with key industry partners to deliver a robust portfolio of services, simplify the certification, testing and operational launch of your solution
- Open to new business models and innovative B2B and B2C solutions across a wide variety of applications
- Reducing complexity with over 10 years experience in delivering M2M solutions; large to small; business & consumer
- Dedicated M2M Solutions Engineers customizing the right solution

Combining our network, rapid service delivery architecture, and expertise to deliver a fast, high quality, and successful launch, now.

Sprint's Developer Program Supports Developing on Sprint's Devices / Networks

- *Developer program*
 - *Launched in 2001*
 - *Free to Join*
<http://developer.sprint.com>
 - *Extensive Community*
 - *Evolving to support Sprint/developer needs*
- *Provide support for:*
 - *Content Development*
 - *Applications*
 - *Service Capabilities*
 - *Testing/content upload*
 - *Staying up to date*
 - *Enhanced Programs*

The screenshot shows the Sprint Application Developer's Program website. The header includes the Sprint logo, a search bar, and navigation links: ADP Home, Devices, Develop, Sandbox, Go to Market, Community, and Support. The main content area features a large banner with the text "Tell the world about your product!" and "Want exposure?" followed by three bullet points: "Get your app listed", "Partner with PSMS Providers", and "Bring your M2M device to the Sprint network". To the right of the banner are four smaller tiles: "Why Sprint", "Develop", "Support", and "Go to Market", each with a "read more" link. Below the banner are three featured sections: "Sprint Virtual Developer Lab" with "DeviceAnywhere" logo and "Get FIVE FREE HOURS of testing time on new 5.0 software!", "Android" with the Android logo and "Best Practices • Tips & Tricks • Known Issues", and "BlackBerry® Curve™ 8530" with a phone image and "Multi-tasking Virtual Machine • RIM 5.1.0 • GPS • 2-way SMS". A sidebar on the right contains "Important news" (No known issues), "What do you want to do?", "Post/Read Message Forums", "View 2009 DevCon Videos", "Follow our Tweets!", "CDMA: MIDP2.0 Code Signing", "OTA Application Download", "View Certified Solutions Ca...", and "Latest forum posts".

Sprint's Developer Sandbox – Provides Free Access to Sprint Network Capabilities

- *Web 2.0 meets Telco 2.0*
- *Free to use – register at <http://developer.sprint.com>*
- *Seamless functionality across all mobile devices (not just handsets), PC and desktop and mash-up with other services*
- *Usable within any development software and browsers*
- *Supports end user privacy opt-in management*



Access Sprint Network/Product Services

*LBS



3G and now 4G

*Messaging



*Presence



* User Mgmt



*Geofence



* More to Come



Services are easy to use - Restful format



Mash-up with Other Services into Your Own Application or Web Page



The possibilities are endless !