

Bridge Alliance Overview



Sales cooperation in the APAC region

Provide full suite of services

Service aggregation/standardization

Enhance customer experience

Share info on M2M regulations

Comprised of 32 mobile operators that cover Asia-Pacific region

Global Service Platform Expansion

Functions

SoftBank
M2M Solution Program

Billing

Customer support

M2M Service
(SaaS)

Big Data / M2M Cloud
(PaaS)

M2M SIM management

Communication line

M2M sensor network



SoftBank

Global Alliance



Billing

Data collection

User support

Maintenance

Call center

Consulting

Applications

Content

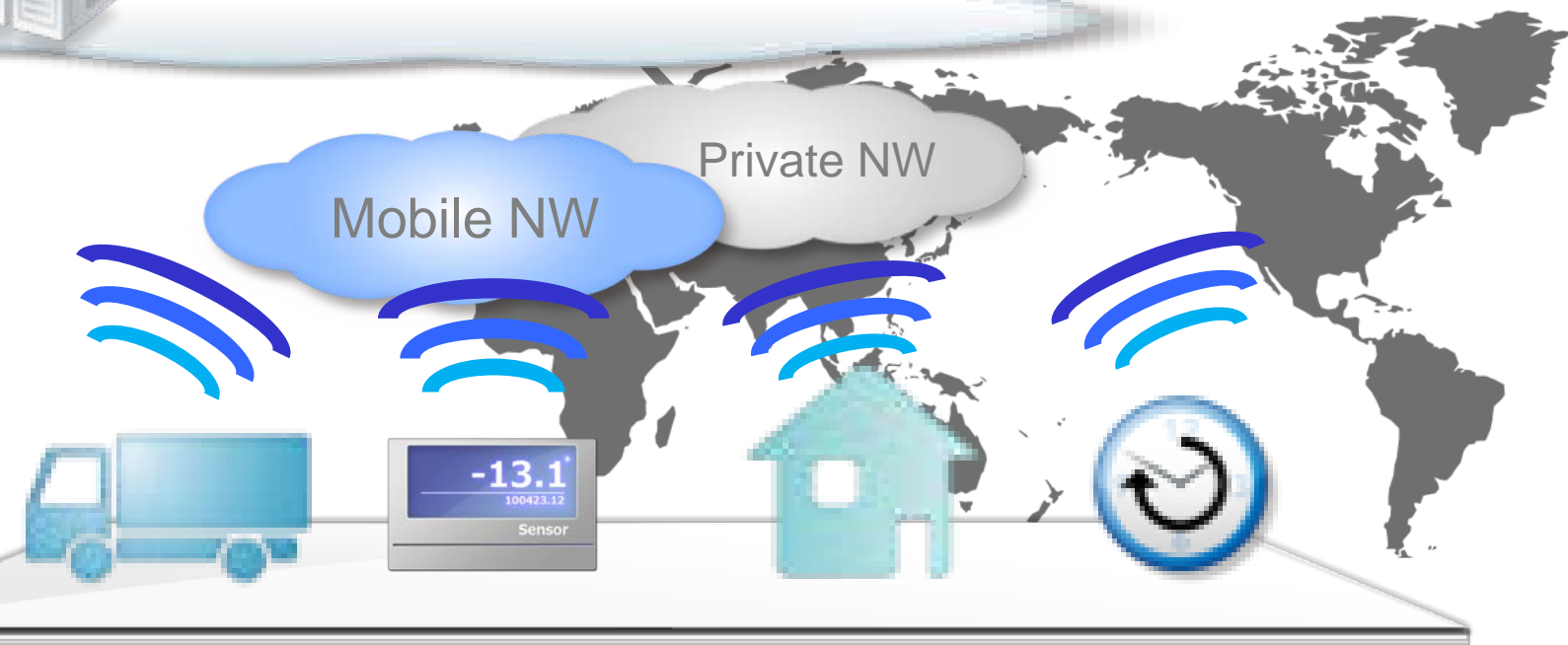
Visualization

Analysis

Control



Big Data



Device

Sensor

Network