



**CymbIoT**  
Making IoT Smarter



**CymbIoT for Service Providers**

# About CymbIoT

CymbIoT for Service Providers

Case Study

Why CymbIoT?

# The CymbloT Solution



An **off-the-shelf IOT management product** that provides cities and enterprises with **rapid integration** of new & existing sensors and systems for **efficiency, security** – and **rapid ROI**.

# The CymbloT Offering



## Product, not Program

Market-available, off-the-shelf product with over 50 IoT use cases.



## Immediate ROI

Immediate ROI for cities and enterprises via integration of existing systems and sensors within 14 days



## Flexible

Flexible integration engine to support any sensor and system:

- 70+ formats supported
- Up to 14 days for deployment of new format



## Tested & Proven

Scalable & Robust architecture supporting any kind of deployment- Cloud & on premise.

# CymbloT C&C Core Features

## Maps

Operational GIS dynamic navigation maps.



## Scalability

Endless connectivity with standard COTS HW.



## BI Data Fusion

Real-time data & operational fusion of all systems.



## Advanced VMS

Internal VMS and 3rd party video support.



## Analytics

Video, Audio & Data Analytics turn data to triggers.



## Automation

Flexible process automation wizards.



## Architecture

Hybrid cloud and on premise deployments.



## Agnostic

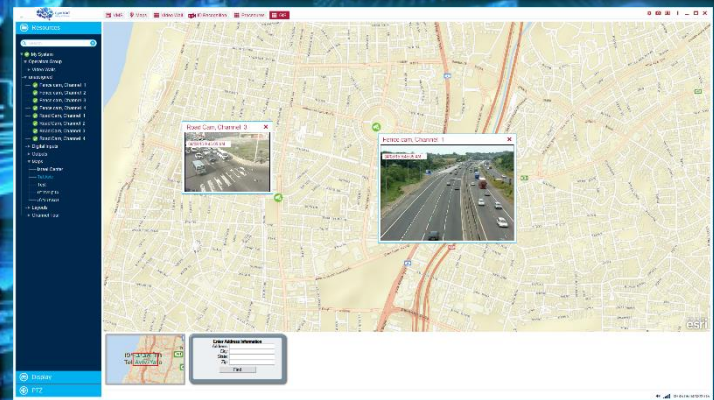
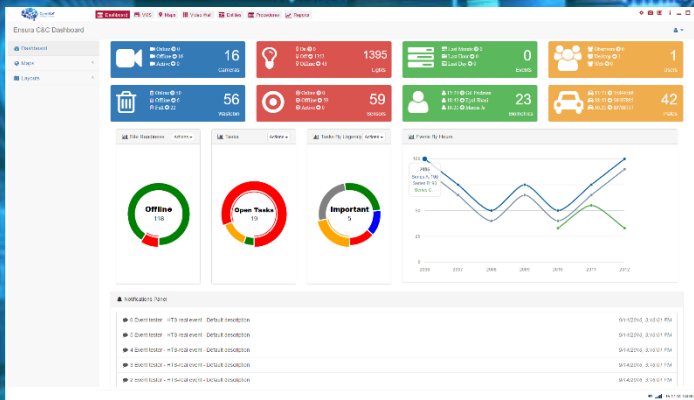
Integrate any 3rd party element.



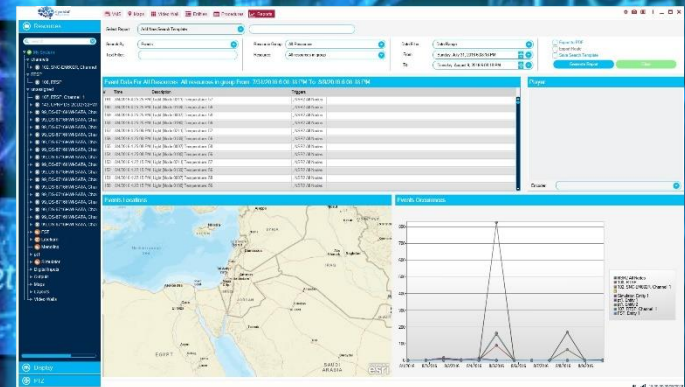
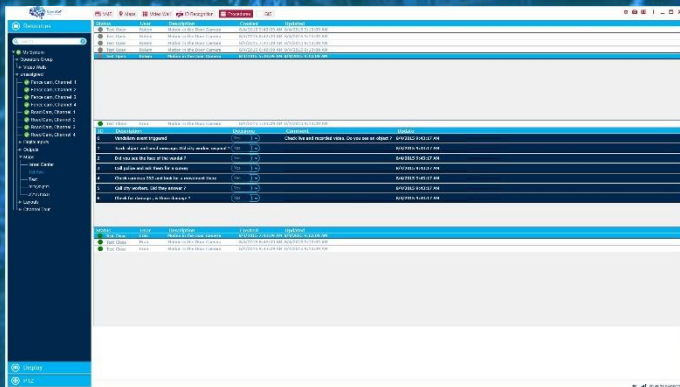
## Customization

On the fly UI design per need.

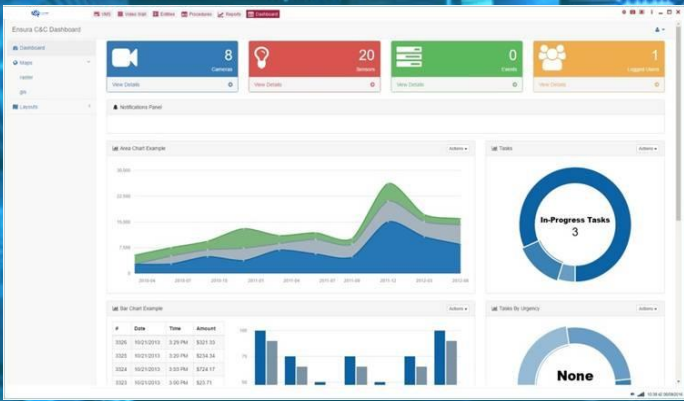




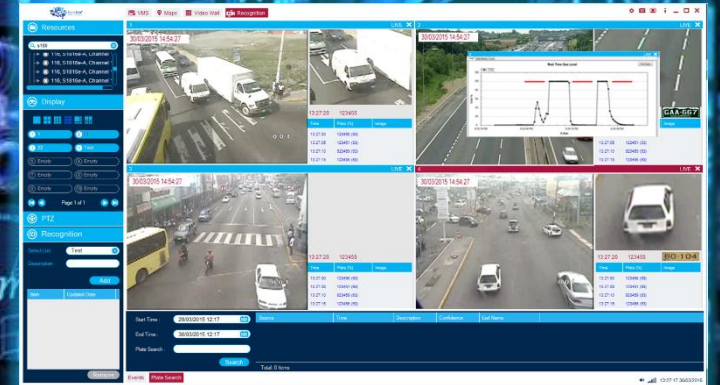
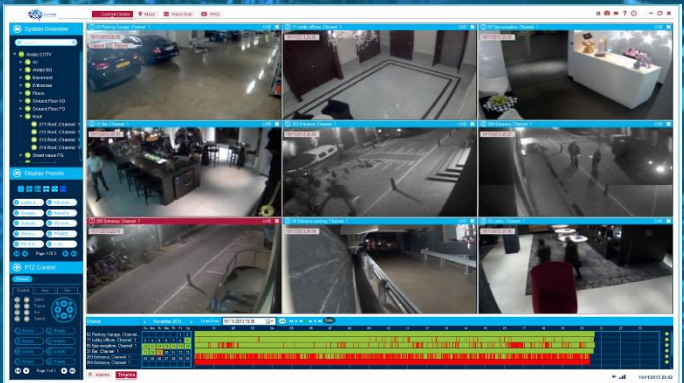
## A Unified Interface for all Security & IoT Systems



## Reporting & Task Management Module for Cross-system Queries



## Cloud-based & Onsite Deployments



## Support for Proprietary VMS & Internal Video Analytics

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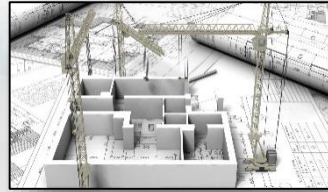


# CymbloT Offering for Service Providers



## New Revenue

Enables Providers to create and grow new revenue streams by offering end users value-added services.



## Architecture

On-Premise, Cloud-based or Hybrid – CymbloT can be installed and managed utilizing any architecture required by the customer.



## Multiple Verticals

Applicable to verticals ranging from Smart Cities and Buildings, to Smart Hospitals and Retail Establishments.



## Quick & Easy

Easy to deploy, integration-ready, flexible, works and delivers ROI from moment of installation.

# How Does it Work?



## Provider Cloud

Install CymbloT on Service Provider cloud or register to CymbloT cloud platform.



## Market Use Cases

Identify relevant users and generate interest in services and capabilities.



Sell!

## Build Tenant/s

Build tenant per customer in cloud, and connect relevant sensors/users to tenants.



## Sell Connected Services

Sell users and consumers a range of cloud-based connected services.



Sell!

## Deliver Access

Deliver end user access to services via Web, Desktop, & Mobile interfaces



## Charge Fees

Charge customers recurring fees for concurrent tenants/sensors.

## Charge Fees

Charge customers recurring fees for additional services.



## Upsell

Offer customers additional services based on deployments and needs.



# Verticals & Use Case Examples

## Smart City

- Crowd Control
- Traffic Management
- Street Navigation
- Parking Control
- ...and more

## Smart Building

- Light Management
- A/C Management
- Access Control
- Safety & Security
- ...and more

## Smart Retail

- Heat Maps
- Shelf Optimization
- Stock Management
- Smart Promotions
- ...and more

## Smart Assets

- Asset Assignment
- Equipment Location
- Technician Tracking
- Error Alerts
- ...and more

## Smart Waste

- Bin Status Tracking
- Route Planning
- Recycling Monitoring
- Bin Location
- ...and more

## Transport

- Fleet Management
- Petrol Monitoring
- Parking Assignment
- Smart Signs
- ...and more

# Selling Additional Services

## Security

Integration of cameras/ motion sensors/audio sensors with alarms & Security personnel.



## Resources

Integration of sensors with A/C, lights, electricity, etc. for automatic operation and resource management.



## Visual Analysis

Server side visual analytics for existing cameras, adding capabilities such as crowd counting, motion sensing, speed sensing, etc.



## Emergency

Integration of sensor input with automatic procedures to respond to emergency triggers, alert Police or Fire Dept., etc.



## Analytics

Analysis of gathered operational and business data for improved business and operational planning.



## Dashboards

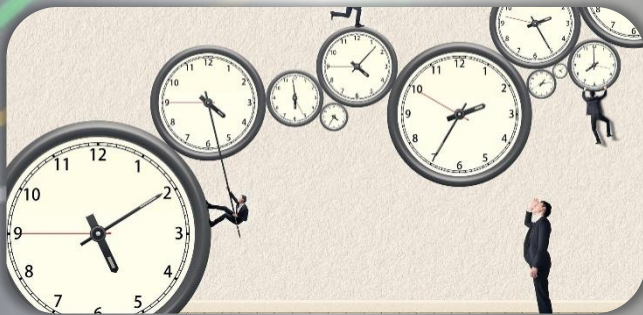
Data and operational input fusion in an executive Dashboard interface for on-sight overview.



# CymbloT/Provider Business Models

## Perpetual License Model

With the CymbloT Perpetual License Model, customers receive a 10-year operational license that enables them to install, deploy, integrate, and endlessly expand their IoT internal network, delivering all of CymbloT's extensive data and operational fusion capabilities- via a fully localized, on-premise installation.



## SAAS License Model

Easy to deploy, integration-ready, and flexible, CymbloT SAAS enables SIs and SPs to generate new revenue streams and build business models based on monthly and annual subscriptions for sensor and user subscriptions or data usage, creating an ongoing and growing income channels that expand with end user needs.



# End User Fee Charging Models

## Tenants

Charge on a weekly/ monthly /annual basis for number of tenants in cloud.



F

E

## Users

Charge on a weekly/ monthly /annual basis for concurrent connected users.

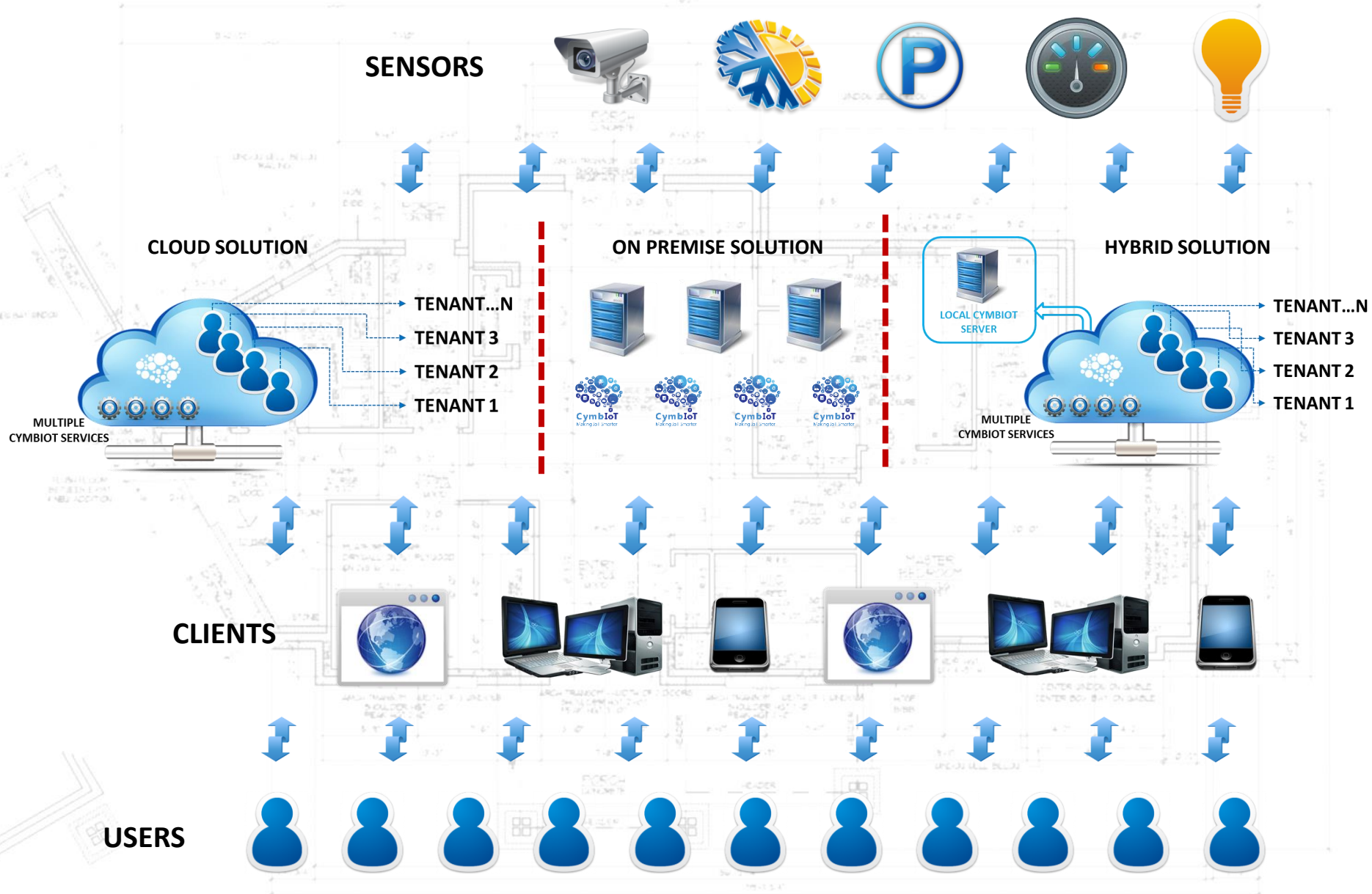


## Sensors

Charge on a weekly/ monthly /annual basis for concurrent connected sensors.



# Optional Solution Architecture/s



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# The Provider



**BEZEQ**

Israel's national TELCO.



**FIXED LINE**

2.87 million fixed-line customers.



**MOBILE**

3.20 million mobile customers.



**BROADBAND**

1.64 million broadband customers



**PAYTV**

830,000 pay TV customers.



# How Does it Work?



## BEZEQ Cloud

BEZEQ installed a CymbloT multi-tenant solution on its BEZEQ cloud.



## Marketing

BEZEQ marketed the project to homeowners and small/medium businesses,



## Registration

Users register via BEZEQ portal, selecting payment plan and receiving single sign-on.



## Installation

Users install sensors and sign them into the portal with the single sign-on process.



## Access

Users access the full range of CymbloT capabilities via the BEZEQ portal and cloud.



## Payment

Users are charged on a monthly basis as per the selected payment plan.

# The Portal

**השירותים** **מהיום העסק שלך עובד בשבילך**

בזק עסקים מספקת לך מערכת ניהול ובקרה מרכזית אחת. המנושרת להתקנים והמערכות הקיימים והחדשים בעסק. המערכת מנטרת את החישובים המותקנים ע"י רכיבי העסק ושולחת התראות בזמן אמת, בהתאם לתרחישים וחוקיות המוגדרים על ידך מראש.

- Scam
- חייון מצע
- חייון עטן וחום
- חייון נכח
- חייון טמפרטורה
- חייון טעם
- חייון סהר
- חייון דודות

**השירותים** **מהיום העסק שלך עובד בשבילך**

### כיצד מרוויחים מעסק חכם?

בחרו את העסק לדוגמא: **בית קפה** | **משרד**  
בחרו סוג ניטור: **חסכון בחשמל** | **מניעת הצפה** | **זהרה סריצה**

מצלמה  
חייון טמפרטורה  
חייון מצע  
חייון נכח  
חייון הצבעה

**השירותים** **מהיום העסק שלך עובד בשבילך**

### עסק חכם של בזק עסקים

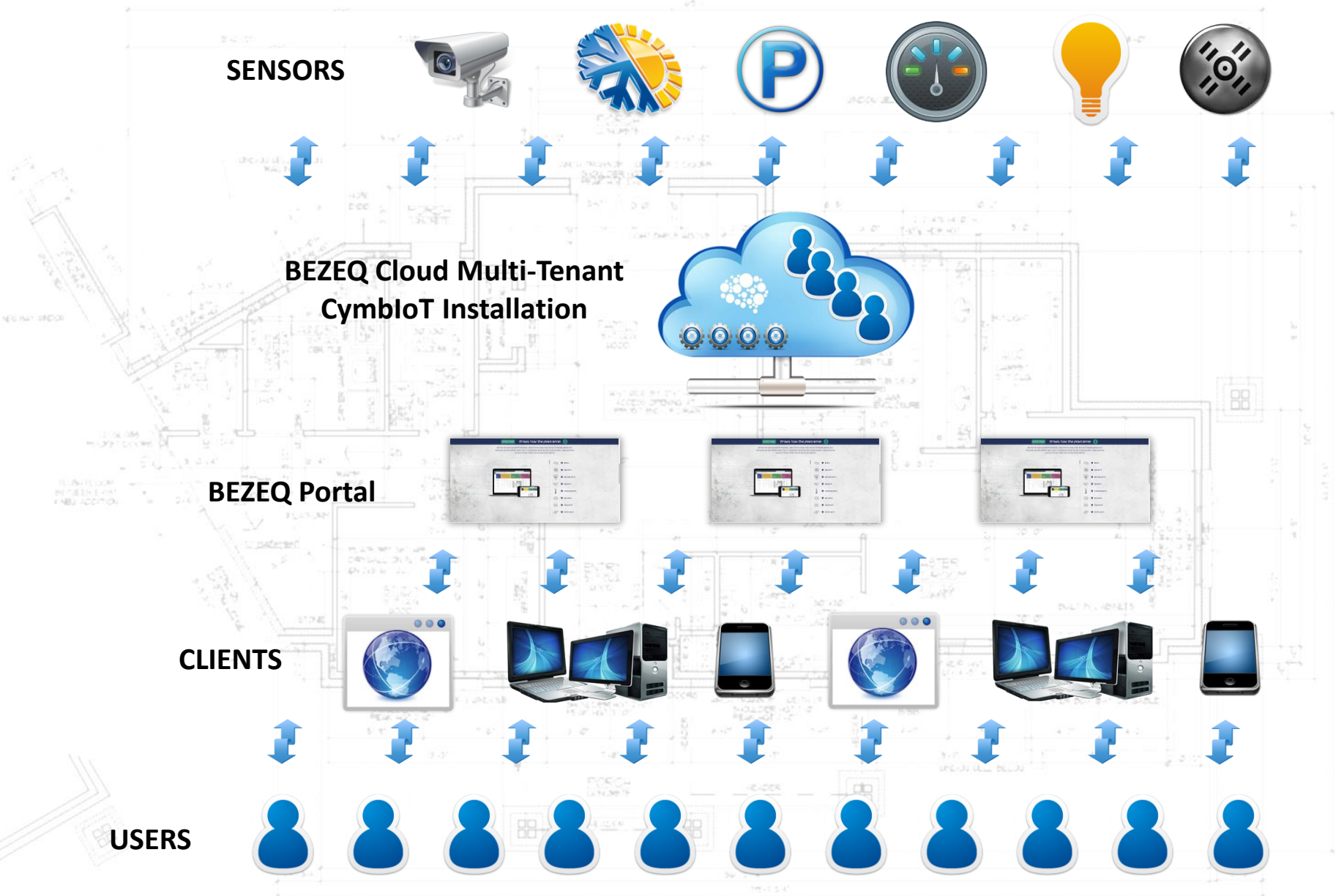
מהיום העסק שלך עובד בשבילך החל מ-99 ש"ח לחודש

והעסק שלך מנוהל בסלסטורמה מרכזית אחת מכל מקום ובכל זמן!

**עסק חכם מספק לך**

- Lightbulb icon
- Envelope icon
- Hand holding smartphone icon

# The Architecture



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**Why CymbloT?**

# Why Choose CymbIoT C&C?

A single Command & Control interface for all existing and new sensors, systems, and subsystems, providing:

Rapid, out-of-the box integration.



Immediate ROI from Day One



Interface between all data & systems.



UX for operational & executive levels.



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# Some Global References...



## NETHERLANDS

Hyatt Hotel Chain  
Management & Security



## ISRAEL

4 Smart City Programs



## MEXICO

Federal Jail Management  
& Security



## JAMAICA

Kingston Safe City



## NEPAL

International Airport  
Management & Security



## NETHERLANDS

Private port Management  
& Security



## SINGAPORE

Safe Transit Program



## INDIA

Petrol Station  
Management & Security



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