LoRaWAN® Deployment Challenges In Emerging Markets

Anas Ouali (aouali@3s.com.tn)
Business Development Manager - 3S Tunisia

Not to be shared without prior consent by the LoRa Alliance®

LoRaWAN®

Creating Valuable IoT Connections

AGENDA

- 3S Group Introduction
- Global IoT Strategy
- African Market Landscape
- Challenges
- Turn Challenges Into Opportunities
- Relevant Use Cases
- Next?

Not to be shared without prior consent by the LoRa Alliance®

3S GROUP INTRODUCTION

- Established in 1988
- IT Integration
- Internet Service Provider
- Software Development
- IT Training
- Multi-Channel Contact Center

Not to be shared without prior consent by the LoRa Alliance®

- Electronics Industry
- LED Lighting
- Photovoltaic Systems Integration
- Real Estate
- Bioplastics
- Bio Fruit Processing
- Shipyard/Boating
- …

GLOBAL IOT STRATEGY

IoTAfrica
Nationwide Network

LoRaWAN®

Dedicated IoT
Platform

gnet GlobalNet Actility

Not to be shared without prior consent by the LoRa Alliance®

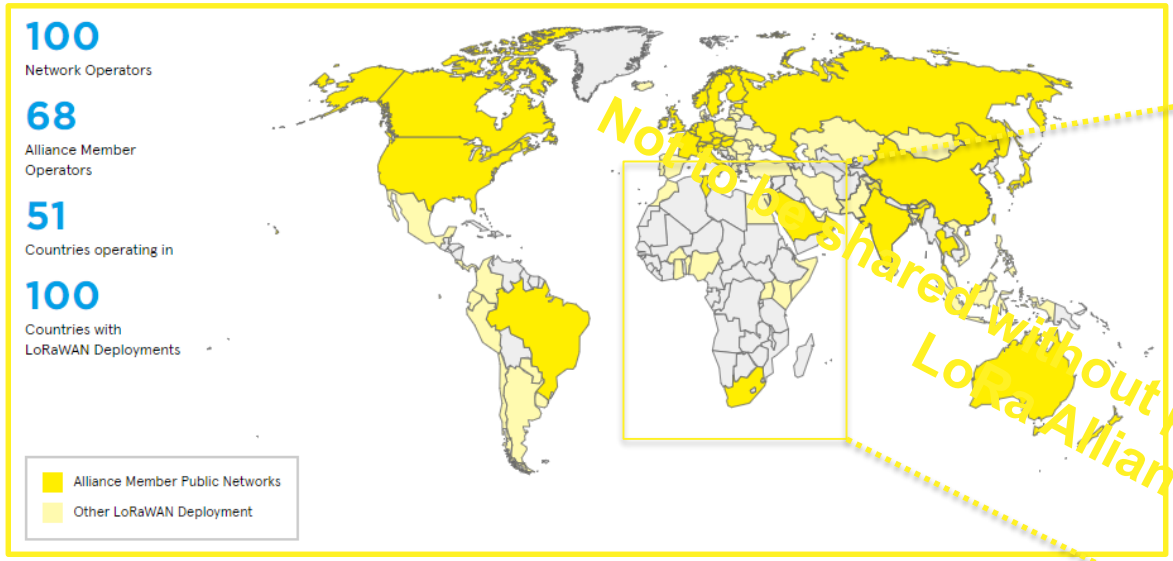
Industrial Endpoint
Development

Local Startup Ecosystem
& Internship Programs

LoRa Alliance™
Member since 2016

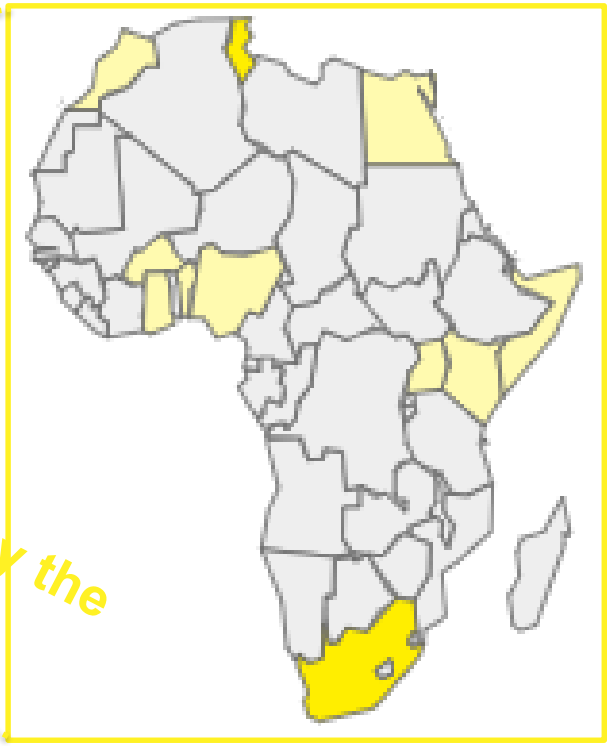
LoRa Alliance™ Member

AFRICAN MARKET LANDSCAPE & CHALLENGES



Source: LoRa Alliance (www.lora-alliance.org)

Not to be shared without prior consent by the LoRa Alliance®



Objective > Increase Network Coverage & Deployments

CHALLENGES

Taxes

Regulation

Awareness

Education

Infrastructure

Not to be shared without prior consent by the LoRa Alliance®

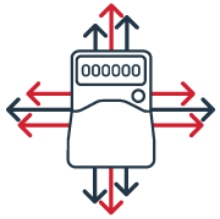
TURN CHALLENGES INTO OPPORTUNITIES

- Highest-Growing Markets
- Large Investments
- Mobile/Internet Penetration

- Adapt Pricing Models/Market
- Do Not Miss Targets/Priorities
- Enable Local Services Development
- Invest In Education

Not to be shared without prior consent by the LoRa Alliance®

RELEVANT USE CASES



Smart Metering

Cattle Tracking

Irrigation

Flood Prevention

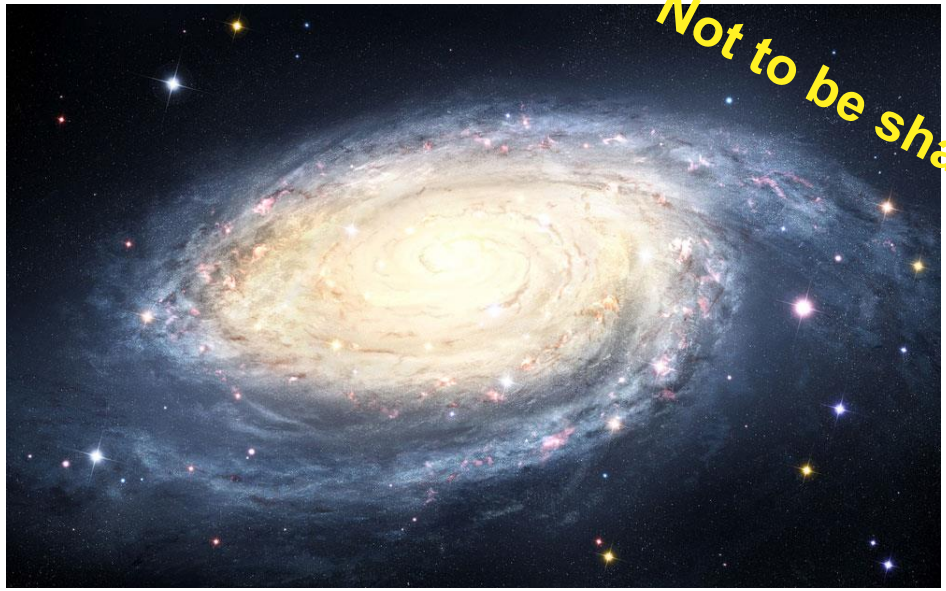
Forest/Land Fire Prevention

Air Quality

Pollution Prevention

Not to be shared without prior consent by the LoRa Alliance®

NEXT?



Not to be shared without prior consent by the LoRa Alliance®

- Move Towards Africa
- Raise Awareness
- Educate
- Help Regulators
- Develop Solutions
- LoRaWAN® Certification Program

THANKS FOR YOUR ATTENTION

Not to be shared without prior consent by the LoRa Alliance®

Anas Ouali
aouali@3s.com.tn
+216 98 33 52 71

WELCOME TO LoRaWAN® LIVE

BUSINESS TRACK 2.00PM – 6.00PM

BERLIN, JUNE 13, 2019

LoRaWAN®

Creating Valuable IoT Connections