

# OT and Etisalat join forces to launch Internet of Things Services in Egypt

# CONNECTIVITY

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Oberthur Technologies (OT), a leading global provider of embedded security software products, services and solutions, today announces its collaboration with Etisalat Misr, a leading Telecommunications service provider, to launch M2M and IoT services. Relying on OT's M-Sense solution, a cutting edge software platform enabling fast service deployment, Etisalat Misr will enable its Enterprise customers to quickly launch new M2M and IoT services.

This partnership is a concrete outcome of the Frame Agreement signed between OT and Etisalat Group (Abu Dhabi) in July 2015. The project aims to deliver a tailored and modular solution enabling selected local ecosystem partners to leverage the platform's ready-made components and use existing application frameworks. These components include sensor data visualization, reporting, business rules and off-the-shelf applications in order to further build customized applications.

OT's reactivity to develop and propose a scalable commercial configuration has been a critical element in Etisalat's decision. Indeed, the full platform serving the initial priority projects and selected IoT Services will be available in a short timeframe.

Etisalat Misr has selected OT's M-Sense platform, powered by Cumulocity, the leading software provider of IoT application enablement and device management (source: MachNation December 2015 IoT Report), for its rich set of horizontal capabilities for both application enablement and device management. M-Sense allows easy and fast device integration over any network. It secures collection, visualization and real-time management of various IoT data from any M2M device and controls remotely connected enterprise assets in real time. OT's M-Sense solution will enable Etisalat to accelerate the deployment of vertical applications, whether they are for Smart Cities, Universities or enterprises operating in the Transport, Oil and Energy or Real Estate sectors, to name but a few.

*OT has been a long-term partner for Etisalat, already supplying Etisalat with both SIM cards and secure mission-critical software platforms. Moving from quality of service era to quality of life one is our approach in Etisalat Misr. Our IoT solutions will dramatically improve energy efficiency, security, logistics, education and many other aspects of everyday things. OT's solution for IoT application enablement and M2M device management will help us to drive our IoT strategy, test innovative concepts and build the many value-added services the market is looking for and that we are willing to bring to our potential customers.*

*Khaled Rabie CBO at Etisalat Misr*

*We are extremely happy to partner with Etisalat Misr to have a rich portfolio of M2M and IoT applications and services, and increase the benefits for their Enterprise customers. As OT's M-Sense is an open and standardized platform, Etisalat customers will get access to a wide range of tools and software components and they will be able to quickly develop and*

*launch a large portfolio of innovative M2M and IoT applications.*

*Arnaud de La Chapelle, OT's RMEA President*