

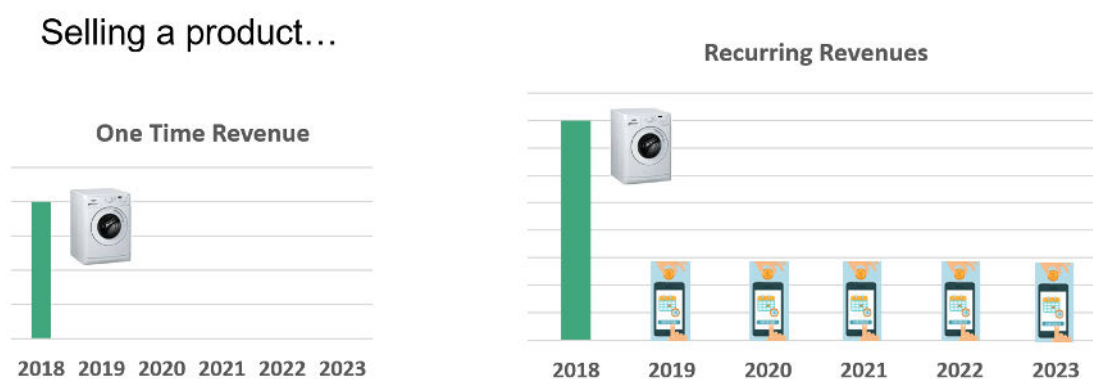
White Paper

Enabling Your Response

Creating Subscription Based Services with Skyresponse:system

Adding Services to Your Product!

Adding a service component to your current product is an excellent way of increasing revenues and customer loyalty. While product sales are typically a one-time revenue opportunity, adding services such as e.g. energy optimization and alarms, opens for a continued revenue stream from the customer and increases the bond between vendor and end user.



...and adding subscribed to services.

Figure 1. Capturing recurring service revenues

Remote configuration, technical support and automatic supervision with alarm capability are typical applications suitable to be added to a technically advanced product. Use of a dedicated Smartphone app can replace lengthy manuals and complicated user interfaces on the product itself, while enabling continuous monitoring of the product status.

Having a subscription to a service coupled to the product is the foundation for the generation of a recurring revenue stream from the users, while at the same time creating an excellent basis for continued marketing activities towards the customer base. In its most basic form, this is just a modern version of the traditional support agreement, while with more advanced interactions with the product, it also becomes your entry into the world of IoT.

Not only does a subscription create recurring revenues. It also has the potential of creating a rapid revenue growth because it may be applied not only to the products currently sold, but also over time to your entire installed base. Given the gradual accumulation of installations over the years, service revenues have the potential to give a significant contribution to your business.

This expansion in revenue can also be more than linear when your services grow through IoT data control since the customer value is increased. Subscription-based services create exponential revenue growth when not only your amount of installations increase, but also the value of your IoT connected services.



Figure 2. Applying the installed base

Prerequisites for Subscription Revenues

How to add a service offering to a given product is of course dependent on what product you are focusing on, its features and functionality, programmability etc. However, there are a set of recurring elements always needed, and this is where Skyresponse can speed up your implementation.

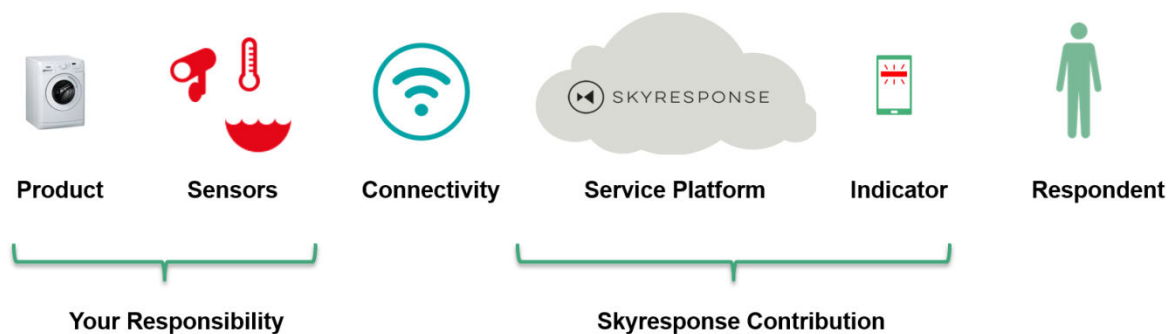


Figure 3. Prerequisites for the generation of subscription revenues

Obviously, your product must include the logic to make it programmable, the sensors necessary to monitor relevant status parameters etc. Furthermore, it must have communication capabilities to report sensor readings and maybe also receive commands remotely, today almost always via fixed or mobile Internet. Defining and implementing these features are obviously your responsibility as the product owner.

On the other end of the chain, information from the product must be handled and reported to a respondent of some kind, when an event has occurred. You may of course choose to develop your own dedicated system for the "back end side" of the service, but there is a much faster and simpler way: For many standardized services, such as emergency alarms, environmental alarms, technical failure alarms etc. you can use our already existing service platform: *Skyresponse:system* is capable of receiving alarm and event information from almost any type of device via the Internet, and can present the alarm to the desired respondent(s) via either a web interface or a Smartphone app. Alternatively incoming alarms may be analysed by our platform and forwarded to an external system, e.g. a trouble ticket system.

Applying Skyresponse:system

Let us look at a more specific example of how you can apply Skyresponse:system to quickly build a consumer service offering. In this example an end user signs up for an alarm service where an alarm is sent to a designated receiver/respondent, so that if the purchased washing machine malfunctions, repair staff is immediately notified and an SMS is sent to the owner.

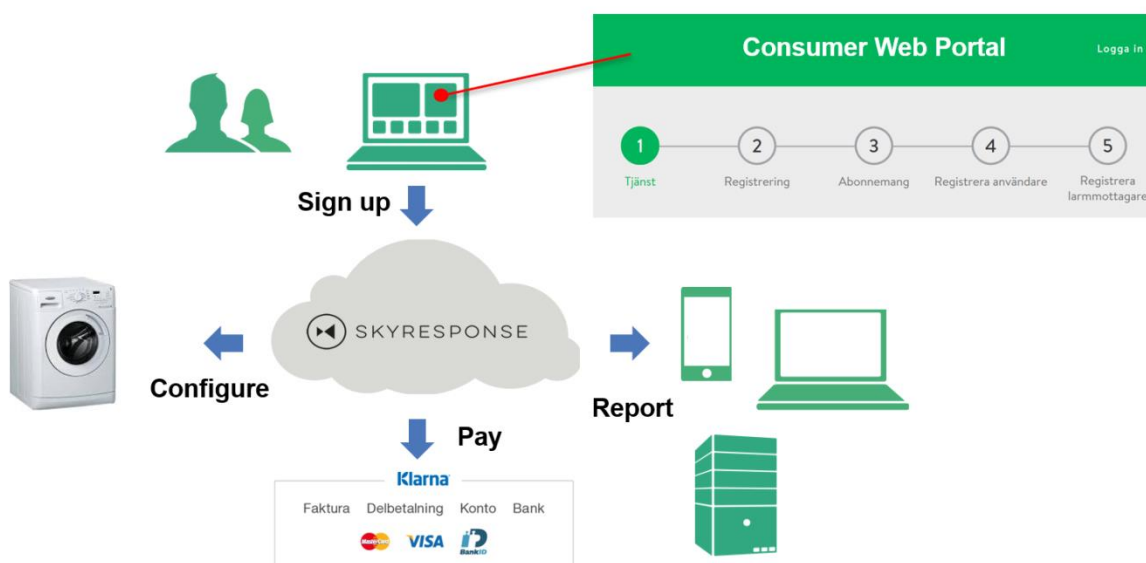


Figure 4. Applying the Skyresponse service platform

A significant task when setting up a subscription service for your product is the administration of the subscribers. Skyresponse:system includes a web based consumer portal where the user easily enters the details of his products and his personal data, when signing up for the service. The web portal can of course be branded and adopted to the needs of your product from the default appearance provided by Skyresponse:system.

Skyresponse:system also includes interfaces to payment services such as e.g. Klarna, enabling a standardised and simple handling of subscriber invoicing. Depending on the business model chosen, Skyresponse:system keeps track of the user subscription as well as the number of times the service has been

used, and forwards relevant data to the payment service provider who handles the financial interactions with the end user.

Via the web portal, it is also possible for the user/subscriber to register to whom the alarms should be sent and in which format. If it is a washing machine this may be an SMS sent to the subscriber himself, but in the case of a personal alarm from a safety device, it may instead be a complete alarm page including positioning data sent to a respondent using the Skyresponse Mobile Response Smartphone app. The Skyresponse web portal guides the user both when signing up as a subscriber and when setting up the receivers/respondents of the alarms.

Depending on the functionality of the product, it may be possible for the user/subscriber to configure some characteristics of the monitored product. Typically this is done via a cloud service implemented by the product owner, since Skyresponse:system may not have direct access to the software interface (API) of the product. Since Skyresponse:system is an open system with well defined own API:s, it is a straight forward process to set up the interworking procedures with such other IT systems.

Benefits of Skyresponse:system

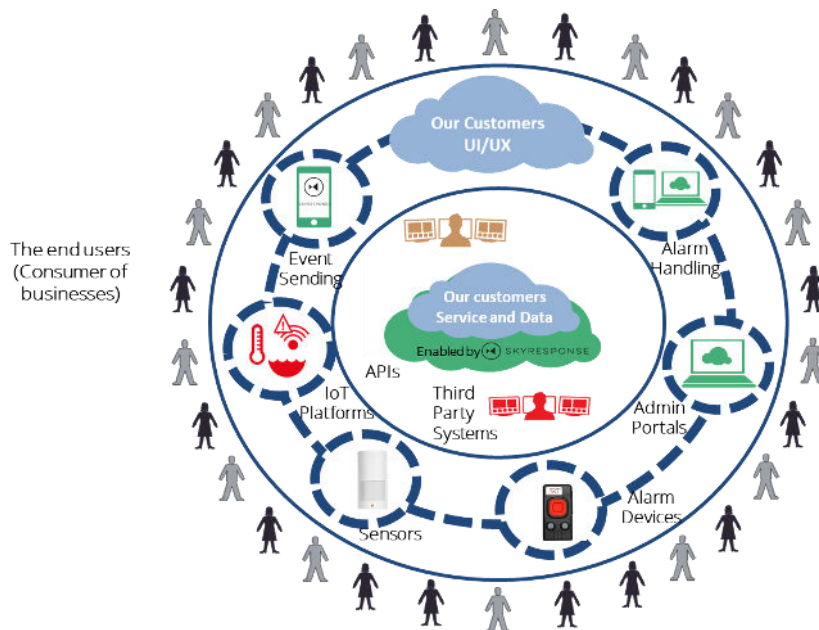
By leveraging the expertise of Skyresponse and the functionality of Skyresponse:system you gain a wide range of benefits when implementing your subscription service. Foremost of them is that you are using an existing, verified platform, which will significantly reduce your time to market compared to in-house development. Furthermore, Skyresponse has already implemented the alarm handling for more than 240 companies worldwide, and hence has extensive knowledge of cloud-based services that you can take advantage of.

Skyresponse:system as such offers:

- A simple, web-based, sign up process for your customers. All elements of the web portal are already in place and can easily be branded to your preferences.
- An integrated standardised payment solution.
- A way of sending alarms and notification to the most relevant respondent – via an app notification, a web page, an SMS or email. The monitored devices can be geographically tracked and positioned, so that alarms and notifications always are sent to the nearest receiver/respondent. And notifications can be sent directly to other IT-systems, e.g. trouble ticket systems, facilitating customer support.
- Access to response centres globally. Skyresponse has agreements and connectivity to a wide range of response centres worldwide. This enables rapid establishment of your service internationally and reduces complexity: Product integration with Skyresponse:system is all that is needed to reach any response centre.
- Full traceability of alarms, the alarm handling and logged actions.
- Simple integration with other systems. Skyresponse:system has open and well documented API:s and Skyresponse offers SDK tools for development of alarm routines.
- Wide coverage since Skyresponse:system works wherever there is fixed or mobile Internet access.
- A simple business model – pay as you grow with a basic platform license and a per connected device fee. Integrate our solution to exponentially grow your revenue stream with subscription based services.

About Skyresponse AB

Skyresponse is a leading vendor of efficient and easy to use systems and solutions for event handling e.g. personal safety alarms, personal care alarms and technical alarms. Our modern architecture based on cloud computing and mobile communication benefits all our customers. Thanks to its flexible structure, Skyresponse:system may easily be integrated with existing response centres and used with many other systems for event handling.



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