Connecting everything and everyone

IMPACT
Intelligent Management Platform for All Connected Things
There has been a continuous increase in the number of IoT connected devices (25+ billion worldwide by 2025) and the market opportunities have encouraged many operators to become IoT service providers. This transition brings the challenge of connecting and managing these billions of devices effectively, efficiently and securely.

So the question is how to connect, manage and secure billions of devices?

What’s needed is a comprehensive platform for management of:

- Any application
- Any device
- Anywhere
Capitalize on the revenue opportunity with Nokia IMPACT
(Intelligent Management Platform for All Connected Things)

- **Optimize**
  - Optimize connectivity and network operations

- **Collect**
  - Collect and analyze data securely

- **Simplify**
  - Simplify application development

- **Scale**
  - Scale your IoT capabilities with ease

- **Manage**
  - Manage applications, devices and services from a single platform
Benefit from a cloud native multi-tenant platform

IMPACT offers a scalable, flexible, secure and multi-tenant platform to service providers and enterprises for device management, data collection, analytics and application integration with multiple domains – IoT, Mobile & Home for enabling vertical businesses.

We provide the scale, experience, commitment, and network knowledge to ensure that the plethora of existing devices, as well as those that are coming in the future, are integrated and supported on this platform.
Backed by security from Nokia NetGuard

Protect IoT endpoints with a comprehensive approach to incident prevention, detection and mitigation... supported by powerful analytics and the latest threat intelligence.

<table>
<thead>
<tr>
<th>IMPACT device manager</th>
<th>IMPACT data collector</th>
<th>IMPACT carrier services gateway</th>
<th>IMPACT connect my device</th>
<th>IMPACT device detection &amp; analyzer</th>
</tr>
</thead>
</table>

Manage every device from a single Platform
Major tier 1 service providers around the globe use Nokia IMPACT platform to manage more than 1.8+ billion devices. Our award winning products come pre-integrated with other Nokia solutions. Because IMPACT is vendor agnostic, it is widely used in multi-vendor deployments. IMPACT is categorized in to three areas:

**IMPACT Mobile**
Secured management of smart phones, tablets, connectivity modules and connected devices

IMPACT Mobile manages the lifecycle of smartphones, tablets, feature phones and smart watches such as Apple and Samsung in the operator’s Network.

- Automated detection & identification of subscriber devices
- Activation of devices & services
- Automated remote provisioning
- Device fault management
- Remote updating & repairing device configurations

**IMPACT IoT**
Secured and scalable management of billions of devices

IMPACT IoT allows operators and enterprises to connect massive number of IoT devices/ sensors with vertical business applications to derive business value and insights.

- Easy application access to normalized data stream
- Remote & secured management billions of unmanned devices.
- Billing mechanism for monetization
- Cloud native architecture.

**IMPACT Home**
Automated remote management for customer premises equipment

IMPACT Home empowers broadband service providers to remotely control and manage CPE (Customer Premises Equipment) including residential gateways, fixed wireless access devices, IP set-top boxes, VoIP adapters, femto access points, cable modems and other devices from a variety of different vendors.

- Multi CPE vendor management
- Automated mass management of home devices
- Secured interface for devices & OSS
- Extensive reporting & monitoring capabilities
<table>
<thead>
<tr>
<th>Market leader in device management*</th>
<th>Devices under management</th>
<th>Devices models recognized</th>
<th>IoT community members</th>
<th>Proven scale for tomorrow’s IoT Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>1.8BN+</td>
<td>120,000+</td>
<td>220+</td>
<td></td>
</tr>
</tbody>
</table>

Join with Nokia: The intelligent choice to manage billions of devices

*Source: Analysys Mason, December 2018
Customers around the globe build applications on IMPACT

<table>
<thead>
<tr>
<th>Smart city</th>
<th>Smart Meters</th>
<th>Smart Lighting</th>
<th>Smart building</th>
<th>Smart Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>enhances the quality of living and provides public safety using IMPACT IoT platform.</td>
<td>gives end-customers more control over the resources they consume and operators a greater hand in shaping usage patterns.</td>
<td>refers to street lighting that adapts to movement by pedestrians, cyclists and cars. It dims when no activity is detected, but brightens when movement is detected.</td>
<td>monitors and fine tune resource usage and operational expenditure on assets and provides better asset protection.</td>
<td>helps to steer drivers to most convenient parking space and enable one-click parking payment and demand-based pricing.</td>
</tr>
</tbody>
</table>
We create the technology to connect the world. We develop and deliver the industry’s only end-to-end portfolio of network equipment, software, services and licensing that is available globally. Our customers include communications service providers whose combined networks support 5.7 billion subscriptions, as well as enterprises in the private and public sector that use our network portfolio to increase productivity and enrich lives.

Through our research teams, including the world-renowned Nokia Bell Labs, we are leading the world to adopt end-to-end 5G networks that are faster, more secure and capable of revolutionizing lives, economies and societies. Nokia adheres to the highest ethical business standards as we create technology with social purpose, quality and integrity.