Maxis IoT Challenge 2020

UNLEASHING THE POWER OF 5G FOR BUSINESSES

Participant Info Pack

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Challenge Overview

Unleash the potential of the Internet of Things (IoT) with 5G to solve real-world industry challenges

GAMUDA LAND

Enhancing Township Security

PETRONAS

TIPTOP

Immersive Retail Experiences

PROTON
INSPIRING CONNECTIONS

Revamping Automotive Operations

Challenge Overview (Cont'd)

Key dates and reasons to why you should join this year's challenge

Date	Milestone
10th September	Introductory Webinar
2nd October	**Online Submission** (Video + Business Proposal)
8th October	Announcement of Top 15 Teams
9th Oct – 18th Nov	Solution Development
19th November	Pre-Pitching Session
26th November	Online Pitch Day

✓ **Cash prizes of up to RM 30K to be won**

✓ **Seed funding and proof of concept opportunity of up to RM 750K**

✓ **Branding opportunity via Maxis media partners**

Introductory Webinar

A one-stop informative session for you to get up and running to build the next big idea

Technology Education

Learn all about the upcoming 5G technology and how you can best integrate it into your solution build

Thought Leadership

Attend the panel discussion session where experts share the latest industry trends on 5G

Getting Started

Discover the latest Microsoft Azure functions readily available for you to integrate and enhance your solution build

Challenge Yourself

Deep dive into the customer led challenges statements for the given verticals

GAMUDA LAND — Enhancing Township Security

PROTON INSPIRING CONNECTIONS — Revamping Automotive Operations

PETRONAS TIPTOP — Immersive Retail Experiences

Business Proposal & Video Submission

Turning your idea(s) into reality through these 3 simple steps

Business Proposal

- A written summary of **no more than 300 words** explaining your idea in the following areas:

  - Introduction of solution
  - Target market sizing
  - Solution benefit(s)
  - High-level solution architecture
  - High-level revenue model

Video Development

- Brief introduction of team members

- Summarize the key elements of your business proposal by focusing on the following areas:

  - How does your solution uniquely address the problem statement shared

  - How does the solution leverage on the capabilities of 5G to deliver an enhanced value to the end user

- Do note to keep the video within the **2-minute** time frame

Submission
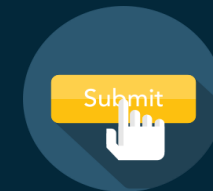
- Submit your idea(s) by the 2nd of October through the following link: https://business.maxis.com.my/campaign/iot-challenge/

- Do note that you will **not need a working prototype** of your solution for this phase of the challenge. The submission would just require a high-level pitch on your idea.

Evaluation Criteria

Idea (40%)

✓ Originality & creativity of your idea

✓ Distinctively address the need from the challenge statement

Business Potential & 5G Application (50%)

✓ Idea developed has significant market potential and easily scalable

✓ Idea developed uniquely incorporates the key characteristics of 5G

Presentation (10%)

✓ Precise messaging on key proposition of your developed idea

✓ Messaging is succinct and within the stipulated

Shortlisted Participants

Transforming your idea into reality through accessing the following resources

Explore, learn and test the latest Microsoft services to help you take your solution to the next level

Readily available mentors to collaborate with to enhance your solution capabilities and proposition

Guided workshops by industry professionals to help you develop your business model and solution pitch

Introduction To 5G

Introduction to 5G

Taking your idea to the next level by developing a 5G ready solution for customers to onboard

- The 5th Generation of wireless network technologies or better known as 5G has been designed to deliver faster speed, density and availability at ultra-low latency vis-à-vis its predecessor 4G technology

Items	3G	4G	5G
Deployment	2005	2013	2020
Speed	Up to 42 Mbps	Up to 1 Gbps	Up to 20 Gbps
Latency	< 500 milliseconds	< 50 milliseconds	< 10 milliseconds
Connections	Not optimized for IoT connections	10K connections per km^2	1 million connections per km^2
Private Network	Not Possible	Possible	Enhanced

Introduction to 5G (Cont'd)

High transfer speed: larger amounts of processed data →

Sample Use Case	Existing work method	4G-LTE enablement	5G enablement
Increase productivity — Work applications	Offline post-event upload of work info	Live connected work tablets on-site	Work applications with integration to IoT sensors and cameras for machine recognition
Cost efficiency — Remote support	Physical dispatch of expert support personnel	On-site live video stream of remote expert support	AR-based support based on machine recognition
Enhancing safety standards — Safety monitoring	Closed circuit monitoring and manual emergency response	HD streaming for on-site recorded recordings	Machine recognition to identify emergency events and automate responses

Lower latency: high performance application to function and respond →

Introduction to 5G (Cont'd)

New areas of possibilities and growth within the enterprise segment for 5G

Higher Speed

Large and fast data transfers

Gigabytes in a second

3D video, UHD stream

Smart home / building

Work and play in the cloud

Augmented reality

Voice

Industry automation

Smart City

Mission critical applications

Self driving car

Mass Rollout

Reliability

Lower Latency
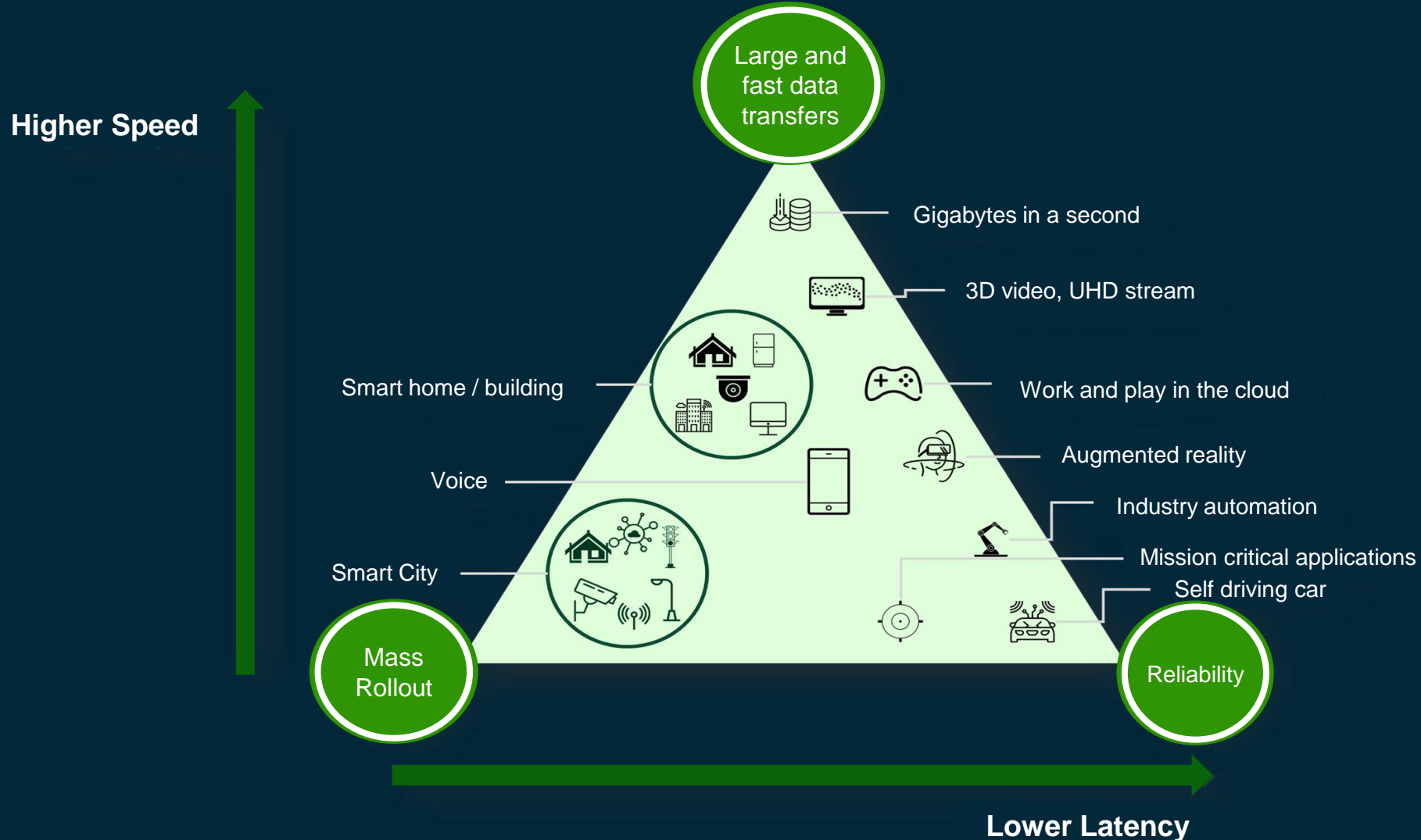
Challenge Statements

Transforming Challenges Today Into Opportunities of Tomorrow

If you have an idea that could affect change in making Malaysian cities safer, enhancing production efficiency or even in enhancing the customer experience for industries…….

Let's turn your ideas into reality!

Be that change and share your ideas with us based on any one of the given problem statements, categorized by the themes below:

Enhancing Township Security

GAMUDA LAND

Revamping Automotive Operations

PROTON
INSPIRING CONNECTIONS

Immersive Retail Experiences

PETRONAS   TIPTOP

Enhancing Township Security

Driving the next generation of solutions for a safer and secured township

Gamuda Gardens, Malaysia
Actual photo

661 Chapel St, Australia
Actual photo

Celadon City, Ho Chi Minh
Actual photo

Challenge Statement

As much as prospective homeowner's desire modern and connected features in a home, safety and security remain a top priority when deciding on the purchase of a property. To meet this growing need how can we enable scalable cost-effective solution to better safeguard township areas, while also delivering a high standard of living for discerning residents?

Revamping Automotive Operations

Redefining the automotive purchasing and servicing experience

Challenge Statement #1

Customer service efficiency and experience matters. In the highly competitive automotive sector, how can we develop a differentiated service experience for customers through focusing on two key elements; personalized experiential service and reduced wait times for both our showrooms & vehicle service centers ?

Challenge Statement #2

Quality matters. In a recent study, it was found that approximately 30% of the purchase decision process by customers is driven by the perceived quality of the products sold. With such importance, how can we elevate customer satisfaction with quality assurance measures that spans the production line right down to the point of handover of assets to new vehicle owners?

Immersive Retail Experiences

Transforming the retail experience at fuel stations into a personalized lifestyle.

Challenge Statement #1

Personalized customer touch points and service efficiency matters. 73% of consumers surveyed were found to make their purchasing decisions based on the service experience rendered. Given the scenario, how can we manage our retail outlets nationwide to be intelligent enough to seamlessly serve customers in a timely and personalized manner to attract new customers?

Challenge Statement #2

Productivity matters. For every period of downtime, it is estimated that retail businesses are at a loss of between 5% - 20% in revenues collected. Given the high cost impact to the business, how can we proactively monitor all equipment's located within the retail premise, whilst having insights on the maintenance process to ensure quick rectification times ?

For more details visit our website at
https://business.maxis.com.my/campaign/iot-challenge/

THANK YOU

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