



# Customer Success Story

**The Leading Platform for Connected Cars**

# An Un-carrier approach to connecting cars



## The opportunity

2016 was a pivotal year in the global telecommunications industry, as innovative operators considered bringing consumer IoT services to the forefront in light of flattening smartphone sales. With an estimated 250 million connected cars by 2020, the strategic opportunity to deliver connected car services was a clear and critical component of the next wave of global growth for Telcos.

## The challenge

As the country's fastest-growing network operator, the Un-carrier needed a rapid path to market that wouldn't sacrifice customer experience. The search was on for a like-minded partner that could deliver Telco-grade technology and excel across a range of essential services, including digital experience, go-to-market, customer care, sales training and retail marketing. No small ask.



# T-Mobile's first consumer IoT service

## T-Mobile® SyncUP DRIVE™

- Manage your family or small business vehicles
- In-car Wi-Fi hotspot to stay connected
- Real-time vehicle & maintenance notifications
- Roadside assistance from Allstate Motor Club
- GPS tracking and geofencing



powered by  **mojio**™

  
**mojio**™

# Rapid results with real revenue



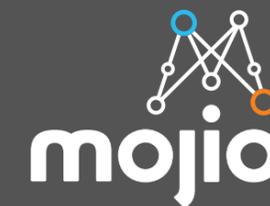
**4 STAR**  
APP RATINGS

**500,000+**

SUBSCRIPTIONS ADDED  
IN FIRST 12 MONTHS

**\$100M+**

REVENUE GENERATED  
IN FIRST YEAR  
OF OPERATIONS



# Keys to success

**45,000+**

SALES REPS TRAINED  
& INCENTIVIZED

**AFFORDABLE  
PRICING**

LOWERING BARRIERS  
TO ENTRY WITH LOW  
MONTHLY FEES

**BRANDED**

LEVERAGING THE  
POWER OF THE  
T-MOBILE BRAND

**INTERACTIVE  
EXPERIENCES**

HELPING SALES REPS  
'SHOW AND TELL'  
IN RETAIL

**BASE  
MARKETING**

PROMOTING THE  
SERVICE TO ALL  
SUBSCRIBERS

**EDUCATIONAL  
CONTENT**

HELPFUL USE CASE VIDEOS  
THAT EXPLAIN THE TECH  
& EDUCATE CONSUMERS

**7,000+**

PARTICIPATING RETAIL  
STORES ACROSS  
THE COUNTRY

## Customers love it!

### “ Great service!



I've used my SyncUP DRIVE for about 5 months now. Personally, it has saved me quite a bit of money! The diagnostic alerts helped me get the maintenance I needed on my vehicle, with quick fixes that if I'd brought into a shop would have charged me a dime and a leg, probably for things I didn't really need. I also broke down once out of town and had a tow truck come pick me up within 25 minutes & towed my car directly to where I wanted it. Didn't have to pay a penny. My kids use the Wi-Fi for connecting their tablets on longer drives. So far \$10/m for the service has been a great investment.



By Cameron Keim on 18 April 2018

# Telco-grade solutions and service

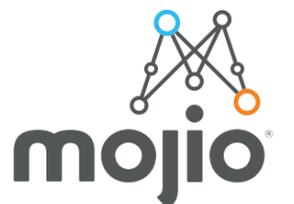


Mojo has been an integral partner in helping T-Mobile successfully drive SyncUP DRIVE in the market, helping us to achieve over 500,000 sales in our first 12 months. In addition to providing the core technology, the Mojo team has delivered solid leadership across all aspects of the service, including retail execution, product enhancements, and customer care, all with a view to delivering the best customer experience possible.

With a successful first year behind us, we're excited to expand even further by continuing to deliver new features and services to our ever-growing customer base, and by bringing new IoT solutions powered by Mojo to market in 2018.



**Daniel Rockey** SYNCUP DRIVE PRODUCT MANAGEMENT



## CONTACT

Jon Boeing | VP of Global Sales & Business Development

✉ [jonb@moj.io](mailto:jonb@moj.io)

### CANADA

1080 Howe St  
9th Floor  
Vancouver, BC  
V6Z 2T1

### UNITED STATES

300 Orchard City Dr.  
#100A  
Campbell, CA  
95008

### BULGARIA

10 Tsar Osvoboditel Blvd  
1000 Sofia  
Bulgaria  
12356 6547

[www.moj.io](http://www.moj.io)

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