



The Value of Machine To Machine (M2M)

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Agenda

- Defining Machine to Machine (M2M) data
- Customer Benefits
- Defining the Opportunity
- Operational Considerations
- Applications



Defining M2M

The exchange of data between sensors or devices using a wireless, cellular or private network.

Key Goals

- Increase quality
- Increase productivity
- Increase efficiency
- Better use of resources, people & capital

For Example

- Heart monitors
- Electric meters
- Down line devices
- Distributive generation
- Fleet vehicles



What Is It?

- M2M data is one of the fastest growing applications in the technology space
- Wireless analysts Berg Insight state there were 47.8 million M2M cellular connections in 2010
 - This is expected to reach 187 million cellular connections by 2014
- This service will be delivered to your customers



Customer Benefits

- Increased quality or quality of life
 - Remote patient monitoring of heart or diabetes
- Increased productivity
 - Mobile worker management
 - Inventory management
- Increased efficiencies
 - Fleet management and scheduling
 - Home energy management
- Better profit margins or reduced COGS
 - Long haul transport
 - Loss and risk management





Other Wireless Applications

- Substation Backhaul
- Irrigation Pumps and Field Devices
- Commercial and Industrial Meters





What is the opportunity

- Customer loyalty
- Brand extension
- New bundling opportunity
- Low cost of entry
- Recurring revenue stream



Q&A





Thank you

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