

MAKING THE RIGHT CONNECTIONS

PUTTING M2M TO WORK

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Whether this phenomenon is called machine-to-machine (M2M), connected devices or the Internet of things, nearly every business on the planet is trying to understand M2M. What is it? Why now? Those questions and more are coming up in boardrooms and budget meetings around the world as executives begin to understand the business value of M2M.

M2M represents a tremendous opportunity and will genuinely benefit businesses in every industry. However, our enthusiasm must be tempered with the practical and tactical realities of deploying M2M solutions that make sense. Just because we can connect any and all devices, it doesn't mean we should. Deploying M2M is more about the business than the technology. It is an opportunity to optimize processes and create efficiencies that technology limitations, cost, risk or other factors have prevented until now. As M2M strategies are defined, it is important to consider all the possibilities and

engage with partners that understand both the technology and the business.

Finding the Right Solutions

This isn't about IT and networks; we've had those for decades. M2M is about end-to-end solutions that solve real business needs. Decision makers must examine existing business and operational strategies, processes and infrastructure to understand whether and where M2M solutions can be applied. M2M solutions designed from the start to deliver business value will improve the customer experience, generate revenue and reduce costs.

Numerous examples of M2M deployments exist in energy, transportation



and consumer services. One of the more visible deployments of M2M infrastructure is the Smart Grid. Verizon has established relationships with smart meter manufacturers and application providers to enable utilities to deploy smart meters. These devices connect users with their energy provider to monitor consumption, set usage profiles and cycle power from unused appliances.

By embedding connectivity into devices, businesses engage customers at a whole new level and better understand their preferences and behaviors. Armed with this data, the potential for development of new products and services is limited only by the creativity of the developers.

Support improves, problems are quickly solved and customers become more loyal.

Connecting With the Right Partners

M2M must be simple to deploy, use and maintain or the value of the solution is diminished. Communication service providers recognize the challenge of deploying connectivity, delivering applications and managing complexity. Verizon established a Machine to Machine Management Center to enable rapid interconnection of any device to its network, IT infrastructure, back office systems and

field services. A single interface connects any wireless device, and the Verizon Machine to Machine Management Center provides businesses with a simple, efficient way to manage their unique deployments.

M2M is on track to become an integral part of daily operational business processes. That requires the reliability, scalability and experience of a trusted provider and partner. M2M is a strategic investment, and the return on that investment depends on the long-term viability of all components of the solution. Putting M2M to work requires a dedicated team to design and deliver a solution and ensure that it's there for the long haul. ■



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