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The logo features the text 'TMC MACHINE Evolution Conference & EXPO'. 'TMC' is in a yellow oval, 'MACHINE' is in large dark red letters, and 'Evolution' is in a red arrow pointing down. The background has gears and colorful arcs.

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Carriers and the M2M Ecosystem
January 29-31, 2014 - Conference Sessions & Exhibit Hall

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Carriers and the M2M Ecosystem

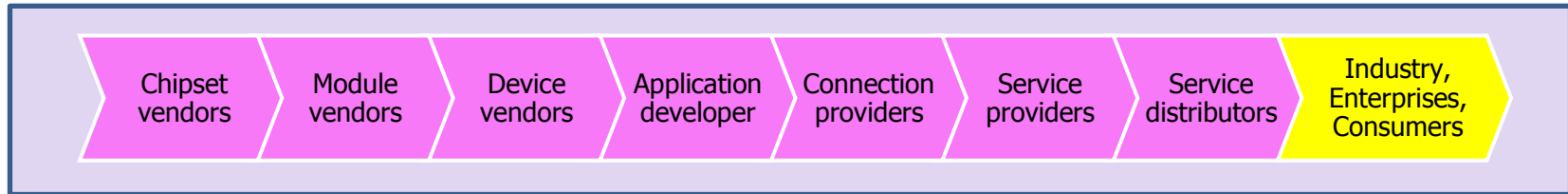
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CSPs in OMA (in alphabetical order)

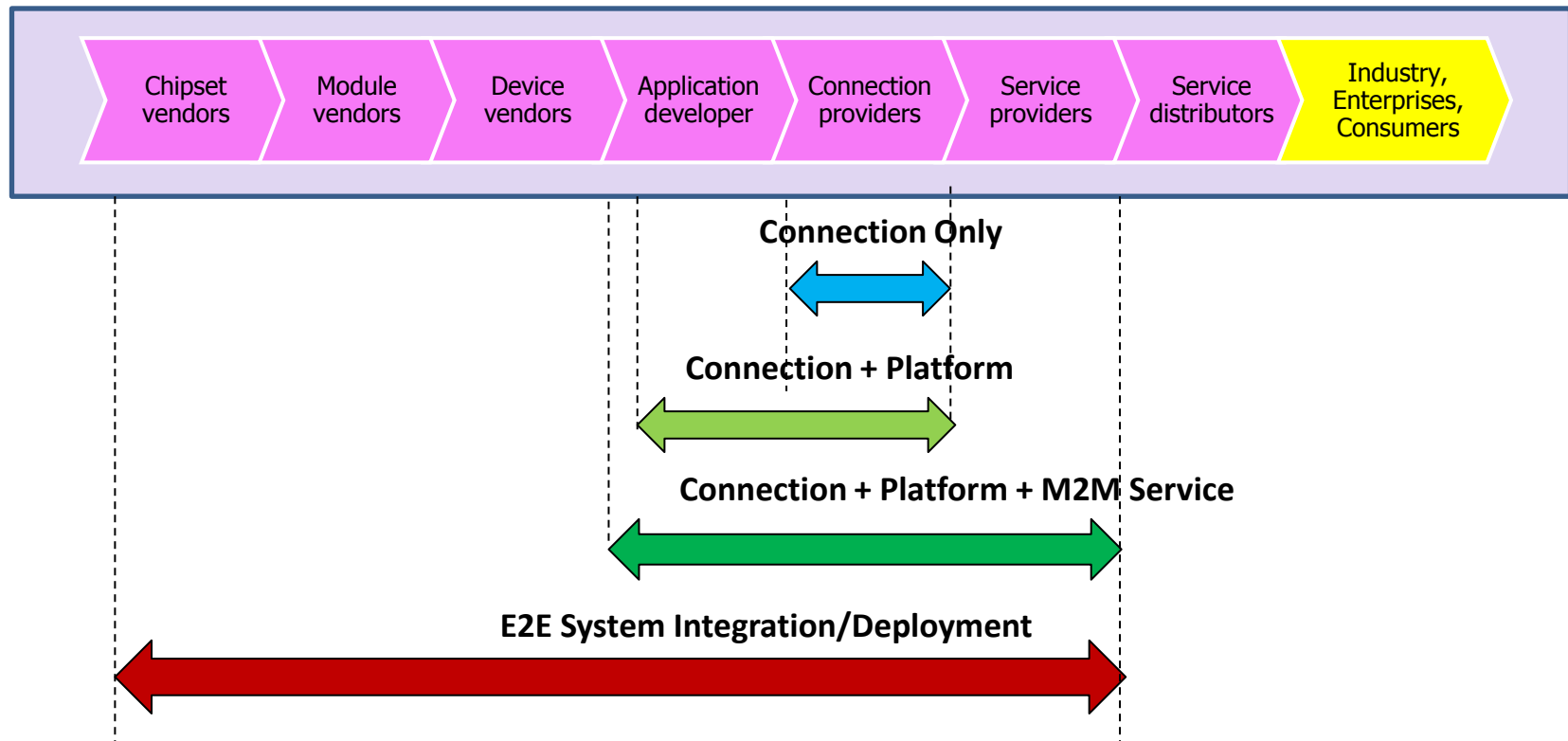


M2M Ecosystem Players



- Chipset vendors: e.g. Qualcomm, Infineon, Texas Instruments, ST Ericsson
- Module vendors: e.g. Telit, Centurion, Novatel, Sierra Wireless
- Device vendors: e.g. Electric meters
- (M2M) Service developers
- Connection providers
- Service providers
- Service distributors

What roles can the carriers fulfill in M2M?



- The above scenarios are not exhaustive. For example, it is possible for a CSP to provide Connection plus M2M Service (w/o Platform).

Should carriers facilitate distribution beyond their footprint?

Yes – Global City

There are already Alliances to address this issue:

- Global M2M Association (Telecom Italia, Deutsche Telekom, Orange, Telia Sonera)
- M2M World Alliance (NTT DoCoMo, Etisalat, KPN, Rogers, SingTel, Telefonica, Telstra, and VimpelCom)
- Dedicated business units to address M2M needs (Telefonica, Telecom Italia, etc.)
- CSPs have services with global reach
 - Automotive and consumer electronics
 - Some operators rely on their global network coverage with partner networks to fill in the gaps.
 - Have partnerships with neighboring country CSPs

Which verticals depend most heavily on Carriers?

Some vertical industries that depend on Carriers are:

- Regulatory: emergency call, regulated games (Video lottery, poker), electric/gas metering, etc.
- Automotive: performance monitoring, maintenance, infotainment, remote assistance, emergency alerting i.e. as emergency in case of crash
- Tracking: Shipment, Fleet
- Smart Metering: Utilities - gas/electrical meters;
- Healthcare: Legal compliance, Healthcare and technology providers partnerships

How should M2M ecosystem players work together to deliver full service strategies?

- Carriers must develop Partner/Vendor partnerships to address niche markets (off-deck services)
- Develop M2M standard compliant ecosystems (through SDP, PaaS layer, certification environment, etc.) to reduce the cost of development and foster execution
- Exploit partnerships with government agencies (municipalities, districts) for smart-city services offerings
- Support standardization initiatives (oneM2M, ETSI M2M, OMA)
 - ✓ Service Layer/Network Layer/Device Layer

Summary

The M2M connectivity is not the only role CSPs can play. They can expand by leveraging their proven core competencies in areas such as:

- Partnerships
- Device compliance
- Network deployment, commissioning and maintenance
- End to end system integration
- On-board/Off-board services offerings
- NOC/Customer support



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January 28, 2014 - Battle of the Platforms
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Thank You!

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