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**
- **Industry, Enterprises, Consumers**
What roles can the carriers fulfill in M2M?

- Service distributors
- Service providers
- Connection providers
- Application developer
- Device vendors
- Module vendors
- Chipset vendors
- Industry, Enterprises, Consumers

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
Thank You!