

## ***Making M2M Inevitable: Best Practices in Deployments***

### **What we Have Learned so Far**

Almost all research analysts who study the M2M space seem to agree on several points, namely:

- This is an important and growing industry, vital to not only to the economic health of Communication Service Providers (CSPs) but all businesses and governments large and small as well as the health of the planet.
- Security and privacy concerns may very well deter widespread adoption of the technology.
- Consolidation, strategic partnerships, and standards, or at a minimum, best practices are needed to put the technology on track.
- Skill sets in software development, antennae design, project management and more are lacking and could slow deployments.
- Global and regional differences both in technology and the regulatory environment need to be addressed to create a more conducive ecosystem for global deployments.
- CSPs are seeking new revenue sources by offering a suite of connected digital services.

### **Where we are Going Next**

Developing connected applications for M2M is complex, requiring diverse IT and networking skills. Fortunately, a lot of resources, including time, money and thought are being aimed at the solutions. In October 2009, Verizon debuted its LTE Innovation Center in Waltham, Mass., in conjunction with Alcatel-Lucent and Ericsson. AT&T has rolled out five prototyping centers, called the AT&T Foundry, which are intended to provide test beds for companies desiring to implement unique M2M solutions. Not only does this give innovators and entrepreneurs access to AT&T resources, it also gives AT&T access to outside genius and creativity.



Cisco has thrown its hat into the ring, announcing its intention to build a \$30 million USD 18,500-square-foot Global Internet of Everything Center in Barcelona as part of a new Smart City Campus, one of four such campuses globally. As recently as July, 2014, Cisco also announced a strategic engagement with Electronics City Industries Association (ELCIA) to develop Asia's first end-to-end 'Internet of Things (IoT) Innovation Hub' in Bangalore, India. ICT Intuition has written about the need for specific skill sets for M2M, and by extension, the Internet of Things. To this end, In October, 2013, Cisco also announced a

global commitment to educate and empower current and future generations of IoT entrepreneurs, scientists and innovators.

In our first report of this trilogy, ICT Intuition surveyed CSPs globally to determine their adoption rates for M2M technology. In Figure 1 below, the majority of those surveyed indicated that they are embracing the technology for internal use.



**FIGURE 1: Are we drinking our own champagne? The answer is a resounding “Yes”**

To assist customers with their deployments, CSPs can offer value added services by exploiting lessons learned in their own M2M use cases with a dedicated team of M2M specialists and project managers.

In this final report of the series we profile examples of IoT deployments, or as the GSMA describes it, “Connected Living”. These case studies highlight best practices and lessons learned from suppliers and CSPs worldwide.

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### Contents

What we Have Learned so Far.....	2
Where we are Going Next.....	2
Case Study: Anemon and Device Cloud Networks.....	4
Case Study: Volvo Car Group and Ericsson.....	6
Case Study: Libelium and Idom.....	8
Case Study: Orga Systems and Vattenfall.....	10
Case Study: AT&T and InterMetro (a subsidiary of Emerson).....	13
Final Thoughts.....	15

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