Key success factors in M2M
20th May 2014 – M2M Forum (Milano)
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Sierra Wireless Fast Facts

• Based in Vancouver, Canada
• Wireless devices and cloud services for M2M
• Global footprint – R&D in Canada, U.S., Europe and China
• 850 employees worldwide
• $442 million in revenue for 2013

#1 in M2M embedded modules

Over 80 million M2M devices deployed
Sierra Wireless “Inside”
We are enabling a connected world

By providing intelligent wireless solutions to 100’s different applications
The M2M Opportunity

Power of connected devices and services is easy to understand

- **Application concepts are (somewhat) obvious**
  - Improved healthcare, more responsive service, better safety and security...

- **ROI is compelling**
  - Better inventory management, higher service revenue and lower costs, fuel savings and higher asset utilization...

- **Market potential is huge**
  - Billions of connected devices...
The M2M Challenge

“So, I want to add connected services to my product…”

“So, I want to add wireless connectivity to my device…”

“So, I want a wireless-based solution to my business problem….”

Product Manager

Design Engineer

IT or Operations Manager

….where do I start?
Top#3 Success Factors in the M2M Ecosystem

- Complex Ecosystem
- Many Vendors all along the value chain
- Development Complexity and Lock-in
- Many security concerns

Sierra Wireless Vision

- SIMPLE
- SCALABLE
- SECURE
What is Sierra Wireless doing to help?
Sierra Wireless Device-to-Cloud Solutions

Leading-edge intelligent devices + Secure cloud services platform = Faster time to market + lower costs
AirVantage® M2M Cloud: End to End Security

A TRUE Developer Community

The most active M2M developer community

**Developer Forum** – [http://forum.sierrawireless.com](http://forum.sierrawireless.com)

- **1,200** unique active users in the last year
- **30,000** posts and **7,000** topics → huge knowledge base!
- **3,000** posts in the last year
- **800** new topics in the last year

**Developer Zone** – [http://developer.sierrawireless.com](http://developer.sierrawireless.com)

- **550** documents
- **8,500** unique visitors each month
- **220+** AirVantage M2M Cloud developer trial accounts registered in the last 12-months

**Developer Day Event in Paris** (on 13th June 2014)
Example 1: Smart Metering Project
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Deployment
• Deployments (1M+ units) in UK (O2), New Zealand (Vodafone), Australia, South East Asia, Africa

Solution
• EDMI embeds an AirPrime wireless modules in each of their meters to offer GPRS/EDGE point-to-point connection.
• Application Framework to embedded software (specific protocols) into the modem
• Management Services to allow scalable and secure mechanism to upgrade the modem once deployed in the field

Benefits
• Cost effective 2G point-to-point connectivity
• Flexibility to customized software application
• Capability to offer scalable device management
Example 2: Connected coffee machines

Hardware Integration

Nespresso

AirLink™
Programmable Modem

Network Operator

AirVantage™
M2M Cloud

Web APIs
- Asset Data Management
- Device Management
- Subscription Management

Custom Web Application

ERP

Accelerating M2M Application Development & Deployment
Example 3: Connected water purification systems

ELGA
ultrapure water purification systems for laboratories

SIERRA WIRELESS
AirLink™ Programmable Modem

Web APIs
- Asset Data Management
- Device Management
- Subscription Management

Mobile notifications

Custom Web Application

Hardware Integration

Veolia Water

Connected water purification systems
Future technologies: 4G/LTE Momentum

• First to deliver 4G LTE embedded modules in early 2011, certified on major networks: AT&T, Verizon Wireless, Sprint

• Over 2 million units Sierra Wireless 4G/LTE products shipped to date in M2M Worldwide

• Proven track record of successfully implementing 4G wireless solutions in mobile consumer, automotive, networking segments

• First to introduce automotive-grade LTE embedded module featuring the most advanced architecture with multicore capability
Conclusion

M2M/Internet of Things is a **reality**

the market is **growing tremendously**

the **3 success factors** for a technology supplier: make the technology **Simple. Scalable. Secure.**

**4G/LTE** arrival in **Europe** will create **new opportunities** in **M2M**
Thank you!