



vodafone

Vodafone Global Enterprise

Global Machine to Machine Smart Services

Connecting people, devices
and systems

power to you





Contents

The benefits

Reduce costs, improve efficiency and enhance service offerings

Any device, in any business sector, located anywhere in the world

Market sectors

Solutions for multinational businesses

Global M2M Service Platform

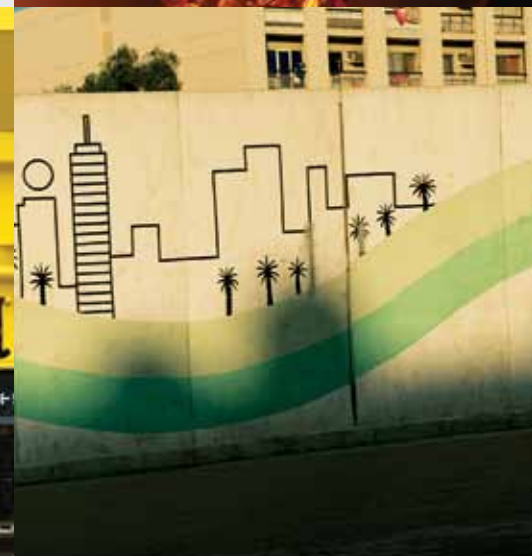
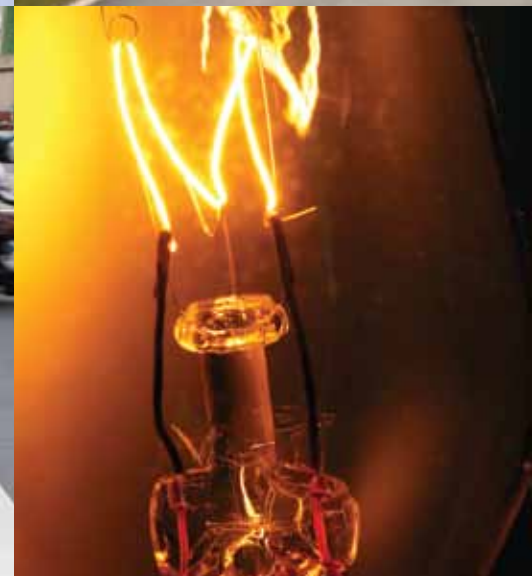
Phased implementation

Unsurpassed customer experience

Case study

Partner with Vodafone Global Enterprise

Machine to machine communication, commonly known as M2M or telemetry, connects communication-enabled remote machines or devices, allowing key information to be automatically exchanged.



M2M enables thousands of devices, located in any country, to be simultaneously monitored and managed to provide real-time information for your business to analyse and act upon.

M2M is changing the way that multinational businesses operate, dramatically improving efficiency and significantly reducing operating and maintenance costs.

Vodafone Global Enterprise has developed a global M2M platform, supported by a team of specialists, to help your business take advantage of the benefits that M2M smart services bring.

We can manage the investment and the complexity of large-scale M2M deployments through optimised management tools, fit-for-purpose pricing and improved SIM logistics.

Our M2M service offering also helps you to develop new service-based customer propositions and revenue streams, drive cost out of your business and meet initiatives to be more energy-efficient.

Telemetry solutions were initially implemented to provide cost efficiencies and process improvements that reduced business operating costs.

While cost saving is still very important and valuable to businesses, this represents only the first level of the potential of M2M.

Increasingly, M2M solutions are being used to enhance business operations, improve functionality and environmental stewardship, and to connect the business with its end users.

At this point, M2M solutions moves from simply being part of business process to becoming a key part of the overall business operation and customer experience.

M2M services, which are now available across a wide range of market segments, can now serve as a product differentiator, helping to improve customer loyalty and potentially open doors to new revenue-generating opportunities.

M2M allows key information to be exchanged without human intervention, making it possible to reduce costs and improving efficiency and service to customers.



The potential of M2M is almost unlimited. Across any device, in any business sector, located anywhere in the world, M2M provides the data required for more effective analysis and deployment of actions needed while keeping tighter control on costs.

Transport and logistics

When used in conjunction with satellite-based Global Positioning System units and Location-Based Services, M2M can provide real-time information such as vehicle location, driver speeds, fuel consumption and employee work time.

Consumer products

Personal navigation devices, fitness monitors, eReaders, track-and-trace animal collars and networked digital photo frames are just some of the innovative consumer products and services that are changing people's lifestyles. M2M consumer products are only limited by what device developers can imagine.

Health care

M2M is becoming an integral part of patient care, helping to cut costs as well as save lives. Remote monitoring devices can be used to allow physicians to monitor information about patients with heart conditions and diabetes. They can also be used to provide improved support and quality of life, for elderly and housebound people, in a non-intrusive and respectful way.

Automotive and telemetry

M2M can be used to add new in-car functionality such as 'infotainment' and navigation services and to enable the vehicle to self-diagnose and warn the driver of potential difficulties before a journey is undertaken. In the event of an accident, the vehicle's M2M system can notify emergency services of its location and establish communications directly with the occupants. Roadside assistance can be informed immediately of a breakdown with details of the problem and the vehicle's precise location.

Point of sale

M2M can be used to support secure, real-time payments and transactions and provide retailers with real-time visibility into their inventory. It can also be used to push news or eye-catching advertisements to remote kiosks, electronic display boards and mobile screens displaying information such as location, time of day and passing traffic.



Smart metering and utilities

Intelligent monitoring and metering technology can be used to improve energy efficiency, to lower operating costs and to meet carbon reduction commitments. Smart grid technology enables utilities to wirelessly connect to their grid assets, such as circuit breakers, transformers and other sub-station equipment. This wireless monitoring capability allows them to develop interactive utility networks that are more intelligent, resilient, reliable and self-balancing.

Service businesses

M2M enables an asset, such as an elevator or vending machine, to immediately advise its service centre if there is a fault. The service centre can then interrogate the product remotely to determine the fault and ensure that technicians are equipped with the correct parts before making a visit to the site, reducing the number of site visits and technician time whilst improving the service response time.

Security and surveillance

The use of wireless communications to automate remote security solutions provides a more efficient and cost-effective means of monitoring intrusion or CCTV images, allowing remote surveillance and access to control systems, motion detectors, lighting and access points. The control station can remotely authorise access to controlled areas with the ability to open and close locks, doors and gates via the wireless network within seconds.

Finance

M2M solutions provide quick and easy payment methods for couriers and remote trades people, while also providing cost-effective, secure and easy to install payment solutions at trade shows, exhibitions and sporting events. Supermarkets, service stations, convenience stores and retail outlets can also use M2M to reduce ongoing running costs of EPOS terminals due to the low-cost tariffs available.



Our M2M Smart Services have been specifically built to meet the demanding needs of multinational businesses looking for end-to-end device-managed connectivity.

One Global SIM

By providing a Global SIM product which is pre-provisioned and ready-to-use, we can significantly reduce the complexity of installation, distribution and deployment of your M2M solutions.

One Vodafone Network

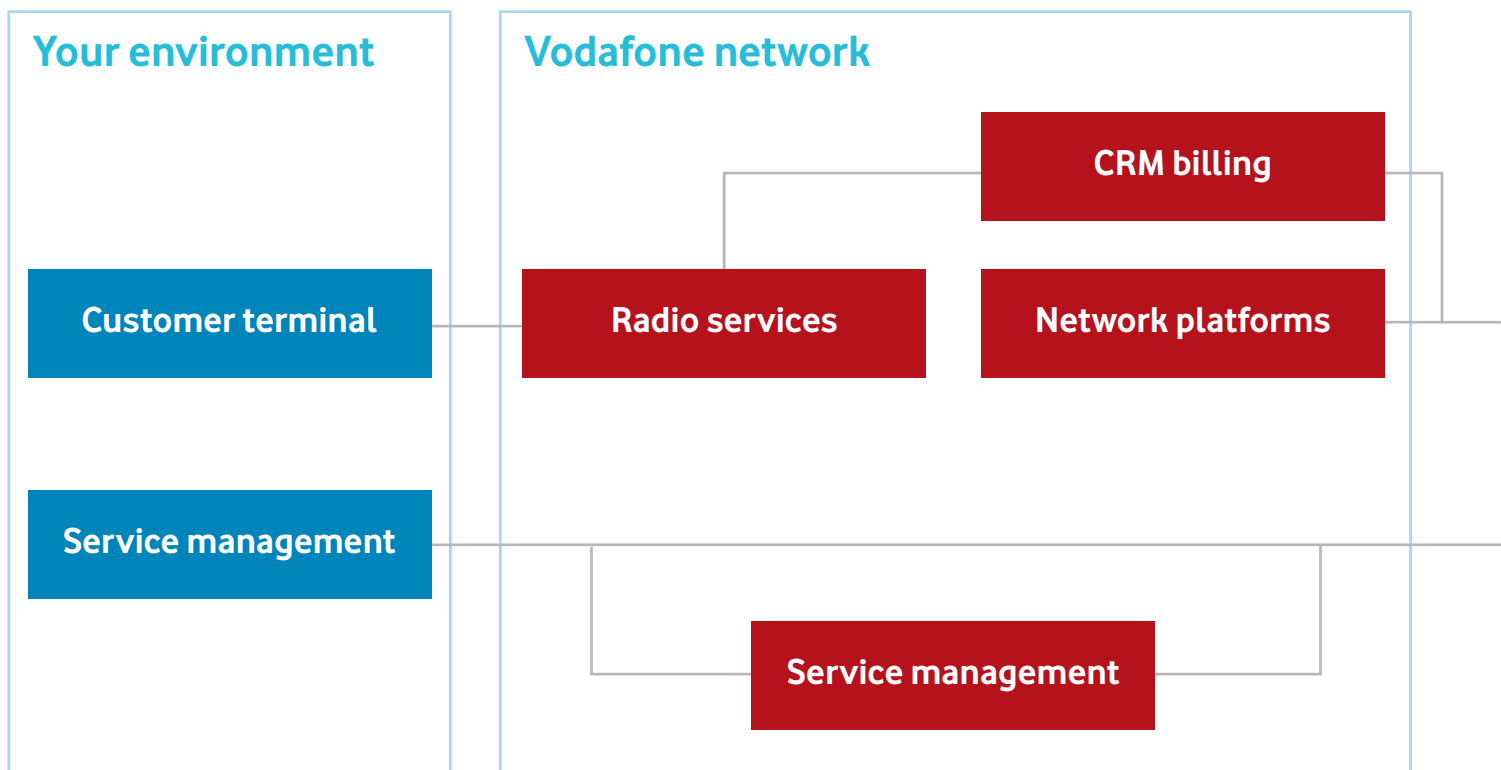
Vodafone has the largest mobile telecommunications network in the world, giving us direct influence and control over design and functionality. Our significant investment into the development of GSM, 3G and LTE standards has positioned us as the undisputed market leader.

Global Service Platform

Vodafone Global Enterprise has a dedicated Global M2M Service Platform that provides a central point of control for all your data connections. The Service Platform includes a comprehensive suite of management tools, including the ability to centrally activate, suspend and deactivate devices at the click of a button.

Your M2M solution will be supported by a Global M2M Service Level Agreement, the first of its kind in our industry, which guarantees performance levels across the globe, and provides greater transparency and predictability of costs.

Our Global M2M Service Platform is a dedicated data platform, centrally designed and hosted by Vodafone. It contains a complete set of management tools that allow you to control all aspects of your M2M communications in real-time.





Vodafone M2M Service Platform

M2M Service Platform

Subscription control &
authorisation

Provisioning

Policy control &
event management

Reporting

SMS Services

Alerting

Mediation

Rating

Our phased implementation approach is individually tailored to the needs of your business to ensure that your M2M solution delivers the results you are looking for.

Vodafone Global Enterprise has a dedicated, experienced global M2M team that can work with you to support your M2M deployments, whether these encompass existing solutions or demand global coordination of a new solution. A single Global Account Manager will facilitate your multinational deployments and be responsible for optimising performance and support.

We will work with you to fully understand and define the strategic business drivers behind your M2M needs, and what you are aiming to achieve and why.

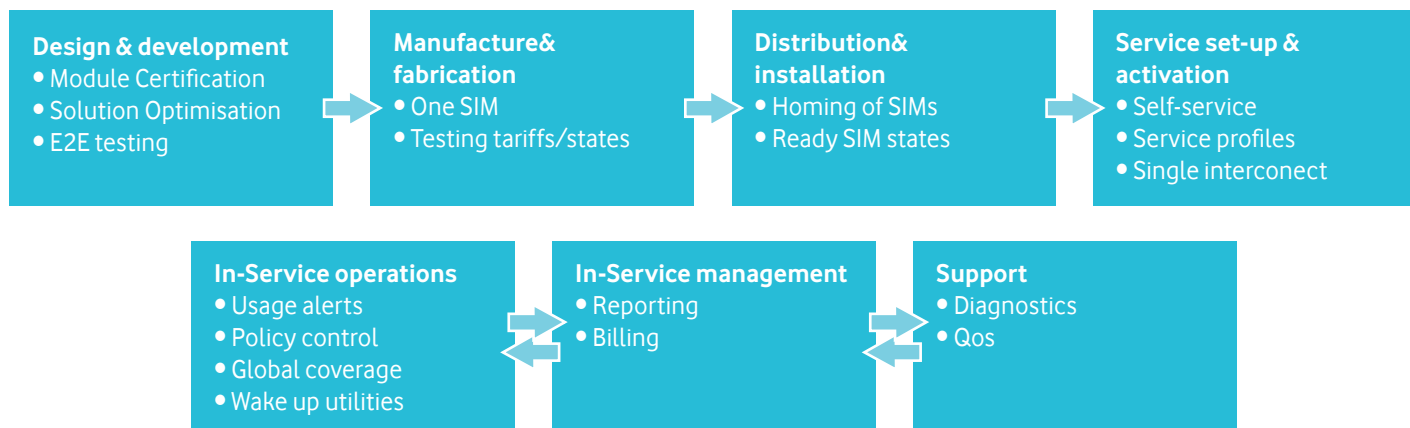
We then assess how technology can be best applied to help you achieve your strategic goals. We can help you build a business case with defined ROI and measurable KPIs, and of course a blueprint for successful deployment.

Our phased approach to deployment is designed to ensure the smooth and efficient rollout of your M2M solution. Vodafone can provide you with the full range of services and capabilities you need to ensure that the overall M2M solution delivered operates – and always operates – as planned.

Working with an M2M solution provider that has a profound understanding of the complexities of large global deployments can simplify negotiations and technology selection, reduce deployment cycles and costs, and ensure that the solution delivered is tailored precisely to the needs of your organisation.



Customer Lifecycle





Delivering an unsurpassed customer experience is central to the Vodafone Global Enterprise strategy and the delivery of our M2M solution.

Single point of contact

Your Vodafone Global Account Manager will be your single point of contact into Vodafone worldwide with responsibility for:

- Global and regional relationships
- Overall customer satisfaction
- Overall account strategy
- Delivery against your global targets.

Regional support

We also offer you National Account Managers to provide country-specific expertise and support with responsibility for:

- Local relationships
- Local customer satisfaction
- Local input to overall account strategy and local implementation of your global strategy
- Delivery against your local targets.



Dedicated 24/7 support – on or off site

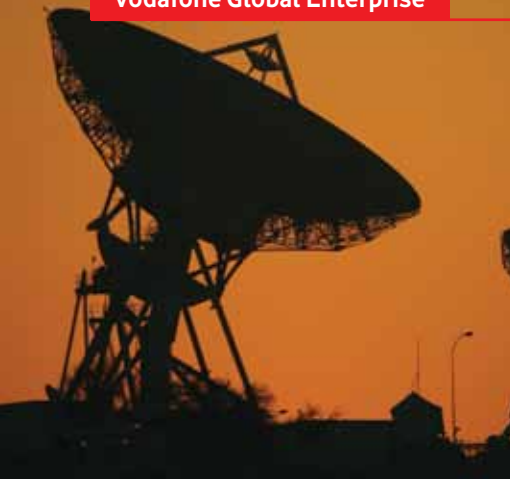
Vodafone Global Enterprise can provide front-line support:

- On or off site
- Global Enterprise Service Centre.

Customer Programme Management

You will have access to an experienced and knowledgeable Customer Programme Management team:

- Ensures you receive seamless, coordinated service
- National, regional and global level
- Works in partnership with your own internal team
- Fully managed and prioritised to agreed levels
- Implemented with minimum interruptions to your business.



“We see Vodafone as a partner not just a supplier. Their support has been second to none, and the reliability and resilience of the GPRS backbone network have been excellent.”

Tony Stiff, Commercial Director, Bglobal.

Vodafone has 12,000 base stations in the UK, with an annual electricity bill of around £20 million. Most of these sites are unmanned with restricted access, creating obvious difficulties in reading the meters manually, which means that some sites have mostly had estimated bills over many years.

To monitor its electricity consumption, Vodafone installed remote Automated Meter Reading equipment at 700 of its base stations in the UK.

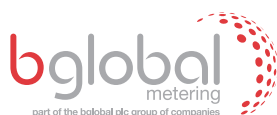
Bglobal manages the data collection, and its equipment provide a reading every 30 minutes. This data is transmitted over Vodafone's GSM or GPRS network to a central server at Bglobal's headquarters.

The meter readings are provided to Vodafone's electricity provider, which means the invoices are now accurate. As the previous estimated bills were too high, this means that Vodafone is on track to save around 5% on its bills simply due to the improved accuracy of smart metering.

“While moving from estimated bills to accurate readings won't always bring bills down, there is a tendency for estimates to be higher not lower,” said Tony Stiff, Commercial Director at Bglobal.

“Vodafone has been a development partner for the smart metering service, and we have been able to work well together,” commented Stiff.

Vodafone is working with Bglobal to provide smart metering solutions worldwide, helping companies to reduce carbon, cut energy bills and manage their energy consumption more effectively.



Global M2M solutions are highly specialised; choosing the right partner, one that fully understands the different components involved and that is financially stable, is critical to successful deployment.

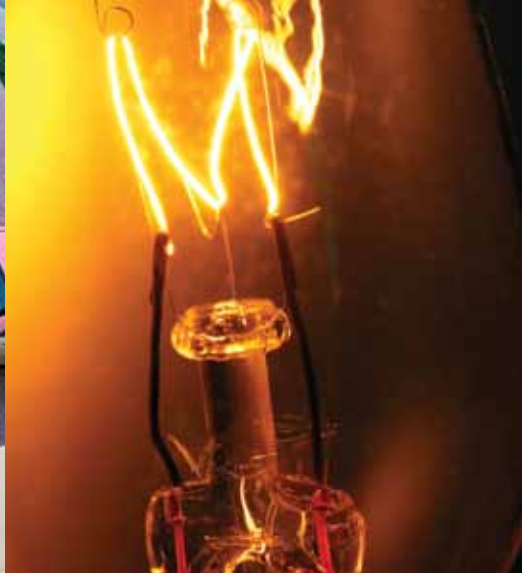
Vodafone has more than 20 years of proven experience in the M2M arena. We can bring together and manage all the elements of a global M2M deployment from consultancy through to user support.

We have the largest mobile telecommunications network in the world. Unlike other virtual networks in the M2M arena, we have direct influence and control over our network design and functionality and have invested heavily in the development of GSM, 3G and LTE standards.

We offer attractive tariffs for international data roaming that have been aligned with the low data volumes and short session lengths associated with M2M communication.

When you choose Vodafone Global Enterprise as your global M2M Service Provider, we will build the strong foundations required to ensure the long-term success of your M2M deployment.

To learn more about how we can help you to cost-effectively and quickly develop, deploy and maintain a successful global M2M solution please contact your Vodafone Global Account Manager.



www.vodafone.com/globalenterprise

Vodafone Group 2009. This document is issued by Vodafone in confidence and is not to be reproduced in whole or in part without the prior written permission of Vodafone. Vodafone and the Vodafone logos are trademarks of the Vodafone Group. Other product and company names mentioned herein may be the trademarks of their respective owners. The information contained in this publication is correct at time of going to print. Such information may be subject to change, and services may be modified supplemented or withdrawn by Vodafone without prior notice. All services are subject to terms and conditions, copies of which may be obtained on request.



vodafone