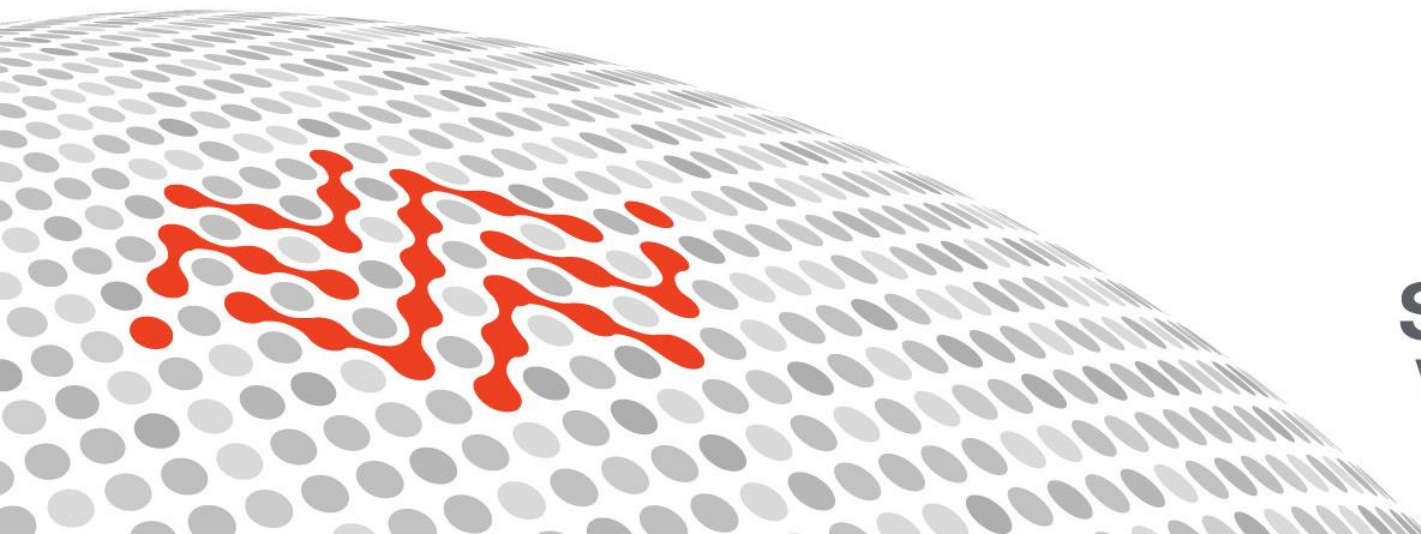# Key success factors in M2M

20th May 2014 – M2M Forum (Milano)

O.Beaujard

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…

SIERRA WIRELESS®

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
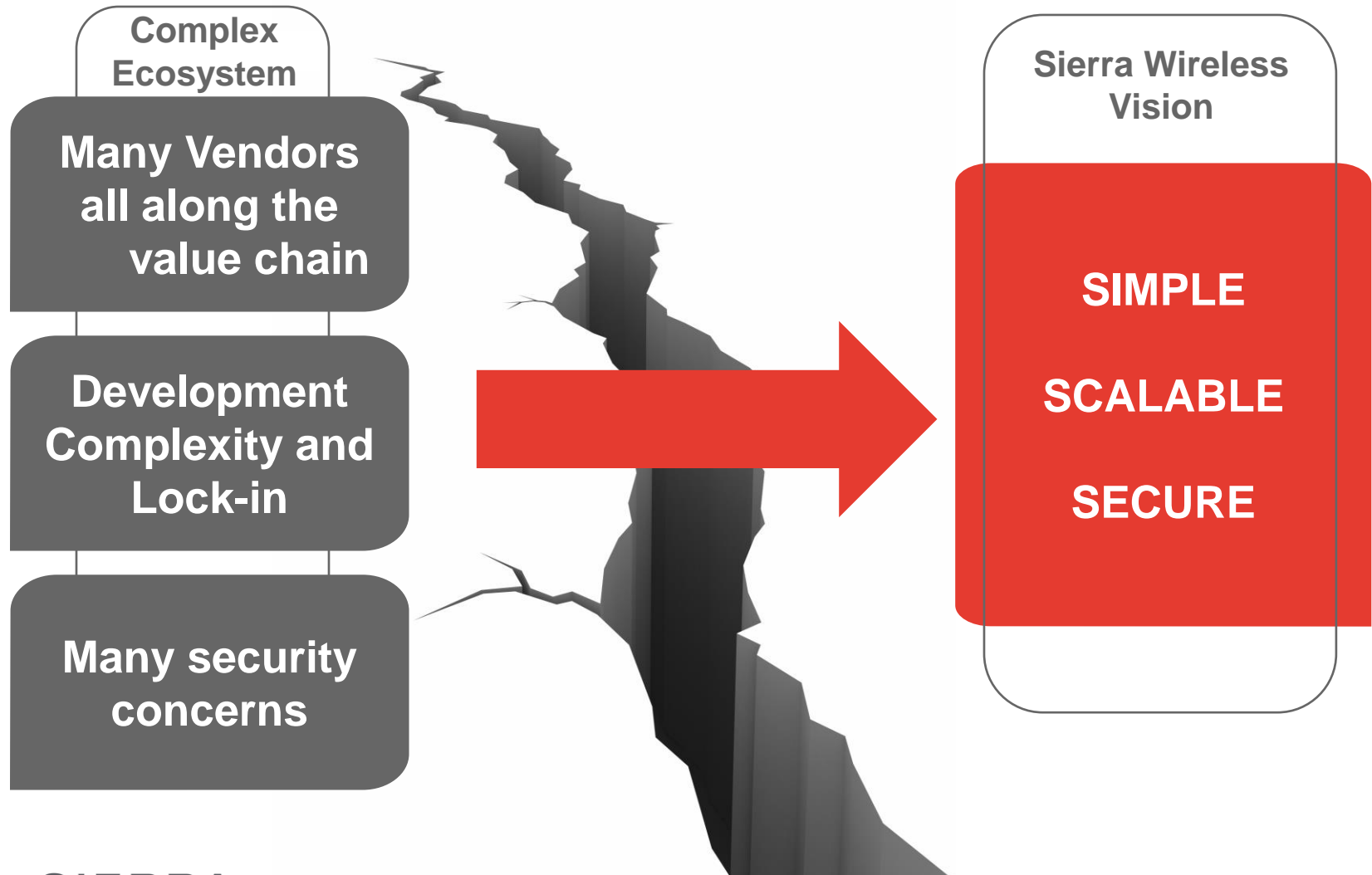
SIERRA WIRELESS®

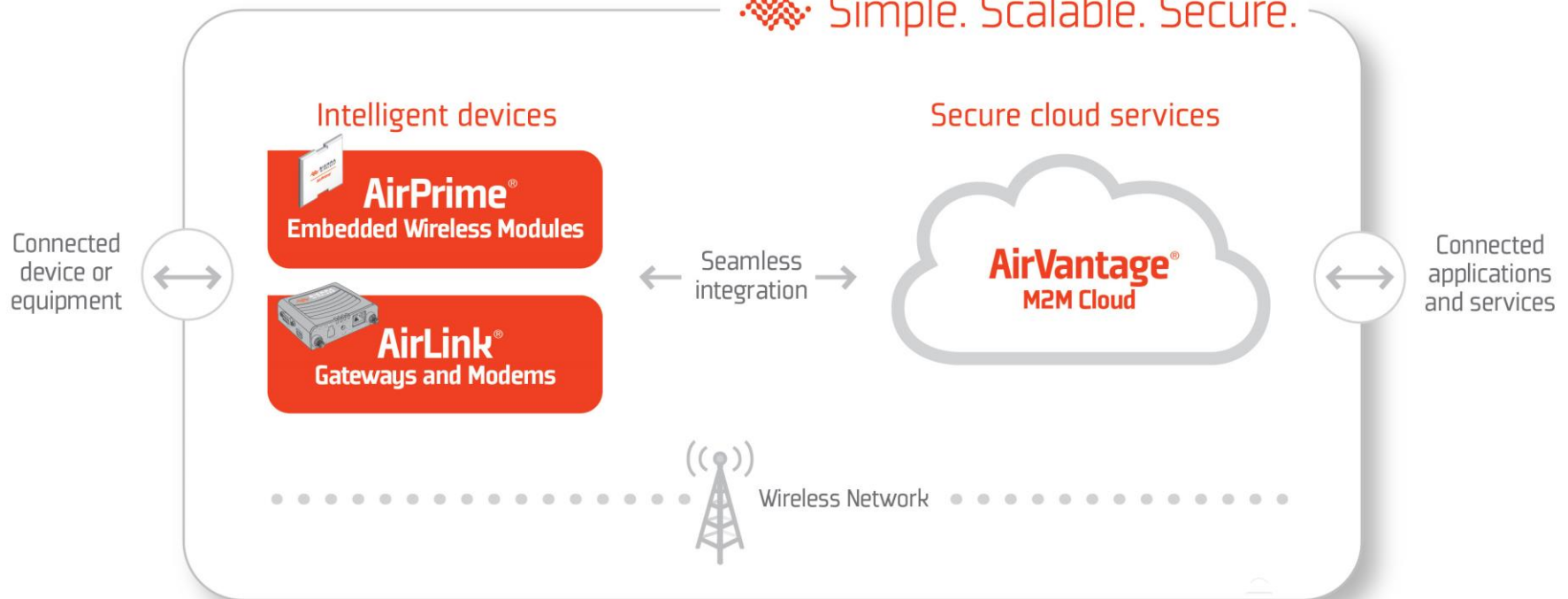# What is Sierra Wireless doing to help?

Sierra Wireless Device-to-Cloud Solutions

Simple. Scalable. Secure.

Intelligent devices

AirPrime®
Embedded Wireless Modules

AirLink®
Gateways and Modems

Connected device or equipment

Seamless integration

Secure cloud services

AirVantage®
M2M Cloud

Connected applications and services

Wireless Network

Leading-edge intelligent devices **+** **Secure cloud services platform** **=** **Faster time to market + lower costs**

AirVantage® M2M Cloud : End to End Security

Your real-world raw data

SIERRA WIRELESS™ | AirVantage™ M2M Cloud

Management Service   Enterprise Platform

Your valuable machine information

AirLink™ Intelligent Gateways

AirPrime™ Embedded Modules

Simple. Scalable. Secure.

Your M2M applications and enterprise systems
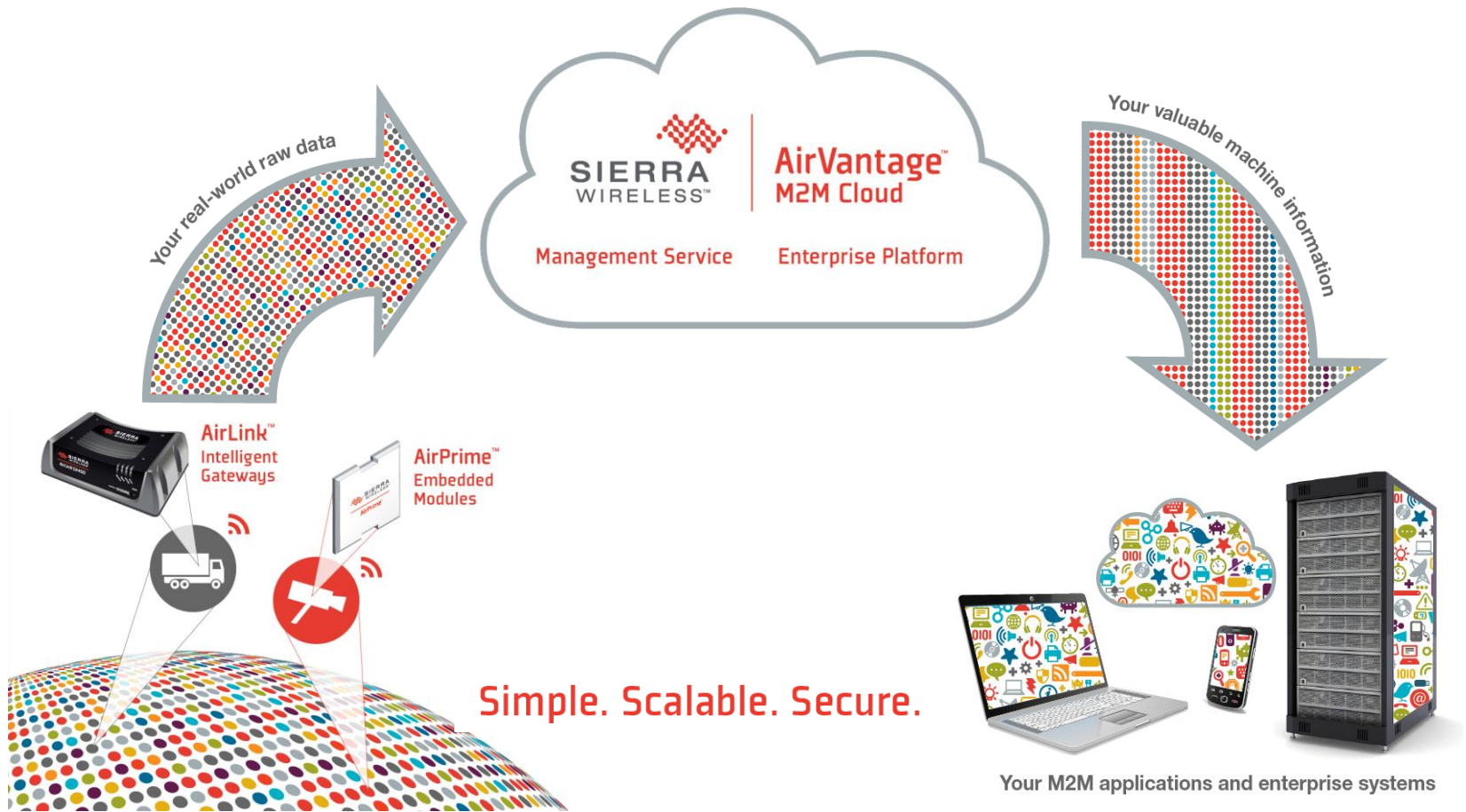
A TRUE Developer Community

The most active M2M developer community

Developer Forum – 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

@sierradeveloper
400 followers

Developer Zone – 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

Open AT group
220 members

Developer Day Event in Paris (on 13th June 2014)

Example 1: Smart Metering Project
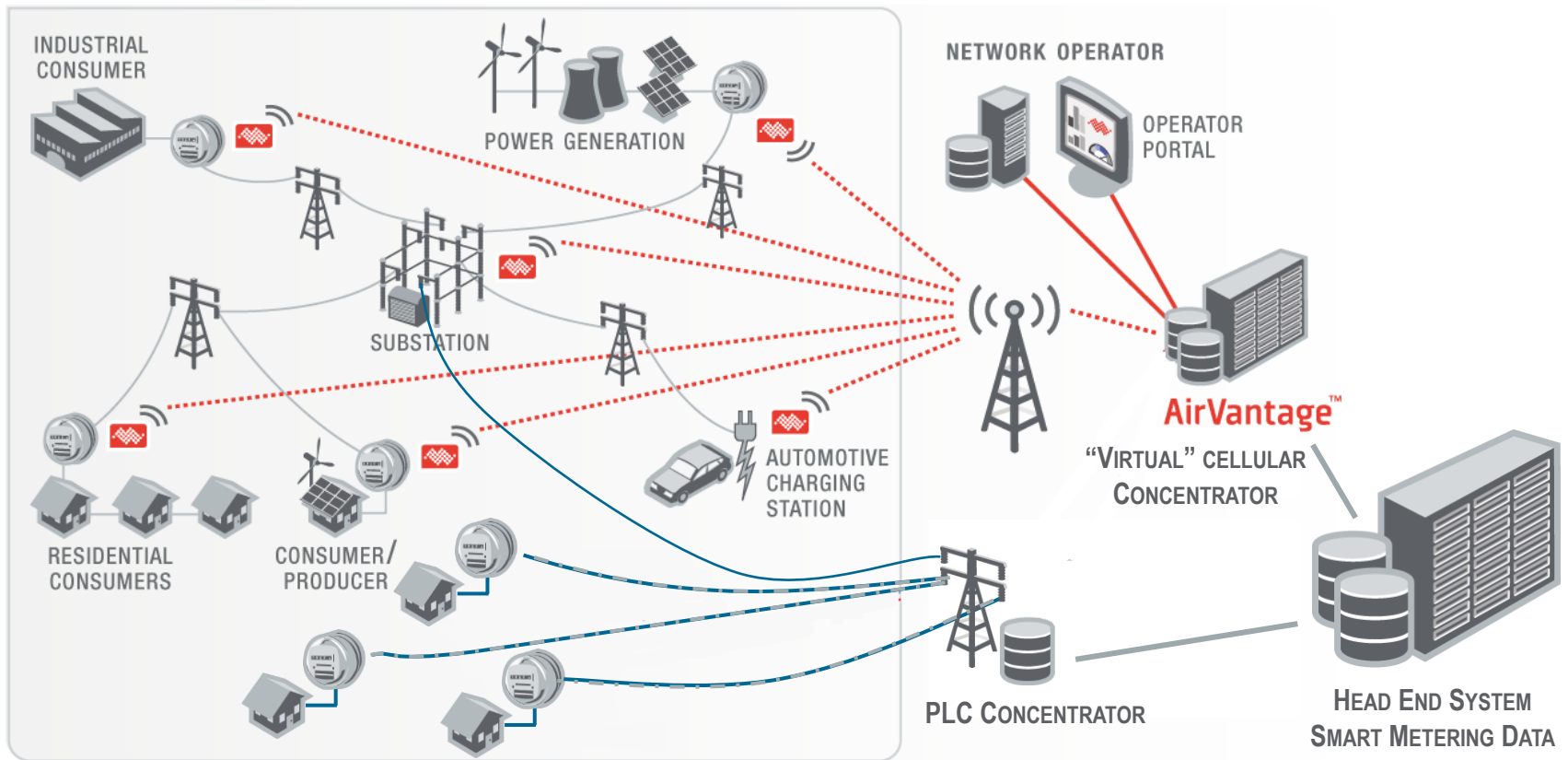
Example 1: Smart Metering Project

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
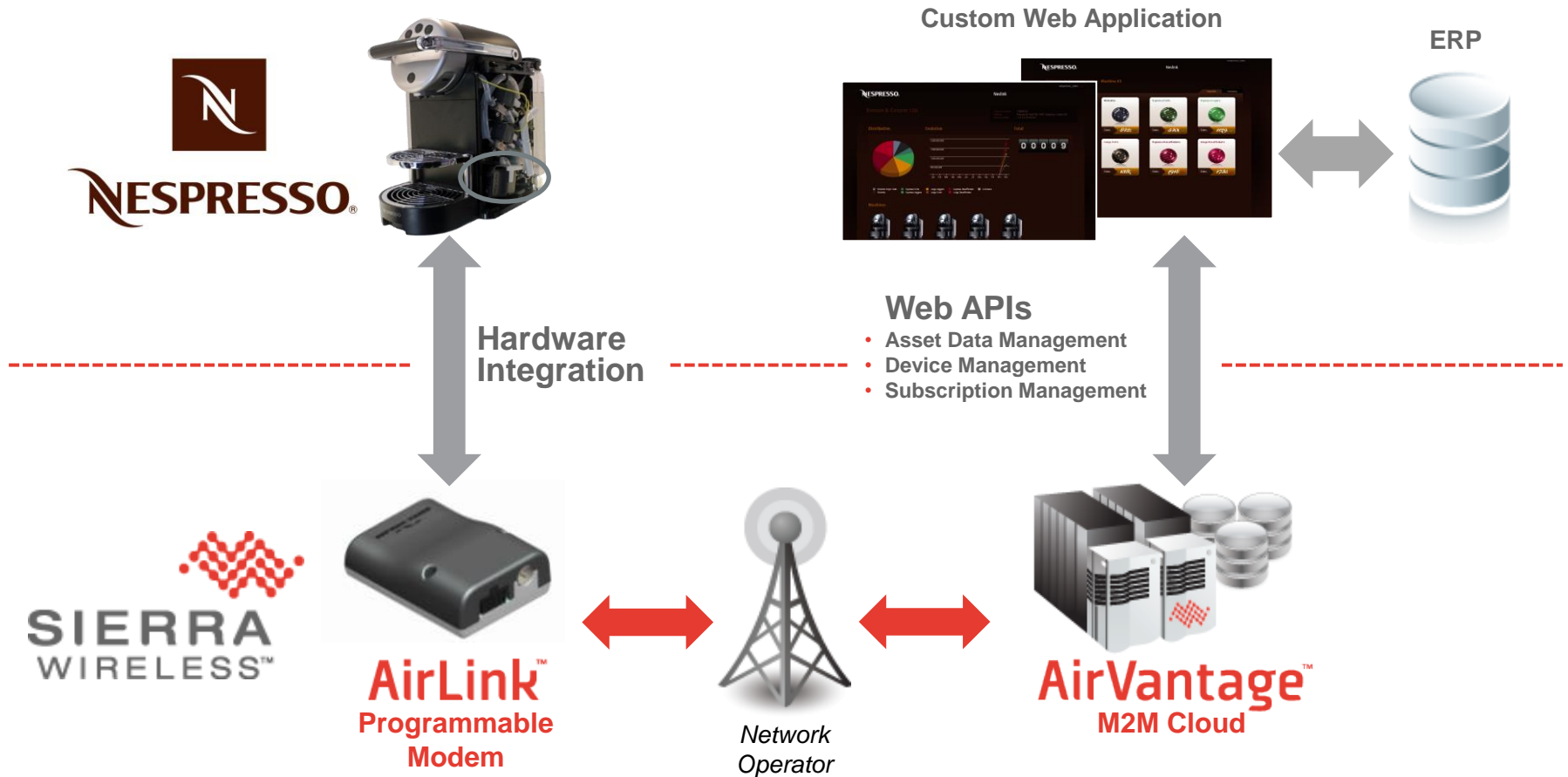
Benefits
- Cost effective 2G point-to-point connectivity
- Flexibility to customized software application
- Capability to offer scalable device management

EDMI

GLOBAL MOBILE AWARDS 2011
Best innovation for Utilities

Example 2: Connected coffee machines

Custom Web Application

ERP

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

Hardware Integration

NESPRESSO

SIERRA WIRELESS™

AirLink™
Programmable Modem

Network Operator

AirVantage™
M2M Cloud

Accelerating M2M Application Development & Deployment

Example 3: Connected water purification systems

VEOLIA WATER

ELGA

ultrapure water purification systems for laboratories

MEDICA Pro

Mobile notifications

Custom Web Application

ELGA

Hardware Integration

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

SIERRA WIRELESS™

AirLink™

Programmable Modem

AirVantage® M2M Cloud

SIERRA WIRELESS®

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!

SIERRA WIRELESS®