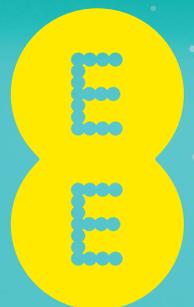


M2M FROM EE

WHY IT'S WORTH TALKING TO YOUR MACHINES

Unlock the power of Machine-to-Machine technology to make your business more informed, efficient and agile.



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Total Enterprise Mobility

There are three steps to achieving Total Mobility:

1. Creating a genuinely mobile workforce
2. Engaging with your customers
3. Connecting your machines together using M2M

M2M = Machine-to-Machine

M2M technology lets you connect any sort of machine to other machines (and to your people) via special SIMs over our mobile network. This allows them to exchange all sorts of useful real-time information on how a remote asset is performing. That could be a car's location, an oven's temperature or a fault in a vending machine. Providing you with valuable information to enhance your customers' experience.

M2M is really exploding right now, thanks to the improved capabilities of the mobile network. Increased battery life also has a part to play, allowing devices to operate remotely and efficiently. For example, a sensor in a car parking space could report on whether it's vacant or occupied. Making it mains powered could be impractical and expensive. But with developments that allow batteries in M2M devices to run for 10 years plus without a re-charge, it's now completely feasible.

M2M is a huge opportunity for UK businesses. It could make your organisation more informed, efficient and agile – without major long-term investment.

It can also provide the immense volume of information that powers big data. Unlocking unique insights that could help your business work smarter and serve your customers better.

Five billion devices are already connected. And that's predicted to rise to 50 billion by 2020.*

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What M2M can do for you

M2M opens up a wealth of opportunities. Every business will use it in different ways, but there are three key benefits:

Smarter decision making

Richer data on what your business or customers are doing helps you steer day-to-day decisions. And aggregated over time, it can provide all the insights you need for long-term planning.

A manufacturer might only get information on service faults from their people on the ground. By installing M2M monitoring, they could gain direct and ongoing intelligence across their sites, helping them react quicker. Over time, this could provide valuable insights to make their business more effective.

Greater efficiency

More data (and more accurate data) allows you to manage your operations better. And helps you cut out unnecessary costs.

For a water supplier, supplying smart meters to customers allows them to view live usage reports right down to house level. This not only provides valuable statistics, it also gives them the ability to plan better efficiency savings, helping improve their operations as well as their customers' experience.

New service opportunities

It's not just about improving your existing operations. M2M also lets you create new and innovative services.

Sensors built into a vehicle could be used to add new functionality, such as infotainment and vehicle self-diagnosis, warning the driver of any potential difficulties. This provides the customer with a more informed and higher level of service.

A massive opportunity

Over 40% of businesses see M2M as important. But less than 20% have actually introduced it*. So for those that do, it's a great way to get a real competitive edge.

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One technology. Two ways to benefit.

There are two main ways to use M2M. We can help you with both.

M2M to use

Add M2M connectivity to your own applications, such as vending machines, smart meters and vehicles. This allows you to track or monitor any field-based asset, so you can run your business more effectively.

M2M to sell

Use M2M to enhance your products or services, such as tablets, cameras and central heating. Making them more desirable to customers.

So who's using M2M from EE?

Utilities and services

Telensa use real-time information to accurately control the UK's street light system and reduce energy usage.

Connected vehicles

Ingenie track driver behaviour in real time, so they can offer lower premiums.

Business logistics

Plextek has developed a wide range of systems that provide data telemetry and remote monitoring.

Customer engagement

Fujitsu connect every Post Office counter in the UK, providing invaluable ePOS data back to head office.

Healthcare

Alere run a portable hepatitis monitoring unit in Africa, delivering test results in 45 minutes instead of six weeks.

Consumer devices

Aga let customers adjust their heating from their phones.

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Why M2M is better with EE

Biggest, fastest network

Our 4G network is now in 160 towns and growing fast. And our 3G network covers 98% of the population. That makes us the biggest, fastest overall network in the UK. And we're investing £1.4 million a day to make sure we stay that way.

We also connect you to the biggest mobile data network on the planet, with 480 roaming partners in 181 countries.

All the expertise you need

We're experts in M2M, as well as data roaming, mobile payments and Near Field Communications (NFC). We also have access to some of the best research and development facilities around. And as part of the Global M2M Association, we make it easier for you to connect machines around the world.

Extra-tough SIMs

Our M2M SIMs work in the most demanding applications. And they're built to withstand extreme conditions.