

M2M



FIRST WORD:
Numerex Setting Standard

ENABLING TECHNOLOGIES:
Piece by Piece

PIONEERS

SEE WHO'S DRIVING HIS COMPANY DOWN
A VERY STRATEGIC PATH FOR THE FUTURE
OF M2M TODAY AND TOMORROW



www.m2mmag.com

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CREATING A SYNERGISTIC WHOLE

Machine-to-machine (M2M) technology is about bringing people, remote equipment, and back-office systems together in a synergistic whole in order to ensure that business-critical information is brought to the hands of the people that need it, when they need it. This allows the adopters of M2M solutions to turn raw data collected from the field, whether from people, equipment, or systems, into actionable information. This provides a powerful tool and competitive advantage to the adopters of M2M technology, allowing them to build solutions for the future.

As this technology has entered into the office equipment market, there have been many applications for the remote monitoring of geographically dispersed equipment, primarily for the collection of meter readings. MWA Intelligence (MWAI), www.mwaintelligence.com, Scottsdale, Ariz., has taken this technology a step further to collect other device-specific data, such as consumable levels, service alerts, and status codes, allowing for remote diagnostics, predictive parts orders, and scheduling of preventative service which help to ensure that equipment is fixed during the initial service visit, resulting in increased up-time for the equipment and a better end-user experience. This feeds into the expectation of end users, service and sales personnel for realtime, on-demand information regarding the performance of the equipment at the customer location.

The availability of realtime data from geographically diverse information is revolutionizing the way service providers and sales organizations are doing business. Sales personnel are able to review historical usage information, view previous alerts on the equipment, and compare to both local and nationwide statistics in order to better guide their customers in the purchase of peripherals and replacement equipment. Likewise, service personnel can better utilize the available data to

make critical decisions regarding the repair of equipment at the customer location to ensure end-user expectations are met and to minimize costs associated with repeat service visits.

MWAI will continue this revolution in the office equipment market through the development of next generation solutions that will be embedded in the "intelligent" control panel on the equipment in the field. Sales and service personnel will no longer need to access remote systems to evaluate the customer usage of equipment, to compare usage with available statistics, or to find parts and peripherals. Rather, they will utilize the embedded application that interfaces with centralized systems at their dealership to retrieve this information directly from the equipment itself. Likewise, customers will be able to interface with the dealership to review account summaries, order supplies, and request service with the touch of a few buttons on the machine.

These next-generation solutions will be needed to continue to meet consumer expectations for on-demand information and connectivity. Due to the standardization of the information collected in this manner, dealerships will realize the benefit of tighter integration between their back-office systems and remote devices, minimizing the manual processes that are needed and automating many day-to-day tasks. Through this tighter integration, customer expectations can be exceeded and satisfaction with the products and service provided will increase. As a result, M2M solutions will continue to see greater adoption as the next generation of solutions continues to be embraced by companies around the globe.



MIKE STRAMAGLIO

Mike Stramaglio is the president and CEO of MWA Intelligence (MWAI), www.mwaintelligence.com, Scottsdale, Ariz. Stramaglio has a long history of leadership in the office equipment industry with an impressive 30-year career.