



Vodafone and Sierra Wireless:

A Comprehensive Partnership for Connected Applications



Unlocking New Possibilities in Connected Devices

The market for machine-to-machine (M2M) communications continues to grow, in Europe and around the world. From oil rigs to insulin pumps, cars to coffee machines, companies are connecting anything and everything to create innovative applications and services.

Until recently, however, developing a connected application was a complex, time-consuming affair. That's because companies had to do everything themselves—integrating cellular modems, developing custom software to run on them, and creating their own infrastructure from the ground up to manage connected devices and wireless services over the air.

Now, a new offering from the two biggest names in the M2M industry, Vodafone and Sierra Wireless, gives customers a comprehensive, end-to-end platform for building and operating connected applications, and quickly bringing them to market.



Sierra Wireless Embedded Modules and Gateways





A Comprehensive Platform

Sierra Wireless and Vodafone have created a true end-to-end solution for M2M, encompassing M2M hardware and software, development tools, and a full-feature back-end portal to collect data from connected devices and manage them over the air. The combined Vodafone and Sierra Wireless solution lets customers manage all aspects of their connected application as a single, seamless experience, instead of having to use multiple separate tools.

As a global leader in M2M services, Vodafone provides a powerful online portal, the Vodafone Global M2M Service Platform (GDSP), to manage cellular connectivity and services for connected devices. Sierra Wireless' AirVantage™ M2M Cloud Platform provides the management platform to bring together all of the diverse elements of the communication solution. This includes comprehensive tools for the deployment, monitoring, troubleshooting, and management of cellular modems and modules, as well as the underlying devices they connect. Now, these services have been integrated into a single, seamless experience for M2M customers.

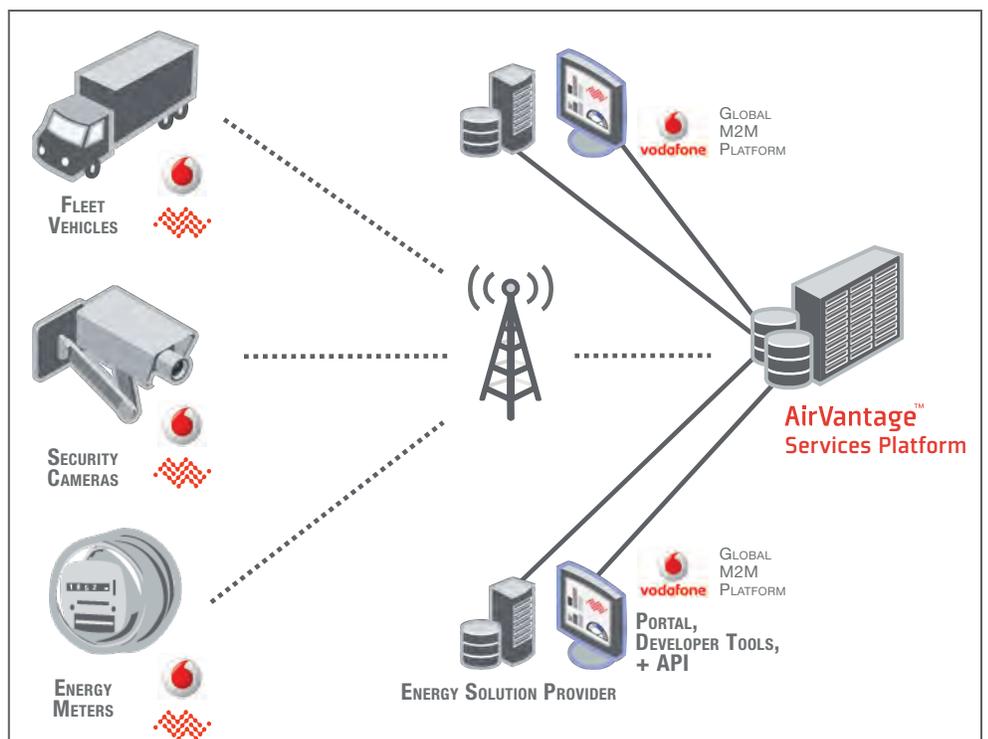
By providing everything customers need to roll out innovative connected applications in a single solution, the combined Vodafone and Sierra Wireless platform provides:

- Faster time-to-market for new M2M devices and applications
- Lower costs and reduced risk when developing new connected solutions
- Peace of mind with a pre-tested, pre-validated M2M platform
- Global scale and reach to support virtually any deployment

An end-to-end solution for M2M using the Vodafone GDSP platform, Sierra Wireless modules, gateways and the AirVantage M2M Cloud Platform

Assets

- Industrial Equipment
- Energy Infrastructure
- Automotive
- Transportation
- Field Service
- Transactions



A Comprehensive Partnership for Connected Applications

Accelerate Time to Market

By providing all of these capabilities as a pre-packaged, pre-certified solution, Vodafone and Sierra Wireless can help companies radically accelerate the development of their M2M applications and bring them to market much more quickly. In the past, developing and integrating all of the pieces of a connected application often took companies a year or longer.

With the new M2M platform and pre-integrated, “ready-to-use” M2M components from Vodafone and Sierra Wireless, companies can reduce that development time to a few months—or even weeks.

Peace of Mind with Proven Partners

Vodafone is one of the world’s largest mobile communications companies by revenue, with global reach. Sierra Wireless is the number one global provider of M2M technology. By joining forces, these two M2M leaders are simplifying the development of M2M solutions and making it easier than ever before for customers to develop innovative, new connected applications.

Sierra Wireless hardware and software is designed to operate worldwide, at massive scale. Vodafone offers a global footprint for cellular connectivity and services, as well as substantial resources dedicated to supporting M2M customers. As a result, companies taking advantage of the combined Vodafone/Sierra Wireless M2M platform can innovate with confidence, knowing they are working with proven, global M2M partners.

In addition, the combined Vodafone/Sierra Wireless offering allows customers to approach M2M as a service rather than a product. Customers can develop M2M solutions and deploy them on a “pay-as-you-grow” basis with Vodafone. In this way, Vodafone and Sierra Wireless can help lower the bar for entry into the M2M marketplace.

Pre-Tested and Validated

The joint M2M platform from Vodafone and Sierra Wireless is a fully validated, pre-tested solution. All cellular hardware, software, and AirVantage M2M remote management services have been exhaustively tested and certified for the Vodafone network. That means that customers can not only speed integration and deployment times, they can reduce or even eliminate testing cycles, because all elements of the end-to-end solution are already certified to work.

M2M Applications for All Industries

Industrial & Infrastructure

- Remote monitoring of industrial machinery
- Connected alarms and disaster recovery mechanisms
- Remote access to video cameras and security systems

Energy

- Remotely monitor oil, gas, and renewable infrastructure
- Control valves, alarms, switches, and other controls from anywhere

Automotive

- Gather real-time vehicle telematics
- Support automated accident detection and calls to emergency services
- Monitor and track vehicle fleets

Transportation & Field Service

- Maintain constant communication with law enforcement, fire and emergency medical vehicles
- Collect data and analytics from remote waste management, utility and other service vehicles operating in the field

Sales & Payment

- Extend secure point-of-sale and ATM systems to temporary venues and other locations beyond the reach of traditional wired infrastructure
- Deploy interactive touchscreen information and vending kiosks
- Connect digital signs and billboards across vast regions, even in hard-to-reach locations

Planting the Seeds for Tomorrow's M2M Applications

The M2M marketplace is growing by leaps and bounds. By removing complexity and accelerating development, Vodafone and Sierra Wireless are helping to expand the M2M market and unleash a new generation of amazing connected devices and applications.

AirLink® FXT EDGE Modem	Open AT® Application Framework	Vodafone Global M2M Platform	AirVantage M2M Platform	Development Tools
<ul style="list-style-type: none"> • Fully programmable modem • Integrates with wide range of equipment and devices • Expandable services 	<ul style="list-style-type: none"> • OS designed specifically for M2M • Simplify integration and operation • Intelligent connection management • Full application and security services 	<ul style="list-style-type: none"> • Complete lifecycle management of cellular services • Activate or change subscriptions • Comprehensive usage data and analytics 	<ul style="list-style-type: none"> • Simplified M2M deployment • Remotely manage cellular modems and connected devices • Full remote configuration, diagnostics, and troubleshooting 	<ul style="list-style-type: none"> • Pre-designed M2M building blocks • M2M software development tools • AirVantage development tools

For further company and product information, please visit



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