

M2M

REMOTE NOTES



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WIDESPREAD DEPLOYMENT CHALLENGES

Despite the instability of today's economy, the global M2M industry is expecting to see tremendous growth during the next several years. Strategy Analytics, www.strategyanalytics.com, Boston, Mass., a market research and consulting firm, projects M2M will grow from approximately a \$16 billion a year industry in 2008 to a \$57 billion a year industry by 2014. This significant growth is anticipated despite the numerous obstacles that M2M developers face.

There are four major components to an M2M solution: application, hardware, messaging platform, and network. These four components must work in concert with each other to ensure the solution functions as designed. Therein lies the primary challenge developers face: complexity of design, cost and time of development, and design risk.

A typical M2M application is a complex solution designed to communicate with specific hardware, using a specific protocol over a predetermined network, to solve a specific problem. Seems relatively simple, but anyone who has developed an M2M application knows there are many obstacles to overcome before achieving success.

The development cycle for commercial-grade M2M applications is lengthy and time-consuming. Most companies endeavoring to build an enterprise-grade solution are surprised by the complexity of the solution, the knowledge of device and network protocols required, and the time and money necessary to complete the project. This prolonged timeline and the special skills required of the development

team do not come without a significant capital investment.

These challenges increase as modifications or additions are required to enhance the application's functionality, the hardware configuration, or communication network. With long development cycles these modifications are inevitable. Most find that soon after deployment there are significant enhancements/modifications on the table for discussion. If communication networks or devices need to be changed or updated, the solution likely requires significant programming changes to ensure communication integrity across the application. In some cases, it may not even be a new device, but an outdated

A platform solution aims to lessen development costs by significantly speeding up the development timeline while also reducing the risk of a poor design. Research finds that customers can pay up to half a million dollars to develop machine-to-machine solutions, not including the cost of ongoing support which includes data center costs, server maintenance, and software updates. The use of an open platform is expected to decrease application costs and the development timeline by more than 50%, and make significant cost reductions of ongoing maintenance.

The platform needs to be a completely customizable and scalable solution that works across all devices,

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legacy device that needs to be integrated into a modern solution.

Inilex recently launched Apprize, a software-as-a-service messaging platform to combat the costs and extended timeline associated with development. Apprize offers an integrated solution that enables developers to deploy any type of wireless M2M application using any device, any messaging protocol, over any compatible communications network.

networks, and messaging protocols. If a developer wants to introduce a new device or switch networks, the platform should be able to handle the modification seamlessly to the customer in a timely and cost-effective manner.

Such technologies that tackle these obstacles will ultimately revolutionize the functionality of M2M solutions by making it accessible and affordable for a diverse group of industries.

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