



## **Inilex Launches Apprize for M2M Developers**

June 15, 2009  
By David Sims

Inilex has launched Apprize, described by company officials as a "machine-to-machine software service" for "challenges faced by developers" of M2M products. It lets developers add different devices and networks with no limitations, and can integrate outdated legacy devices that are still a part of an M2M system with newer or modern applications.

The SaaS (News - Alert) product is billed as letting developers "deploy any type of M2M application using any device, any protocol, over any communications network."

It's not difficult to see the market opportunity Inilex is heading for here. Strategy Analytics (News - Alert) says the M2M industry is projected to grow exponentially in the coming years, from approximately \$16 billion in 2008 to more than \$57 billion by 2014. Apprize is positioned by Inilex officials as offering M2M software "that can be implemented across a variety of industries such as telemedicine, energy management, environmental, security" and more.

Earlier this month TMC had the news that Inilex announced that its SmartAlert and SkyWay vehicle safety and security products received the 2009 Product Value Leadership of the Year Award from global consulting firm Frost & Sullivan (News - Alert). The SmartAlert and SkyWay products provide nationwide stolen vehicle recovery with no subscription fee and are available as dealer-installed accessories. It's currently is available at Ford&trade, Lincoln and Mercury dealerships nationwide.

"It takes between four and six supply-chain partners" to develop and manage just one M2M product, says Vice President of Yankee Group's (News - Alert) Enterprise and SMB Research, Steve Hilton. Founder and Chief Executive Officer of Inilex, Scott Ferguson said he's found that "customers can pay up to half a million dollars to develop and maintain M2M solutions."

Inilex is based in Chandler, Ariz. and was founded in 2003. Company officials describe the firm as a vendor of "intelligent telemetry" products, monitor, track and control machines across a number of industries. Their products include Advantra, an M2M development platform, as well as vehicle safety and security products using GPS and cellular messaging systems.