

business solutions

Machine To Machine communications



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now that your machines can talk, are you listening?

Are you confident that you can monitor and control your business systems when you're on the move? Tag and track your assets when they're on the move? Or manage your remote equipment whether it's across town or across Europe?

Orange can help you do just that. Machine To Machine communications create value for businesses of all sizes - by helping you achieve greater operational efficiency and at the same time provide a better service to your customers.

Tell us what information your business needs from your machines, and we'll show you how to get them talking to each other, and to you.

improve everyday business processes

From vehicle tracking to stock control, Machine To Machine communication gives you visibility over your machines so you know what is happening, as it happens. By enabling remote equipment to interact with your information systems, you have the vital data you need to make quick decisions and manage your internal processes more effectively.

Companies of all kinds are looking to Orange to help them improve their productivity and quality of service. Vending machines can tell you when they're running low, and even order their own stock. Insurance premiums can be calculated on actual vehicle usage not generalised character assumptions. And meters can provide automatic readings in real-time over a simple and secure internet interface, decreasing call-out and maintenance costs.

create exciting new business opportunities

13 billion machines across Europe have the ability to communicate with each other today.

Orange has the network to connect them, products that are easy to integrate with your systems and services that meet your requirements to make it all a reality. This translates into immediate potential for new revenue streams and more compelling services for your customers.

The proof is in the companies we're working with. For example, Axa Assistance is making a difference to the everyday life of people at risk of heart disease through remote blood pressure monitoring - reducing the need for hospital visits while increasing the level of care. Securitas has integrated a voice and data security solution, which captures video footage of a security breach and simultaneously allows Securitas to consult their customer on the best course of action.

addressing your needs

As the market leader in Machine To Machine communications, Orange provides comprehensive solutions that benefit businesses of all sizes, in all vertical markets.

Our unique combination of best-in-class network technologies with a standardised data platform gives you access to information and knowledge on demand. What's more, we're expanding our bespoke services and consultancy units, and have the know-how and integration expertise to help you work out what it all means for your business.

connectivity

networks

Are you looking for coverage across the building, the town or several different countries? As part of the France Telecom group, one of the world's leading integrated telecommunications providers, Orange is able to offer a broad range of network technologies, including fixed line, ADSL, GPRS, 3G and WiFi, which can be extended to suit any application.

Only with Orange can you take advantage of a simple, advanced answer to your Machine To Machine requirements - supported with standardised pricing across all of our operations as well as a single point of contact, central ordering and reporting and comprehensive Service Level Agreements.

SIMs

Fitting a special SIM card and module to your machines enables them to send data directly to your desktop via the Orange network. Our SIM cards are robust enough to suit industrial environments, durable enough to cope with high volume usage over a long period of time, and flexible enough to receive updates once deployed in the field.

Our partnerships include:

Siemens

together Orange and Siemens are developing vertical sector Machine To Machine solutions across Europe.

Sony Ericsson

Sony Ericsson provides a range of specialist devices that are flexible, easily integrated and optimised for the M2M market.

Wavecom

Wavecom has maintained a key interest in the M2M market for many years, and enables Orange to offer a straightforward, reliable service based on the latest technology.

M2M Connect

Our open platform M2M Connect allows you to access your machines and devices through a single connection, which is compatible with both fixed and mobile networks. You can take advantage of a straightforward web interface from which to build your queries and reporting.

Based on a standardised platform, M2M Connect is compliant with industry protocols and is easily integrated into your company's existing systems, dramatically reducing the cost and complexity of deployment.

security

Security is paramount so we ensure all data sent over the internet or your own company network is encrypted for maximum protection.

modules

We maintain close partnerships with hardware providers to ensure the best service quality and level of integration between your machines and our networks. Orange certifies the modules from key manufacturers as M2M Connected after completing a rigorous testing process with them.

solutions

Whether you're in transport, utilities, communications or services, there are hundreds of ways in which Machine To Machine solutions, powered by Orange, can help your business.

Orange can provide two distinct solutions today – fleet management and video surveillance, with more solutions in development.

fleet management

No more guessing your drivers' progress and their estimated delivery time because now you can keep track of your fleet, any time, anywhere. Keep customers up-to-date with where their delivery is and when it's likely to arrive. And you can look after the entire fleet by getting an automatic update of which vehicles need servicing and when.

video surveillance

Now you can be quickly alerted to any intrusions or suspicious activity at locations you're responsible for, wherever they are, with the surveillance solution from Orange. Simply install remote cameras equipped with Orange Machine to Machine connectivity. Because they are wireless, the cameras can be located anywhere and moved quickly to a new location, meaning the installation cost is also minimal.

"We do not intend to charge our clients any additional fee for this M2M solution. We are benefiting from this in more important ways – this solution offers much greater efficiency in terms of set-up and procedures. Additionally, the simple client delivery mechanics of using GSM to deliver voice and images makes it much more user friendly for both ourselves and our clients. Our customers have already started praising the solution."

Patrick Legras, Telecom Manager
Securitas

Machine To Machine can be used for a wide range of activities.

What's more, Orange is encouraging new applications for Machine to Machine solutions with inspiration and support from our vibrant partner community, Orange Partner.

Here are just some of the areas where Orange customers have been successful in Machine To Machine deployment.

vending

With Machine To Machine technology, real-time vending is very much a reality, providing more visibility to suppliers than ever before. Your vending machines can order their own service repairs, monitor their own temperature and order their own stock. You can even download video clips to your vending machines incorporating advertisements for the products being sold in the machine.

office equipment

Nothing is more certain to upset your customers than having to hang on the telephone to let you know your product isn't working. With Machine To Machine, equipment like coffee machines, photocopiers and air-conditioners can now call out their own engineer. Your printers will communicate with the service centre automatically, so they will always be fully functional as they will automatically trigger an alarm if they're damaged, jammed or empty, and schedule any routine maintenance as required.

"The Orange and Siemens solution is already delivering results, both for us and our customers. We are currently negotiating wider deployment of the solution in France, and ultimately throughout Europe, to further drive down maintenance costs and improve efficiency to help us deliver an improved service experience for all our customers."

Daniel Mathieu, Marketing Director
Konica Minolta

utilities

By integrating Orange Machine to Machine into utility meters and equipment, a central controller or application can take an accurate meter reading when a bill is due. This improves your service to your customers as you can do away with estimates and base bills on actual usage. It also minimises the disruption and cost of home visits, and allows you to bill in new ways, such as time and date of energy consumption.

transport

Real time performance monitoring brings many benefits to your fleet, including an overall increase in efficiency, functionality and safety. Machine To Machine enables you to centralise your transportation management systems and provide improved service levels for any people or materials in transit. And with automatic visibility of any unforeseen problems that crop up, you are better-equipped put contingency plans in place to minimise downtime.

"With reliable, timely and accurate data, we can now supply the rail industry with business critical information - we can even tell them if there are leaves on the line! the Orange M2M Connect system we've installed means that we can now get access to our information in close to real time. This allows us to plan our daily maintenance schedule much more efficiently, smooth the workload for our staff and help us target issues much more accurately."

Vincent Smedley, Engineering Director,
New Products for Bombardier Transportation

logistics

The demand for solutions that enable businesses and consumers to track their assets over a mobile network has increased dramatically. Using the Orange network, you can now track and locate any item quickly. The network supports new technologies that can be used indoors or outdoors, and will return accurate co-ordinates and information to the controller.

"We feel that Pinpoint Tracking Services has the advantage of combining ADT's unrivalled monitoring capabilities with the Orange network and Location API service. For the first time, we can offer customers the ability to track assets without any reference to any vehicle they might be on and locate them with excellent accuracy in the most difficult environments."

Peter Laverack, Communications Director,
ADT Europe

payments

Your customers no longer have to struggle with loose change for vending machines or parking meters; they can pay by text message. Machine To Machine will also mobilise your payment points by making it possible for shoppers to pay for their goods anywhere in the store, or pay for their home deliveries on a remote terminal, rather than by cash.

healthcare

Rather than using expensive resource to monitor low level patients and equipment, Machine To Machine technology can be used to provide care for patients at home. By taking away the requirement to visit hospital regularly for readings and so on, the patient gains more personal freedom. Any abnormal activity can be highlighted and appropriate actions taken, which means the quality of care is retained.

As the scope of Machine To Machine applications constantly increases, how do you evolve your business processes?

By collaborating closely with Equant, our partner in the France Telecom group, Orange is well placed to help you assess the suitability of Machine To Machine technologies within your business environment to open new areas of development.

And our support continues every step of the way, from assessing your business needs through to rollout, operation and maintenance of your service.

management workshop

By getting together face-to-face with the decision-makers in your business we can prepare the groundwork for establishing some strategic recommendations and an initial action plan to get off to the best start.

opportunity study

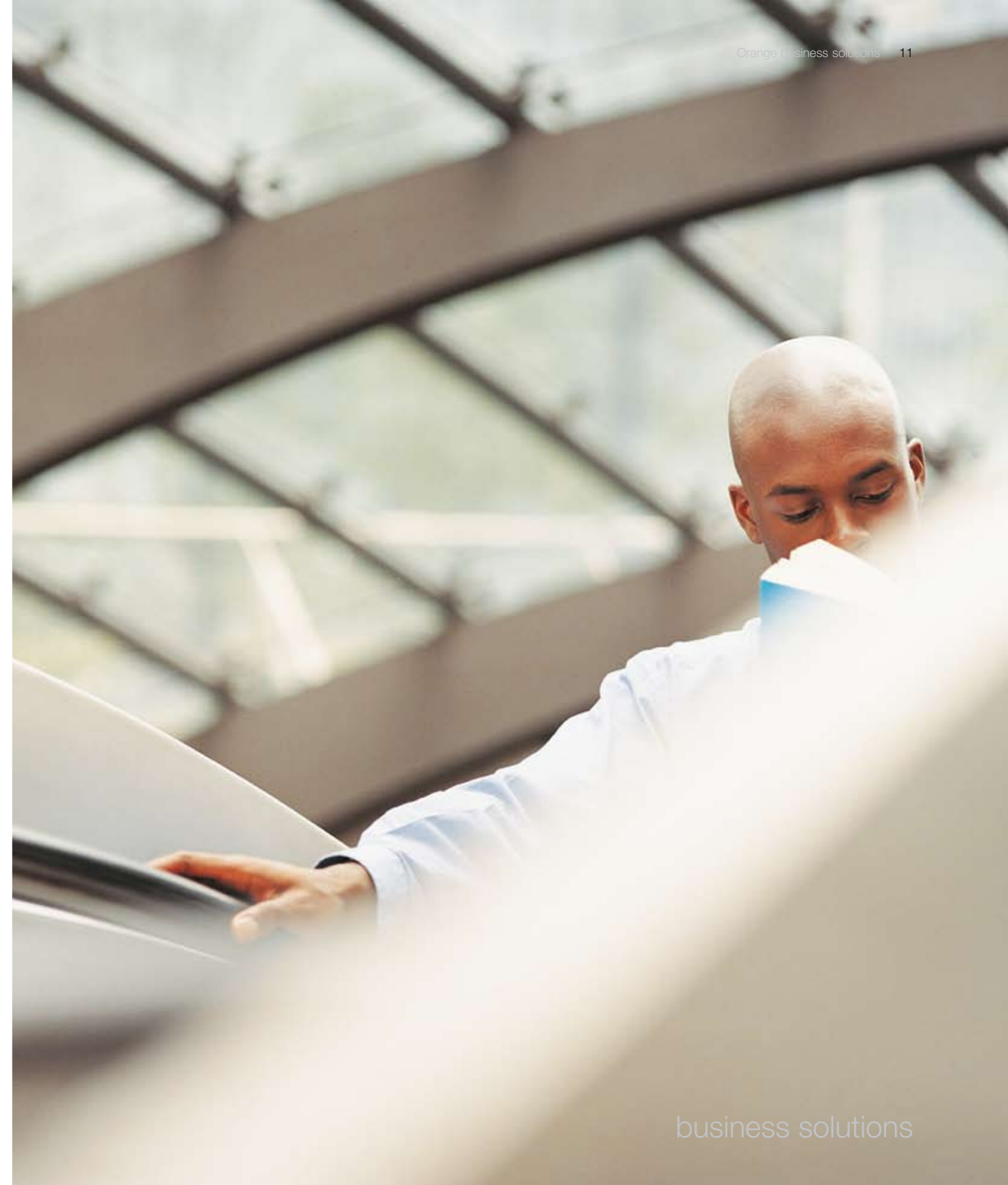
We know you need to understand the value and return the project will bring to your company as well as the risks and priorities for your organisation. The purpose of this study is to put you in the best position to see which parts of your business will benefit from implementing a Machine To Machine application. We feed your decision into a workable business model, which includes scenarios and pilot experiments to verify each application is well adapted to your professional environment.

solution design

Our experienced consultants use the outcome of our pilot experiments to design a solution that is compatible to your requirements, budget and planning. We also build in a project schedule and conditions of success, including change management to help teams take advantage of new processes.

implementation plan

In close cooperation with your project team, we're here to take the hassle out of your implementation. Our overall objective is to meet your requirements: expected results within budget and schedule - and to ensure the best possible experience when your people are using the solution in the field.



international services

We know large multinational organisations face particular challenges. Communications between people can be difficult enough on an international basis, and things get all the more challenging when monitoring or tracking assets and equipment across Europe. The better you manage your assets, the better the service you can give to your customers, and the greater your operational efficiency becomes.

A key part of our strategy to meet those needs is to ensure consistency of service across our network, so you can manage the integration and operation of your Machine To Machine solution at a central level.

Machine To Machine solutions are available across Europe.

single point of connection

Our solution uses one single point of connection into the Orange network, which includes a single framework agreement and technical connection to ensure maximum cost savings and upgrade flexibility.

central ordering

We support your procurement managers with the central ordering and delivery of SIM cards and compliant hardware.

single report

We'll provide clear and concise reporting, as well as statistics and usage reports.

dedicated point of contact

We have created the International Business Care (IBC) centre to make sure you get all the first-line support you need. Together with multi-lingual support and in-depth knowledge of our networks and services, IBC will also appoint a dedicated person who understands what your business needs from us and works with you to achieve it.

unified pricing and roaming cost control

We give you the simplicity of one pricing structure that covers all European countries and recognises the scale of your overall commitment. It means you avoid the cost, time and complexity of negotiating and implementing services with multiple operators on a country by country basis. We can also adapt our prices to take into account markets with high roaming overheads, such as fleet tracking.



Securitas

The Securitas Security Systems division specialises in custom-designed programmes for high security demands. Securitas prides itself on its customer service, mooring this as one of the main reasons why the company continues to be a market leader.

Securitas has developed with Orange an advanced monitoring solution that consists of a remote camera, which is easy to use and deploy with no need for expensive or time-consuming cabling. As soon as it senses movement the camera becomes active and sends a short video clip to the customer's phone or email address. The clip is sent simultaneously to the central control room at Securitas, where it can be acted upon as necessary. Not only does this solution deliver additional enhancements to its customer service; it has streamlined Securitas' operations through improved implementation speed, service delivery efficiency and cost control.

Bombardier

Bombardier Transportation, a global leader in the rail equipment and servicing industry, needs up-to-the-minute monitoring of its machines and vehicles to ensure efficiency, functionality and safety.

Bombardier has been using Machine To Machine systems on board its rolling stock for five years. Details on the performance of individual carriages, as well as other vital train safety information such as engine performance and door closing times are monitored and transmitted to train engineers. With the data Bombardier can measure efficiency and identify, diagnose and resolve problems quickly through a simple web interface. Already Bombardier has benefited from savings made through enormously increased efficiency.

AXA Assistance

An international network of assistance and services for corporate and individual clients, AXA provides insurance, medical and security services in 32 countries across five continents.

To increase the level of care for patients suffering from hypertension, the patient is equipped with a Bluetooth® machine, which they can use to monitor their blood pressure. Data is automatically transferred and can be followed up by doctors and AXA Assistance, who are alerted if the programmed threshold has been reached. Not only has this helped AXA Assistance create a new business model to anticipate risks and hospitalisation needs, it also passes through enormous benefit to the patient, who can enjoy freedom thanks to home care, and confidence that any problems will be detected and treated immediately.



ADT

ADT, a leading provider of electronic fire and security systems, wanted to help its customers track and locate valuable assets through a solution that was easy to install, had a reliable self-powering battery and worked both indoors and out.

ADT developed a long-life battery powered tracking device that uses Orange Location Services. Pinpoint Tracking Services allows the ADT Alarm Receiving Centre to track valuable goods in transit, machinery or vehicles for organisations or logistics companies. A discreet homing device containing the SIM is placed within the item to be tracked and Orange returns details including the latitude and longitude via a web-based platform.

Konica Minolta

Konica Minolta wanted to control their operational costs by scheduling routine maintenance visits more efficiently, while at the same time providing improved service to their customers by identifying and resolving faults immediately.

Their Machine To Machine solution allows them to access individual copiers located on customer premises remotely and collect data to produce reports, including the number of copies made and the status of each copier. Konica can interact with the copier remotely to change settings to improve performance, and maintenance can be initiated before the customer has even realised there's a fault. The solution was developed and deployed quickly using the open and standardised M2M Connect platform.

what next?

At Orange we recognise your increasing need to be dynamic and responsive in order to fulfil your own customers' requirements. As Machine To Machine turns from a business proposition to a business must, whatever unique challenges you face, Orange will work with you to find new ways to meet them.

For information about how Machine To Machine solutions can help your business, please speak to your Orange account manager or call us today on +32 2 750 2 750.

You can also visit us at www.orange.com/business

