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Global M2M Competitive Landscape of Telecom Operators and Vendors in 2015

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Abstracts

M2M continues to be leveraged by mobile operators in most of the countries as an important source for increasing their cellular connections in major markets and has been one of the major focus areas, as it has helped them to prune down the decline in the traditional mobile services. M2M market is relatively immature in most of the countries (except for some selected countries in the Western Europe region and North America region). The market is still high fragmented, which has inturn further limited the adoption and growth of M2M cellular connections. Also, significant barriers wrt to regulations and deployment/implementation methodology have further impacted the growth of M2M services.

Operators in many regions along with their partners are focusing on aligning their business models and service delivery strategies, in order to cater to the requirements for a large number of clients of diverse industry verticals. As a result, increasing number of companies are also focusing on achieving economies of scale and strengthening their predictive behavior capabilities through the development of horizontal enablers for various cross-vertical deployments.

Increasing number of operators plan to further accelerate the deployment of M2M networks, citing the increased adoption and monetization which they expect to foresee using the deployments. Though mostly focused on an enterprise scale deployments mostly today, M2M deployment will further get increased adoption, once the retail consumer starts using the services to a greater extent and the M2M services providers alternatively focus on the offering significant benefits to these customers through strategic product offerings.

The report highlights the M2M offerings and overview for leading Telecom service

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providers and vendors offerings M2M services (in a detailed version for a selected companies and mini version for a few) and discusses about the selected market updates (from Jan 2015 onwards) in the M2M space including contracts being awarded, key partnerships & alliances, Mergers & acquisitions, new product launches etc. Key finding based on the survey conducted by WiseStrokes has also been included in their report.

Target Audience

Telecom Service Provider

Equipment vendor/Supplier

System Integrator

Application/Content Developer

Government Organization/Regulatory Authority

Academia/Consultant

Key Features:

An overview of the M2M offerings in 2015 and drivers and challenges

Contains inputs from more than leading 50 global mobile operators and vendors offering M2M services in summarized graphical format in a survey conducted by WiseStrokes in August - September 2015.

Offers a brief profile and mini profiles of more than 25 leading telcos and vendors offering m2m services

The profiles highlights the M2M Services offerings, partnerships, acquisitions, sales strategies of the telcos and vendors (wherever applicable).

Includes the latest market updates in the M2M segment with respect to partnerships and alliances, contract wins, mergers and acquisitions and key product launches/enhancements in 2015.

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Forecast estimations for M2M services on a regional and country wise basis of 2015

Summarized information of M2M contracts, partnership details, M2M product launch details and M&As in 2015.

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