SimService
CONNECTINGUNITS
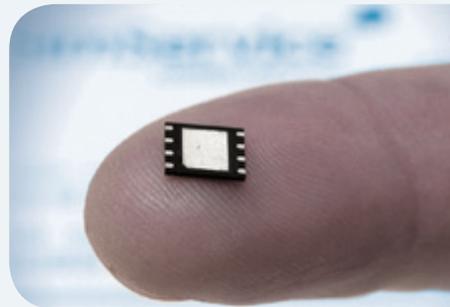
Enabling M2M

for Mobile Network Operators

Run an automated and profitable M2M business model for high operational performance

M2M Market Opportunity

The M2M market is quickly adapting to our hyperconnected world. The amount of M2M units requiring mobile connectivity has been increasing rapidly over the years and has created an economic phenomenon. Investing in M2M today is the key.

M2M Challenges

The modern M2M market presents multiple challenges for the operators:

- **Decreasing Average Revenue Per Unit (ARPU):** The average ARPU from M2M services is significantly lower than from traditional telecom business. Therefore, new revenue will be distributed over large numbers of subscriptions

- **Purpose designed products and services:** Operators need to think and act differently when designing M2M solutions. Products and services should meet the exact requirements of M2M customers and include M2M tailored products and services, self care support and flexible billing models

- **Dedicated systems:** A M2M business needs to be supported by highly automated provisioning, billing and management systems. To ensure profitability, these must be able to scale efficiently to a very high number of transactions (Call Detail Records)

- **Special SIM cards:** M2M imposes new future demands for SIM cards. They not only need to be flexible for personalization and profiling, they increasingly need to meet industrial standards and requirements. They must fit into devices and applications, be embedded and part of an entire process

- **On-going support:** Although an M2M environment consists of machines communicating, customers need to know that their devices work consistently and convey data accurately. By offering a self service system to M2M customers, connections can be managed and controlled effciently at a low cost

Finding the Right Solution

As the traditional telecom business model has not been designed and implemented with the industrial M2M requirements in mind, it demands a large effort to keep the average revenue per unit high without modifying existing systems. The SimService platform solves the M2M challenges in one system.

Designed for the M2M Market

With years of experience as an M2M operator, we have used and designed a platform that fullfills the M2M ecosystem. From time to market to products and services - partnering with SimService gives you the knowledge and the platform to enable M2M efficiently, grow your business profitably and get to market quickly.

The platform is designed for managing a self-sustained M2M business and enables you to offer customers an optimal way of running their connectivity solutions. The system is customized for the M2M market with features that suits both yours and your customers' specific M2M needs.

Managed by SimService

Operating a complete M2M system is complex and expensive. With our software-as-a-service platform you will pay as you grow. Our API provides you with the freedom to design and modify all aspects of your M2M ecosystem. You will benefit from seamless integration, scalability and a user friendly interface and create competitive advantages.

The SimService Platform
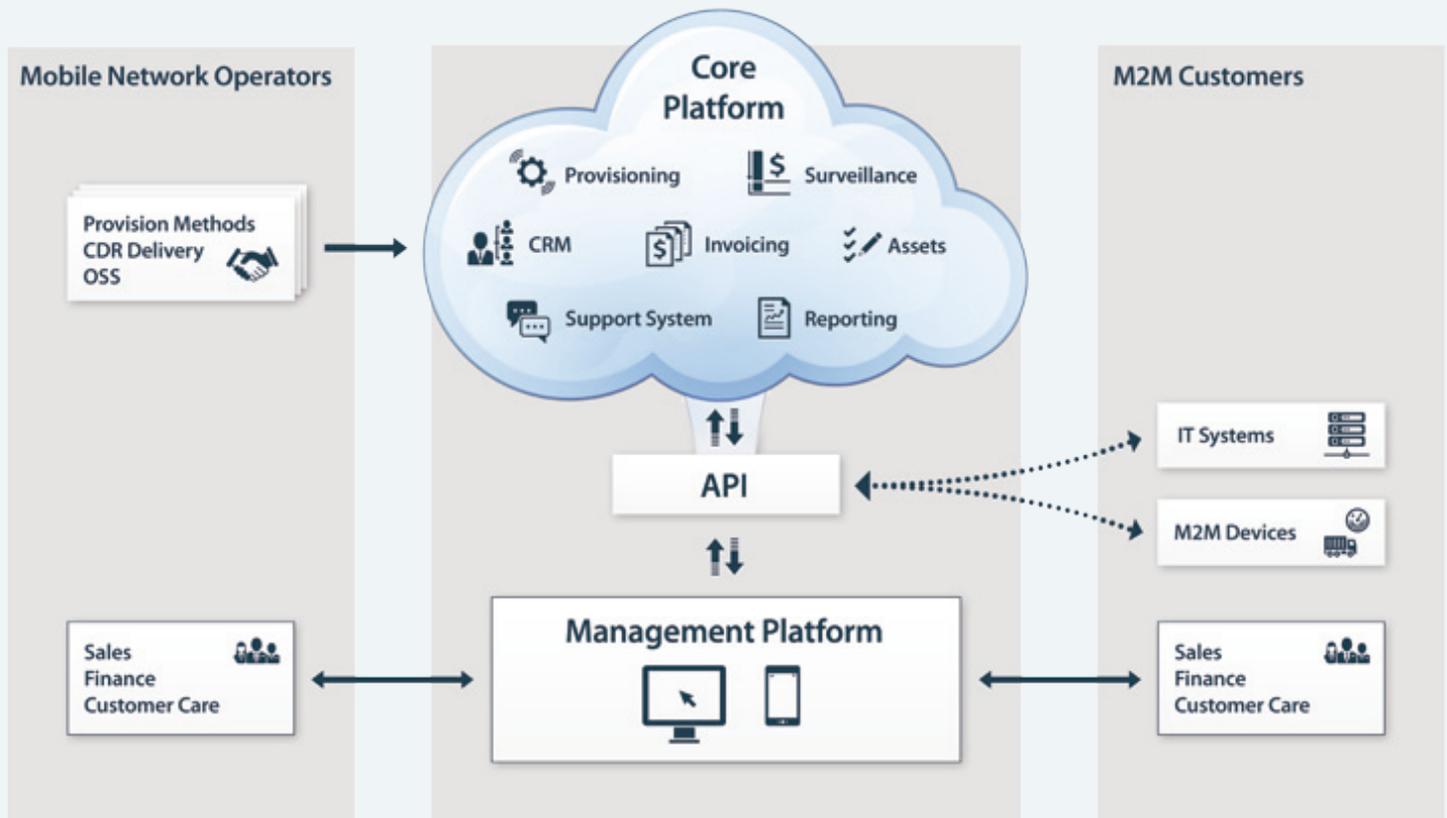
About SimService

As an experienced M2M technology provider, we eliminate the complexity associated with profitably connecting and managing M2M devices.

Founded in 2006 by Steen Gregersen and Kim Wiig Christiansen - two knowledgeable M2M specialists with years of experience from within the telecom industry - SimService has grown into a strong player in the growing M2M market. We are a privately held company, operating as a Mobile Virtual Network Enabler.

SimService and our dedicated team of M2M specialists were awarded Best M2M at SIMagine 2011.

Why Us?

With us, you can take advantage of the many possibilities the high volume M2M market is offering. You will be able to :

- manage M2M as an automated, low cost business unit for higher operational performance

- efficiently compete on a fast growing market with specific – but differentiated - needs and demands

- increase customer satisfaction by offering a personalized easy-to-use self care support service

- comply with industrial standards and requirements

- handle a very large number of SIM card subscriptions with a very high number of transactions (Call Detail Records) but a low ARPU

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