



THE FUTURE IS NOW FOR CONNECTED MACHINES

Machine-to-Machine Technology Is Helping
Businesses Rise above the Competition.



By 2020, an estimated 50 billion devices¹—seven for every human on Earth—will be connected to the Internet. It's a shift that could be worth as much as **\$14.4 trillion to the world economy by 2022.**²

A big chunk of that value, 45%, will result from machines talking to machines. But what many people don't realize is that machine-to-machine (M2M) technology is already changing the way business is done. From transportation to healthcare to retail and more, businesses are using connected machines to help differentiate themselves from competitors, create efficiencies and generate new revenues.

Utilities use M2M to track usage in near real time and respond quickly to outages. Insurance companies are able to track their customers' actual driving habits—and set rates more competitively. And that familiar red DVD kiosk at your local grocery store is not only powered by connected-machine technology, the technology is creating a whole new operating model.

HOW DOES M2M TECHNOLOGY MAKE A DIFFERENCE?

M2M generally refers to technology that collects data from a machine—a sensor on a truck, a vending machine or an ATM, for instance—and relays it over a wireless network connection.

At DVD rental company Redbox, for example, the business model itself hinges on the ease and convenience of M2M technology. The automated retail kiosks are connected with the business' back-end system through the Verizon Wireless network to help ensure supply chain efficiency. Each machine is equipped with an inventory management system that determines how many copies of a new release to stock at that particular location, based on usage data, so popular items are available and customers keep coming back for more.

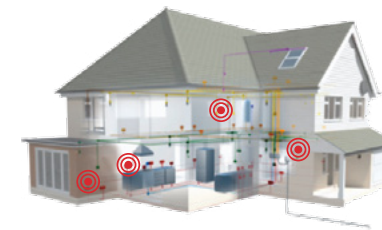
Customer convenience is an essential part of Redbox's success. This technology allows customers to reserve their rental via the Web



or on their mobile devices, and pick up movies in one location and return them in another. Even the locations themselves can be optimized for peak visibility. Deploying kiosks in high-traffic areas is easy and a fraction of the cost of traditional retail space. By harnessing the potential of M2M, Redbox was able to develop an innovative business model that helped them rise above the competition in the DVD rental market.

SMART CARS, SMART HOMES, SMART HEALTHCARE

Connected-machine technology is not just making a difference behind the scenes in business operations. Companies are also incorporating it into the products they sell. Auto manufacturers are increasingly offering sophisticated in-car entertainment systems, thanks



"Wireless connectivity is of great value to our Iris customers who would like the freedom to manage and monitor their home without a broadband connection, and with the peace of mind that connectivity to their home won't be lost should their Internet connection become interrupted."

—Lowe's Smart Home
Vice President Kevin Meagher

to high-quality 4G wireless connections. It's projected that by 2018—just five years from now—80% of new vehicles sold in the U.S. will roll off the lot with telematics features.³ And home improvement giant Lowe's® now sells Iris® "smart home" kits that allow homeowners to control their lights, thermostat and other systems from a smartphone.

M2M technology is also gaining momentum in healthcare, where wireless monitors can send vital signs from patients' homes to their medical teams. This technology also allows digital information to be shared more easily among providers, so everyone has the latest information.

RELIABLE, HIGH-QUALITY WIRELESS SERVICE IS THE KEY.

The common thread for all these uses of M2M technology is high-powered, wireless connectivity. And in millions of cases, the way these machines connect is through

Verizon. As the provider of the largest 4G LTE wireless network in the U.S., Verizon is a leader in M2M, helping businesses design, implement and manage connected-machine strategies through its Machine to Machine Professional Services and Machine to Machine Management Center.

Now is the time for companies that haven't taken a serious look at connected-machine technology to begin that process or risk losing ground to early-adopter competitors. M2M has incredible potential to help companies in almost any industry operate more efficiently, provide better service and capture new revenue.

Discover the many ways connected machines are helping businesses succeed:
VERIZONENTERPRISE.COM/CONNECTEDMACHINES



¹ Dave Evans. *The Internet of Things: How the Next Evolution of the Internet Is Changing Everything*. Cisco. April 2011.

² Joseph Bradley, Joel Barbier and Doug Handler. *Embracing the Internet of Everything to Capture Your Share of \$14.4 Trillion: More Relevant, Valuable Connections Will Improve Innovation, Productivity, Efficiency and Customer Experience*. Cisco. 2013.

³ *Embedded Telematics in the Automotive Industry*. IHS iSuppli. November 2011.

4G LTE is available in more than 500 markets in the U.S. Network details and coverage maps at vzw.com. © 2013 Verizon Wireless.