



# What is **machine<sup>2</sup>machine**

A download guide by **WirelessLogic**





## What is Machine to Machine?

Machine to Machine (commonly known as M2M) means data communications between machines. In recent years M2M has more commonly been used to define wireless communications between machines.

Application is key and a multitude of applications make this a very compelling solution by increasing companies productivity and efficiency, and in some cases lowering the infrastructure costs of fixed line telecommunications.

**Phil Cole, of Wireless Logic explains,**

“M2M connectivity is the simple cost-effective way to talk two-way with remote devices or sensors. This allows them to communicate key information to wherever and whenever you want stationary or mobile.”





## Some examples of M2M in practice are:

- CCTV camera streaming live images to a specified location
- A box at the side of the road monitoring traffic flow
- Tracking a vehicle or asset such as a roadside digger
- Your water or gas meter delivering a reading daily to the utility company

SIM-based private connectivity with Fixed IP is now enabling the benefits of wireless technology to make commerce more efficient, and machines communicate for themselves.

Wireless Logic offer a fixed IP service called "ManageNet" which in simple terms makes the SIM's more intelligent by layering a private network on top of the mobile networks. This means we can give the SIM card a private fixed IP address every time it connects. You know where your machine is and at what IP address.

The other advantages are lower airtime costs as the machine is not on the internet, increased monitoring and alerting tools and a service level agreement far better than any mobile network can provide.

Cole adds, "Quite a good analogy I heard is that if you buy a GPRS/3G SIM from a network it will always change the IP address (Dynamic) which is a bit like a postman trying to find a house with an ever changing address. We fix it and then you can contact it via two way communication whenever you want for the contract duration."





# Working Case Study

## “Out in the Field”



**Here we take a look at some examples of industry-wide issues, and how M2M is helping solve age-old problems using wireless connectivity.**

Industries and agencies that employ field service teams for monitoring, replenishment or repair can be well-supported by m2m. Such applications fall into three categories:

### Systems that need to be refilled.

The vending machine can benefit greatly from m2m. Without some form of telemetry, the refilling process is based on fixed schedules rather than on measured demand and therefore suffers from three major inefficiencies: drivers often show up when machines don't need refilling, they don't show up when machines do need refilling, and they show up with the wrong mix of products.

This adds up to higher costs and lower revenues for vending companies. In contrast, telemetry-equipped machines can place orders when needed, with the right mix of products, to optimise sales and minimize replenishment cost.

### Systems that need to be emptied.

Conversely, machines that need to be emptied at unpredictable intervals, such as parking meters and token collection points on mass transit systems, could enjoy the same benefits.

In both cases, expensive fleets of vehicles and drivers are employed to service individual transaction points, which individually account for very little revenue but collectively account for very high costs. By matching service efforts with actual, measured demand, both private companies and government agencies can make much better use of their expensive resources.

### Systems that need to be serviced or repaired.

The opportunities in this category range from office machines to railway crossing barriers to elevators. Whenever there is a machine in need of attention – particularly a machine involved in generating revenue or keeping people safe – m2m can play a major part.

An additional benefit of wireless m2m that applies to all three categories is mobility. For example, a company that leases office equipment could easily move its machinery from one customer site to the next without worrying about installing new phone lines to establish data connections.





# Example customer

## Simplicity Software and Technology

Richard Hudson Operational Director at Simplicity Software and Technology, a leading provider of total information solutions provides us with his experience of M2M connectivity at Wireless Logic.

“Working in Partnership with Wireless Logic has been fundamental to our ability to provide our clients with leading edge solutions for over 5 years.

Through this relationship new and exciting business solutions have been developed, enhancing autonomy, streamlining operations, enabling paper free workflows, and bringing the term ‘real time solutions’ to life. All of this enabling us to achieve the best for our clients.”

**For more information, please visit the Simplicity Software and Technology website, at:**

[www.sstgh.com](http://www.sstgh.com)





## M2M – Quotes



“Obtaining data SIM cards with fixed IP addresses from Wireless Logic, have enabled our customers to remotely communicate with our signs, allowing them to change messages or pictograms easily and efficiently from wherever they may be in the world.

Customers who have our equipment on rental, can be assured of a prompt and efficient service from Mobile Traffic Solutions whenever they need to change a message on our signs, as our technicians can do it all for them, from the comfort of their own home”

**Paul Flegg - Operations Director, Mobile Traffic Solutions**

“The original purpose of our partnership with Wireless Logic was to offer BS 8418 compatible technology so that, providing a site also has a BS 8418 compliant monitoring and installation solution, it would receive an immediate police response to a verified alarm. This partnership has given us a highly economic network tariff which enables us to provide cost effective vehicle tracking and remote site management solutions as well”.

**Duncan Ross - TeleEye’s General Sales Manager**

“Mobile working is key to the future strategy of Croydon Council to help aid mobile workers and increase our communication links and extend our LAN to the remote worker and home worker. This project is just the start of the road to mobile and flexible working”

**Keith Mackey - IT Manager, Croydon Council**

“Everyone here agrees mobile real time messaging to appliances helps us work smarter, faster and enables us to maintain the high level of service the public have come to expect of us. This technology significantly adds value to our ability to do our job. Quite honestly, you begin to wonder how we ever worked without it”

**Julian Gaskin, IT Systems Developer at the Kent Fire Brigade**

“Wireless Logic’s flexibility, willingness and ability to offer a tailored set of service packages has been second to none and by working with them we have managed to provide a complete communication solution that delivers reliable and competitive wide-area group communications for our customers and at the same time keeps us at the forefront of VOIP on a cellular service.”

**Brett Smith, Chief Operations Officer, Push To Talk UK Ltd.**





# Introducing Wireless Logic

Established in 2000 by Philp Cole and Oliver Tucker, Wireless Logic has undergone phenomenal success to become one of the leading UK specialists in the rapidly evolving business world of mobile technology and SIM-based data communication.

Supported by the infrastructure of Phones International, a multi million pound group, they have provided M2M and mobile data solutions to over 1200 partners, including that of IBM Global Technology Services.

Wireless Logic also help hundreds of businesses to develop and manage their wireless applications, from mobilising email services to complex end to end data solutions that are catered to suit business needs.

Wireless Logic provide the technology required by working with resellers and customers, allowing them to be on the pulse of what's new and what's right, opening the doors for corporations and businesses alike to connect and communicate data seamlessly.

With a dedicated team and over forty years experience in I.T. telecoms and the M2M market, the answer is always at hand with Wireless Logic.

**For further information, please speak with our customer service team using the following details:**

**Tel:** [08709 220099](tel:08709220099)  
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We are always interested to hear from organisations or individuals that read our download guides. To get in touch please use the details above.

