

News

Managed Connectivity



Telefónica Ireland and Jasper Wireless announce new M2M service to connect devices in Ireland

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10th October 2012 – Telefónica Ireland, which operates the O2 brand, has announced a partnership with Jasper Wireless to help Irish companies implement machine to machine (M2M) technology. M2M, also referred to as the “Internet of things”, allows machines or devices to talk to each other or to a company’s management system using the O2 mobile network. Early adopters of M2M include fleet management and transport companies, who have installed M2M boxes in their vehicles to enable real time location updates.

Jasper Wireless is a leading platform to manage M2M connections, which enables M2M deployments by giving customers real time visibility and the ability to manage thousands of connections through one platform.

Machina Research has estimated that there will be 2.1 billion cellular M2M connections worldwide by 2020 and that the addressable global market for mobile operators in M2M will total \$373bn. Technology market research company Beecham Research projected M2M network connections in Ireland growing by over 50% between 2011 and 2014.

“The uses of M2M technology are huge and growing across almost every industry from point-of-sale connections to smart meters to utilities device usage,” commented Alan Brown, Business Director at Telefónica Ireland. He added that the new partnership between Telefónica Ireland and Jasper Wireless will allow organisations to bring to the market powerful and innovative M2M applications and services in a robust and secure way. The partnership is part of a global M2M strategy supported by Telefónica Digital, Telefónica’s new global business division, and has already been rolled out in Spain and the UK.

“The Irish agreement sees Jasper expand its existing relationship with Telefónica,” added



Cindy Patterson, executive vice president, worldwide sales, Jasper Wireless. “With our platform, Telefónica in Ireland can provide device partners with a highly configurable M2M management solution that can accelerate market entry of connected devices.”

Jasper Wireless’ Control Centre is a software-as-a-service (SaaS) platform that provides customers with global visibility of all SIMs connected to the mobile network. It allows customers to quickly distribute connected devices with self-service tools which allow real-time diagnostics and usage controls. It provides powerful intelligence with a live view of how devices are connecting to and using the mobile network. Through automating operational processes it allows companies to streamline activities, reduce total cost of ownership and provide excellent customer support.

About Telefónica Ireland

Telefónica, which operates the [O2](#) brand, is a leading communications company for consumers and businesses in Ireland, offering solutions to nearly 1.7 million customers. Based in Dublin and Limerick, it has a retail network of nearly 70 stores and 1,100 employees. Telefónica Ireland is part of Telefónica Europe plc, which operates in the UK, Spain, Ireland, Slovakia, Germany and the Czech Republic. Telefónica Europe's total customer base stood at 103.1 million accesses at the end of June 2012. Internationally, Telefónica is one of the largest telecommunications companies in the world, with a presence in 25 countries. Telefónica employs more than 285,000 people and has a customer base of 309 million connections around the world. For more information about m2m business, visit <https://m2m.telefonica.com> or follow on Twitter at @m2mtelefonica.

About Jasper Wireless

Jasper Wireless enables mobile network operators around the world with platform, applications, and design services to serve the emerging machine-to-machine (M2M) and embedded devices markets. Using the company's unique end-to-end solution, network operators and enterprises can scale their deployment of connected devices quickly and profitably. Jasper Wireless operator partners include AT&T, América Móvil, Telefónica, NTT DOCOMO, KPN, VimpelCom, SingTel, Etisalat, Telstra, Rogers, and more. Founded in 2005, Jasper Wireless is a privately held company based in Mountain View, Calif. For more information, visit www.jasperwireless.com or follow on Twitter at @JasperWireless.



About Telefónica Digital

[Telefónica Digital](#) is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications services under a new umbrella brand called Tu. Telefónica Digital will deliver these new products and services to Telefónica's 309 million customers as well as leveraging the power of the internet to enter new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Tuenti, Media Networks Latin America, 48 and giffgaff are all part of the Telefónica Digital group of companies. Follow Telefónica Digital on Twitter: @tefdigital.

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