

News

Managed Connectivity



Telefónica launches its new Smart M2M Solution

A complete platform for the visibility, control and management of M2M connections. Proprietary Solution developed by Telefónica

21 January 2013 - [Telefónica Digital](#) today unveils Smart M2M, a best-in-class web-based platform for the connectivity, management and control of machine-to-machine (M2M) communications. As more and more machines from cars through to consumer electronic devices get connected via sim cards, the management and visibility of these lines becomes essential. Developed in-house by Telefónica's R&D teams, Smart M2M is a secure, flexible and reliable solution for customers.

Smart M2M Solution incorporates new advanced features such as real time monitoring of traffic type, volume and current consumption, technical supervision of lines (maps of connected devices, advanced diagnostics) and localization. It also offers innovative fraud detection functionalities, including the ability to restrict communications between a list of given devices or the possibility to establish traffic caps.

This new product allows Telefónica to serve both global and local customers. Smart M2M Solution leverages Telefónica local operations to offer customers a service adapted to their local needs. Clients benefit from customer support in their local language and over a locally maintained network. Local sim cards can be used and data can be confined to the country allowing compliance with local regulation.

"The visibility and management of machine-to-machine communications is a vital component of any successful deployment," said Carlos Morales, Director of M2M & Cloud at Telefónica Digital. "By matching our technical expertise and experience in M2M with our local knowledge, we have been able to develop a simple and flexible platform that can give our customers a complete and precise view of their business processes."

Developing the solution in-house gives Telefónica the flexibility to further adapt the platform and add new functionalities to meet its customers' needs. Smart M2M Solution is already commercially available for Telefónica customers in Brazil and Spain and will soon be expanded to other countries, starting with Chile, Argentina and Czech Republic.



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 under a new umbrella brand called TU and in Big Data through Telefónica Dynamic Insights.

Telefónica Digital will deliver these new products and services to Telefónica's 311 million customers as well as entering new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Media Networks Latin America, 48 and giffgaff are all managed under the Telefónica Digital umbrella.

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