Telefonica m2m

## Post M2M General



## Telefónica, in the top tier of M2M operators worldwide

Friday, 05 April 2012



The M2M market presents CSPs with a whole new set of challenges. Only a few achieve the status of worldwide leaders and, according to <a href="Machina Research's annual M2M CSP">Machina Research's annual M2M CSP</a>
Benchmarking Study, Telefónica is one of the world's M2M leading operators.

We remain number four in the ranking, but there are some very good news for us: for the first time, the analysts point that "a top tier of four Communications Service Providers [including Telefónica] will dominate global deals". Machina Research recognizes the great effort carried out by our company to strengthen our position and to change the scenario: where there used to be three big players (Vodafone, AT&T and Deutschse Telekom), now there are four, including Telefónica.

Several reasons were behind the decision of including Telefónica among the "kings": our vertical and horizontal partnerships, our leadership in the M2M alliance of operators and our partnership with other important players of the market, such as Masternaut or Telit are some of the most important. Our excellent coverage in Latin America, one of the core features of the company, was also remarkable in the opinion of Machina Research's analysts.

To arrive to these conclusions, Machina Research analyses the companies with six criteria: Pedigree (experience in m2m market), Platforms (the software that supports m2m connections), Place, (where the CSP is well placed to provide services), Partnership (the strategy and nature of the CSPs' alliances), Process (involved in the provision of M2M services) and People (which concerns the company's organization and the fitness of the personnel).

Commenting on the report findings, the author Matt Hatton told us "Telefonica has every reason to be very proud this year. It has had a great year in M2M. The lead role you played in the multi-operator alliance, strategic arrangements with the likes of Telit and Masternaut, and a move up the value chain into products such as usage-based insurance all helped to persuade us that Telefonica deserved a place as one of the top tier of global M2M CSPs."

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Telefónica m2m Team



@m2mtelefonica