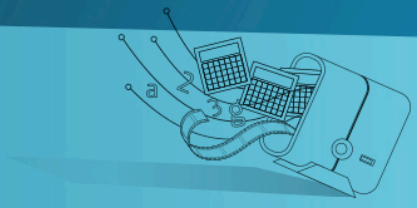
Post

Smart Cities



What do Brazil or UK think about M2M?

Thursday, 30 May 2013

A recent survey conducted by Harris Interactive for SAP among hundreds of IT Decision Makers (ITDMs) shows very interesting responses regarding M2M technologies.

Considering the results, Brazil, China, Germany and India are the most favorable countries for M2M technologies in Smart Cities. In particular, Integrated Technology and Device Manufacturers (ITDMs) from Brazil were the ones who considered Smart Cities as the best outcome (35%). This response doesn't come as a surprise: Smart Cities technologies are having an excellent deployment and response in the country, from Rio de Janeiro and its 'NASA alike' operations center to Curitiba, that now benefits from an awarded Smart Transport solution provided by Ericsson and Telefónica.

Besides, almost all the ITDMs viewed M2M as the "natural evolution of consumerization of IT", thanks to concepts like Bring-Your-Own-Device (BYOD). China and India were the countries that most embraced these ideas (92% of its ITDMs viewed so) but UK and Brazil were also very receptive.

With regards to the opportunities that M2M can provide in the workplace, results by country were clearly influenced by socio-economical factors. For example, M2M for increasing productivity for employees was the top selection in China (69%). It makes total sense: its workforce and productivity have been the main core of a huge economic boom in these last decades but now its productivity growth is falling. On the other hand, in Brazil, the biggest opportunity of M2M for the workplace is the increase in efficiency.

In general, all ITDMs see undeniable benefits to M2M but they also detect some barriers: lack of offerings, management, security and big data issues were mentioned. M2M market growth proves that M2M opportunities will finally overcome these barriers but these are still a challenge, which need to be taken up. To face it and take advantage of the huge opportunities of M2M, ITDMs can find more trust in the vision and capabilities of a global company.

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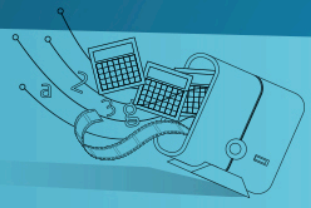

For us at Telefónica, M2M is a great opportunity to play a major role in this transformation by becoming global leaders of this thriving, fascinating and dynamic industry. We feel privileged to have the opportunity to work on it.

So, besides providing flexible, global solutions to M2M necessities, we also have created this space for sharing. We want to bring this new reality of a connected world to our millions of clients around the world. It is our vocation and the main purpose of Telefónica to improve the life or the people we care the most. And so, as part of this task, we believe it is of utmost importance to have a place to get the feedback from our customers.

In this blog, we hope to share our knowledge and experiences with clients, partners, suppliers and specialists, as well as this spirit of building the better world we want.

We trust this common knowledge will allow us to continue developing solutions and systems that improve the living quality of our cities, our life, our work and our spare time in them.

M2M technology gives us the chance of doing things better. Would you like to join us in our journey?

Telefónica m2m Team

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