

News

Managed Connectivity



Smart M2M: Telefónica presents new M2M platform in Germany

Display, monitor and manage safe M2M connections in national and international mobile networks. Telefónica's in-house development can be flexibly adapted in order to accommodate customer preferences.

Munich, 12 June 2013 – Telefónica has launched its new M2M platform on the German market. Smart M2M is an intuitive, web-based solution for automatic machine-to-machine (M2M) communication. This solution is intended for business customers who want to manage, display and monitor their devices efficiently and centrally. Telefónica guarantees the global support of their SIM cards by all Telefónica networks and the roaming partners of the company. First German trial customers can already test the new platform.

Whether in vehicles, power meters or consumer electronics: more and more devices automatically send information via SIM cards. Vending machines, for instance, give alerts as soon as the inventory falls below a specified minimum. Intelligent management and monitoring of these connections is becoming increasingly important. For this reason, Telefónica developed the Smart M2M platform in order to make managing M2M solutions secure, flexible and reliable.

“The decisive factor for successfully operating M2M solutions is to combine effective management of large SIM card contingents and to have customer solutions that can be handled easily”, said Kai Brasche, Vice President M2M at Telefónica Deutschland. “With technical expertise, years of experience, and extensive knowledge of many local markets, Telefónica has developed a simple and flexible platform that offers our customers a complete overview of their M2M business processes and that can be used all over the world.”

Smart M2M connects machines from different manufacturers with different data sources. This makes it possible to analyze sensor data such as temperature, tilt angles or the device condition based on standard protocols and then to send that data to other M2M products. Devices that used to be incompatible regarding their data flow can now easily be connected. The data is consistently edited, individually visualized and logically included into business processes.

This platform is unique on the market and has been developed by Telefónica Digital itself. Smart M2M is not only a ready-to-use solution that enables users to easily manage business processes. The new M2M platform also flexibly adapts to individual customer requirements. Thus, companies do not have to invest into own M2M developments or reorganize their IT processes for machine-to-machine-communication.



The API offered by Smart M2M Platform allows customers and suppliers of the service to integrate their backend systems and processes with the Smart M2M platform to access its data and capabilities. By means of this API, the customer applications can perform some of the tasks available via web such as Customer & Inventory Management.

In addition to real time monitoring of M2M traffic, including volume and advanced diagnostics, Smart M2M also features innovative fraud detection functionalities, including the ability to restrict communications between a list of given devices or the possibility to establish traffic caps.

Telefónica launched Smart M2M at the beginning of this year. The new platform is already being deployed in Argentina, Brazil and Spain, and now is offered in Germany as well.

Telefónica Deutschland Holding AG, listed at the Frankfurt Stock Exchange in the Prime Standard, and its wholly-owned, operationally active subsidiary Telefónica Germany GmbH & Co. OHG belong to Telefónica Europe and are part of the Spanish telecommunication group Telefónica S.A. The company offers its German private and business customers post-paid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS, UMTS and LTE technologies with its product brand O2. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed Internet. Telefónica Europe has more than 103 million mobile and fixed network customers in Spain, Great Britain, Ireland, the Czech Republic, Slovakia and Germany.