

## News

M2M General



## Telefónica launches its Global M2M Module Certification Programme

*The Telefónica Global M2M Module Certification Programme supports customers to launch their products quickly and deliver the best service quality by using technology certified by Telefónica.*

**October 31st** – Telefónica has launched its Telefónica Global M2M Module Certification Programme. Telefónica has enrolled best in class machine-to-machine (M2M) cellular module vendors and is collaborating with them to certify their M2M products. Modules from Sierra Wireless, Telit and u-blox have already been certified. The products received approval upon successfully passing an extended set of test cases, including the interoperability with the network and m2m platforms using the Global M2M SIM card and the most advanced M2M features including Subscription Swap.

The Programme is one of the initiatives from Telefónica to help customers select the right M2M technology for their solution allowing them to remain focused on their core business. Modules awarded with Telefónica accreditation are reliable options for end to end solutions, therefore customers can reduce the integration tasks and accelerate on-boarding of M2M devices onto Telefónica networks.

All modules certified by Telefónica have also achieved GCF and/or PTCRB certification, well-known international organizations for certification. This provides customers with an additional level of confidence when using Telefónica certified modules.

“We strongly believe that this type of programme can bring applications faster to the market, and is therefore a key advantage for M2M”, said Olivier Beaujard, Vice President Market Development of Sierra Wireless.

“With this programme, Telefónica and Telit customers globally can more easily access our top-selling modules, a number of which have already passed the programme’s rigorous testing,” said Dominikus Hierl, chief marketing officer at Telit Wireless Solutions. “These Telit, Telefónica certified module families become substantially simpler to deploy with outstanding support and network connectivity from one of the world’s top-rated cellular networks.”

“We are very pleased to participate in Telefónica’s Global M2M certification program with our LEON GSM modules. Telefónica’s extensive network coverage in Europe, the Americas and China fits perfectly with our global modem compatibility approach,” said Armin Boeshenz, VP Sales for u-blox EMEA, “Our common goal is to make it as quick and easy as possible for Telefónica’s M2M customers to design and deploy a wide range of M2M devices based on high-quality, pre-approved u-blox modules.”



According to Surya Mendonça, Global M2M Director at Telefónica Digital, these modules certification is a good example of how Telefónica's program can help its partners to focus on their businesses. "We provide our clients with all the know-how of machine-to-machine technology in order to assure that their M2M solutions are working properly", highlights Mendonça.

### **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, Tokbox, Media Networks Latin America, 48 and giffgaff are all managed under the Telefónica Digital umbrella.

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### **About Sierra Wireless**

Sierra Wireless (NASDAQ: SWIR) (TSX: SW) is the global leader in machine-to-machine (M2M) devices and cloud services, delivering intelligent wireless solutions that simplify the connected world. We offer the industry's most comprehensive portfolio of 2G, 3G and 4G embedded modules and gateways, seamlessly integrated with our secure M2M cloud services. Customers worldwide, including OEMs, enterprises, and mobile network operators, trust our innovative solutions to get their connected products and services to market faster. Sierra Wireless has more than 850 employees globally and has R&D centers in North America, Europe and Asia. For more information, visit [www.sierrawireless.com](http://www.sierrawireless.com)



### **About Telit**

Telit Wireless Solutions (AIM: TCM listed under Telit Communications PLC), is a global enabler of machine-to-machine (M2M) communications providing cellular, short range and positioning modules; and through its business unit m2mAIR, M2M managed and value added services, in application enablement and connectivity including mobile network side and cloud. Telit is M2M's top one-stop-shop offering synergistic hardware and value added services bundles along with low-entry cost PaaS for rapid application development. With over 12 years exclusively in M2M, the company constantly advances technology through seven R&D centers around the globe; marketing products and services in over 80 countries.

By supplying scalable products interchangeable across families, technologies and generations, rapid prototyping tools for application development, and m2m tailored connectivity, Telit is able to curb development costs, protect design investments and reduce technical risk. The company provides customer support and design-in assistance through 32 sales and support offices, a global distributor network of experts with over 30 competence centers, and the Telit Technical Support Forum.

### **About u-blox**

Swiss-based u-blox (SIX:UBXN) is the global leader in positioning and wireless semiconductors for the consumer, industrial and automotive markets. Our solutions enable people, vehicles and machines to locate their exact position and wirelessly communicate via voice, text or video. With a broad portfolio of chips, modules and software solutions, u-blox is uniquely positioned to enable OEMs to develop innovative personal, professional and M2M solutions quickly and cost-effectively. With headquarters in Thalwil, Switzerland, u-blox is globally present with offices in Europe, Asia-Pacific and the USA.

([www.u-blox.com](http://www.u-blox.com))