# M2M Analysis: Using Data as a Product to Penetrate New Markets and Target Groups

- **75 per cent of M2M projects lead to a new business model and/or a new paid service**
- **18 per cent already generate data that can be used as an independent product**
- **M2M Benefits Radar supports users and providers from all industry sectors in planning and evaluating M2M projects**

Düsseldorf/Kisdorf, November 6, 2014 **– The analysis "Benefits of M2M Solutions for Medium-Scale Industry" by exceet Secure Solutions and M2M-Concepts reveals the potentials inherent in machine-to-machine (M2M) communication and illustrates the many benefits M2M can offer to providers and potential users. It is the first study that focuses on the real-world added value which mid-size enterprises can gain from M2M solutions.**

The study found that in 87 per cent of projects evaluated, M2M is utilized for operative purposes such as remote maintenance, event alarming or automated transmission of invoicing data. But in 18 per cent, the machine-generated data is already being used as an independent product. For providers, this opens up entirely new markets and target groups.
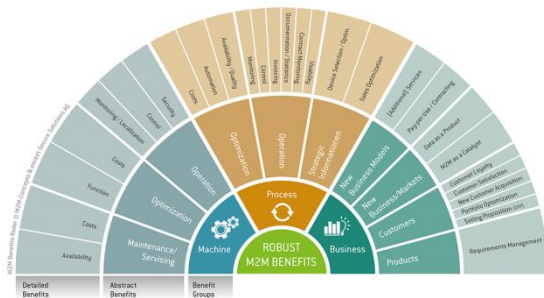
The analysis also shows that the diverse benefits of M2M solutions are transferable to other M2M projects, even across industry segments. These benefits, which can be divided into the groups "machine", "process" and "business", are clearly illustrated by the "M2M Benefits Radar".

M2M Benefits Radar
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"The M2M Benefits Radar offers users and providers an instrument for identifying their own M2M potential, or for evaluating implemented projects in terms of target fulfillment", explains Christian Methe, CEO of exceet Secure Solutions in Düsseldorf.

In addition to providing a structured "radar" view of all added value, the analysis shows the types of benefit most frequently achieved by M2M projects. These include monitoring and localization (57%) as well as means for ensuring the availability of machinery (52%). In process terms, documentation and statistics generated particularly strong benefits (63%) and facilitated compliance with statutory requirements. In business terms, M2M is particularly effective in defining better selling propositions (75%) and offering new services (62%).

M2M as a Driver of New Business Models and Services

In 75 per cent of projects reviewed, sustainable new business models and/or new paid services were generated. The product business is currently undergoing fundamental change – a process during which service-oriented business models can help to secure enterprise competitiveness. New, additional services were created in 63 per cent of analyzed projects, and pay-per-use or contracting services were generated in 13 per cent of cases. The new possibilities inherent in M2M permit the enterprises to offer comprehensive service packages, attract new customers by way of new business models, or use interpreted data for consulting purposes.

M2M as "Informer" for Future Product Generations

Although M2M can automatically deliver extensive information on machine utilization and performance, only 8 per cent of projects currently exploit this capability to define requirement management aspects for future product generations. Yet such information, e.g. on usage rates, configurations or machine downtimes, can provide product managers and developers with a reliable decision-making basis for future product generations.

"Many enterprises face the challenge of transforming the potential inherent in the growth of digitalization into new business models. Nevertheless, M2M is currently being marketed exclusively on the strength of its technological benefits. The actual benefits of M2M solutions for decision-makers are often not considered in detail. For the first time, this analysis provides an orientation for ways on how future M2M projects can be successfully implemented as part of the digital transformation", says Jan Behrmann of M2M-Concepts.

Methodology

For a transparent demonstration of the many benefits M2M solutions offer decision-makers, exceet Secure Solutions and M2M-Concepts analyzed a total of 60 M2M projects that have been successfully implemented by medium-size enterprises in the German-speaking part of Europe (D-A-CH). These included enterprises from the transport, agriculture, industry, commerce, health, building management, utilities and waste disposal as well as services and construction sectors. The analysis was based on a series of structured interviews with M2M solution providers and marketing experts.

For a free copy of the complete M2M Benefits Analysis, please visit:
http://www.m2m-nutzen.de

About exceet Secure Solutions

exceet Secure Solutions AG (www.exceet-secure-solutions.de) is a 100% subsidiary of exceet Group SE (www.exceet.ch), a technology corporation specializing in the development and manufacture of intelligent, complex and secure electronics.

exceet Secure Solutions specializes in networking solutions and offers consulting, hardware, software and services in this field. We focus on end-to-end M2M solutions, identification and access solutions and IT security consulting, with special expertise in the fields of e-health and industry. Our portfolio is complemented by HSMs, PKI solutions and products and services for signatures and time stamps, including Trust Center operation.

About M2M-Concepts

M2M-Concepts (www.m2m-concepts.de) advises enterprises on all aspects of machine-to-machine communication, viewing the relevant business processes in terms of the networking of products and things. Rather than focusing purely on technical realization, consulting by M2M-Concepts prioritizes the actual benefits that can be gained.

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