

Land of sweeping change Powering Australian business towards a connected future

A research report uncovering the gaps between
supply and demand for M2M in Australia

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About us

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Economist

Intelligence
Unit

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About the research

Survey

100 in telecommunications

50 each in agriculture and agribusiness; logistics and distribution; manufacturing; and, transport

Interviews

Simon Berman vice-president of product marketing, Jasper

Haydn Bowbyes managing director, IVCS Australasia

Eric Harvey managing director, Gilgai Farms

Morgan Hurwitz president for supply chain solutions & CIO, Linfox

lynky Maheswaran, head of mobility, Macquarie Telecom

Phillip Rollason IT manager, Alsco

Ken Sheridan chief financial officer, NetComm Wireless

Land of sweeping change

Same meaning, different terminology



M2M simply means **using technology in new ways to further automate processes or enhance current tasks**



In the survey conducted for this report, we defined M2M **“as the devices and sensors that are connected to the Internet and can thereby interact with each other or with humans”**



This definition captures three distinct but interrelated aspects of M2M: **hardware, software**, and the **networks** that allow them to communicate

Land of sweeping change

Things
connected
in **2015**

4.9bn



Things
connected
in **2025**

25bn*

“ Real-time access to data at any time and from anywhere will improve productivity and reduce costs. ”

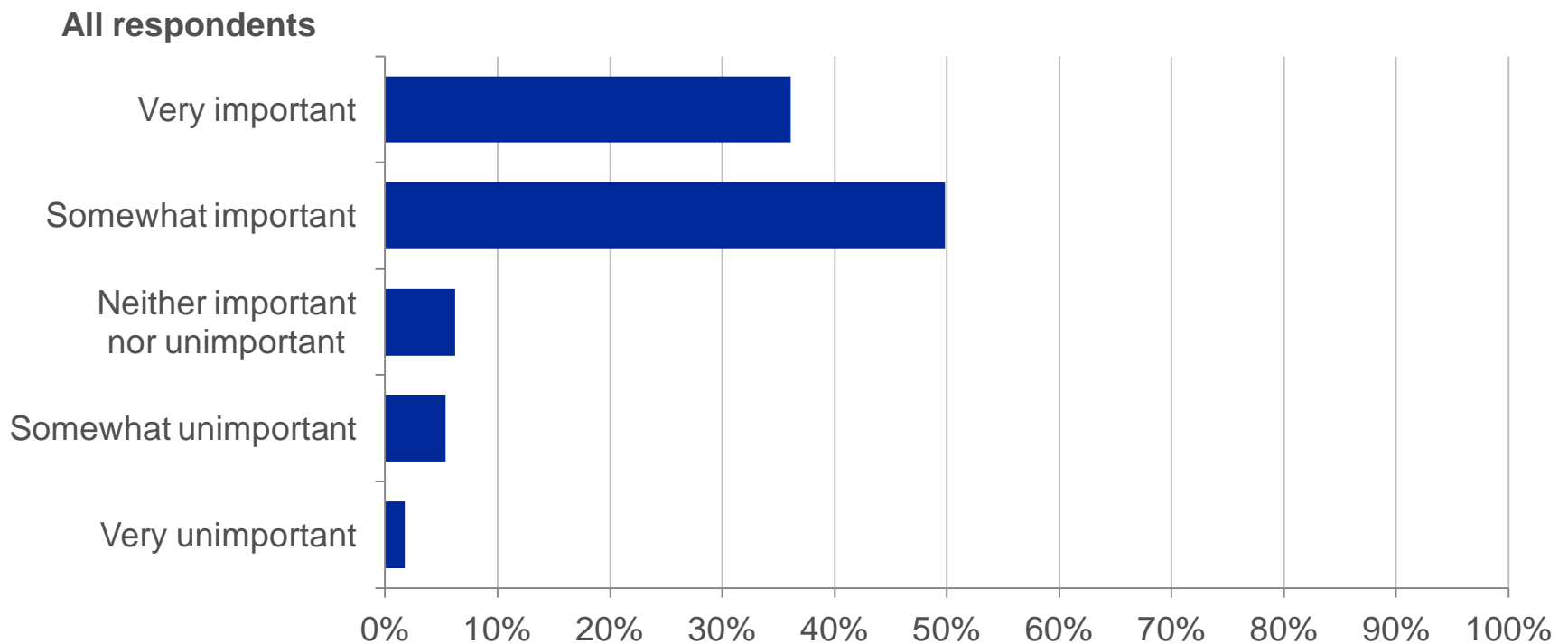
Mr Maheswaran

*Gartner



Powering Australian businesses towards a connected future

Figure 1: How important will M2M be for revenue growth in your industry three years from now?



Rushing for unclaimed territory

The view from telecommunications companies



Clear vision

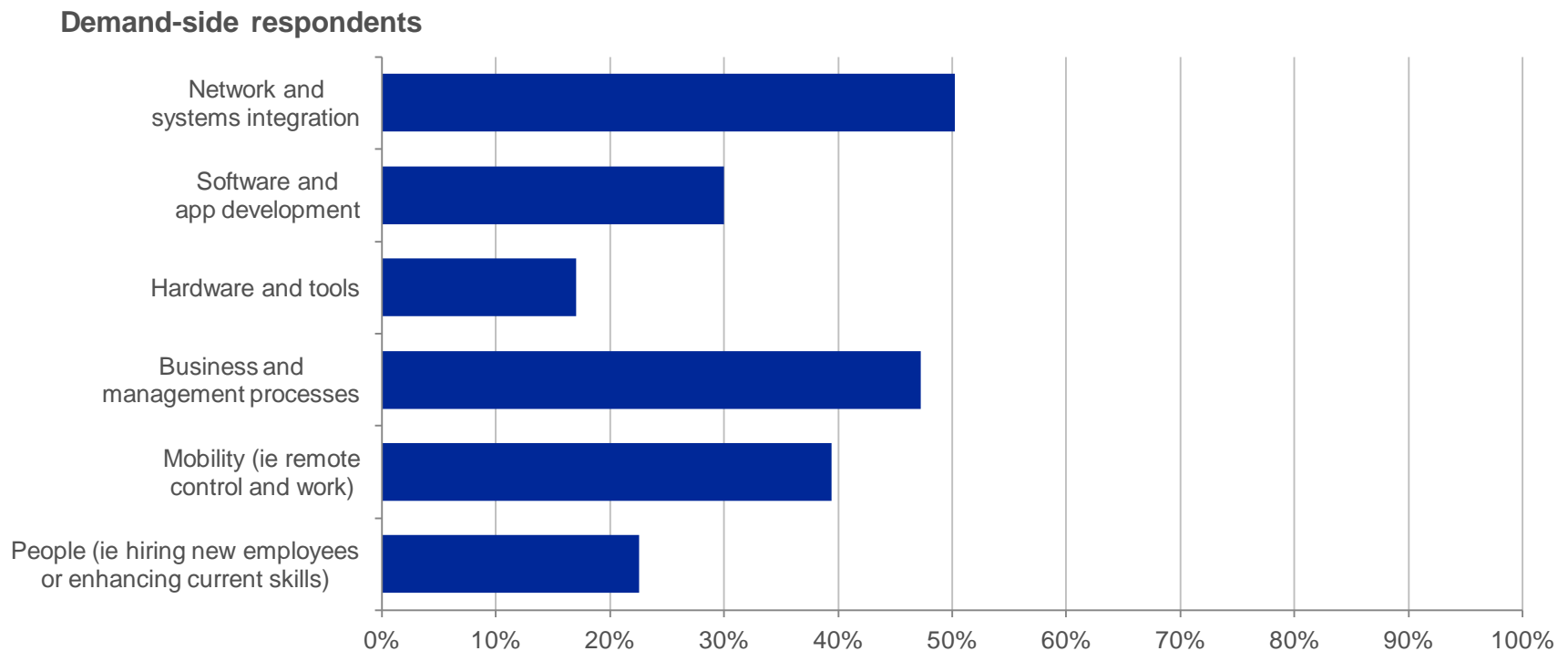


But **lasting** legacies



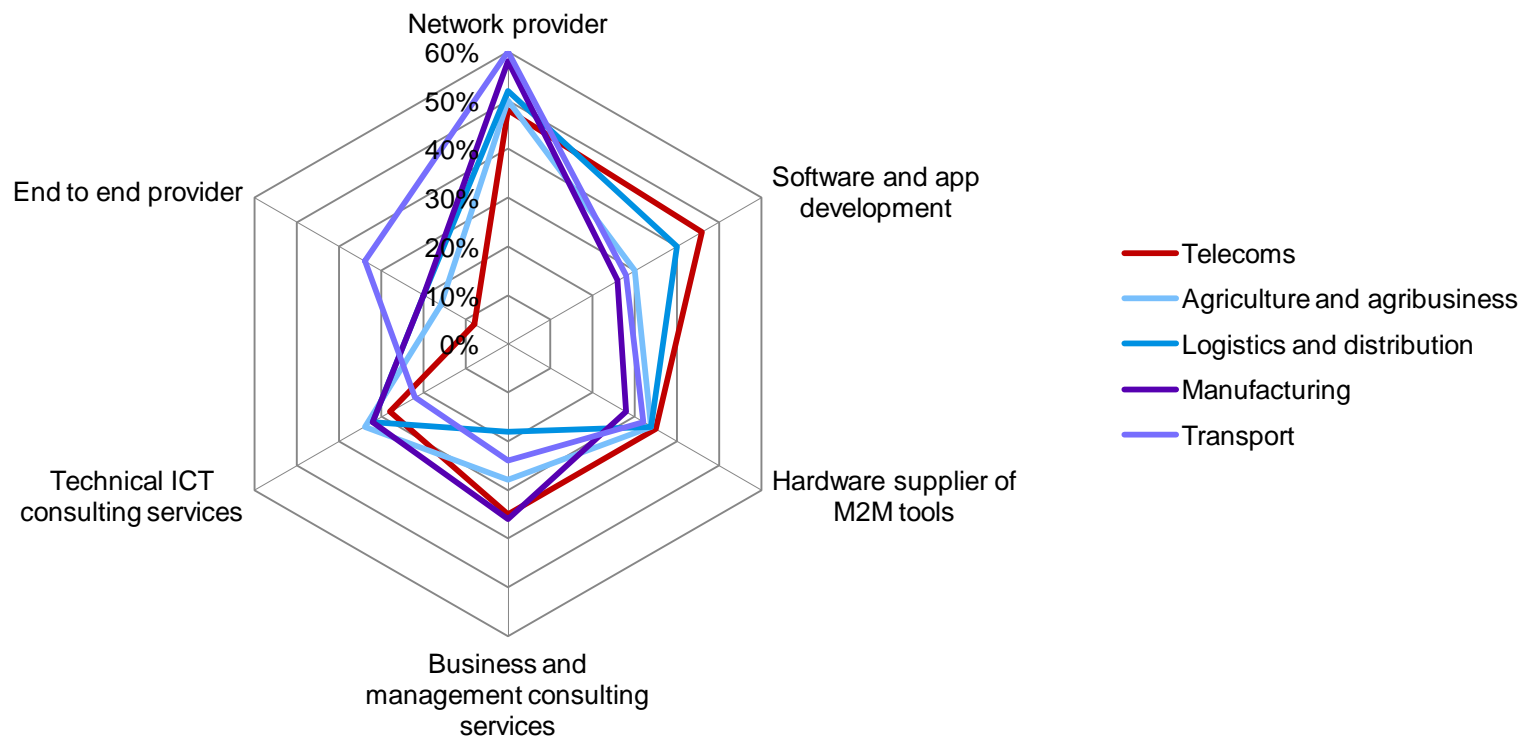
Clear vision

Figure 2: In your view, what aspects of M2M will be most important to your organisation to realise the benefits of M2M over the next three years?



But lasting legacies

Figure 3: In your view, what are the main roles of telecommunications providers in providing M2M services?



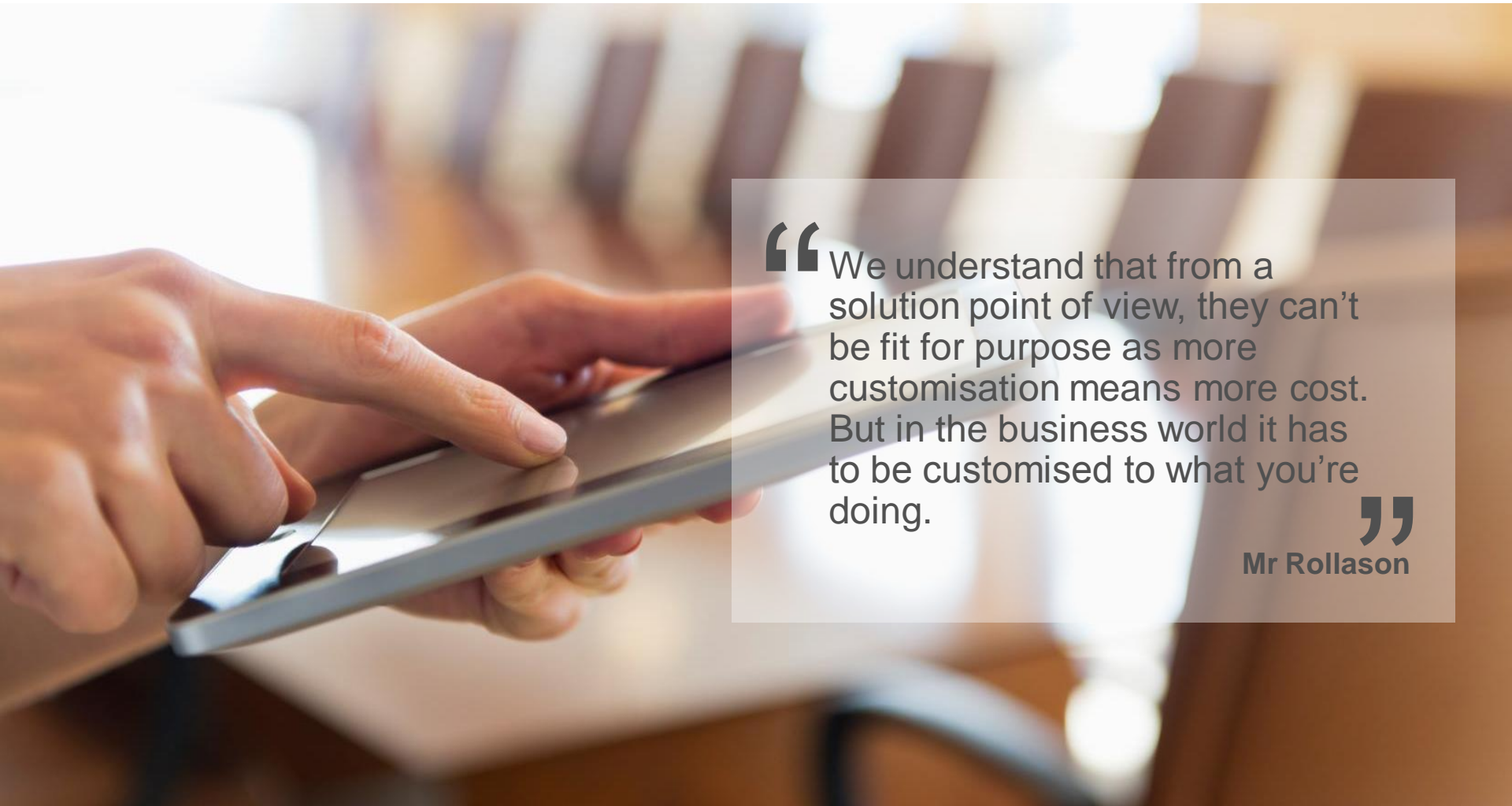
Gaps in supply and demand

Return on investment

“I would not confuse awareness with actual understanding. Simply because they understand what M2M is doesn't mean they have a business understanding of it.”

Mr Sheridan

A lack of targeted solutions







“ We understand that from a solution point of view, they can't be fit for purpose as more customisation means more cost. But in the business world it has to be customised to what you're doing.

”

Mr Rollason

Same opportunities, different takes

	Agriculture 	Manufacturing 	Logistics 	Transport 
Cited by telecoms execs as a target industry	37%	55%	58%	46%
M2M cited by industry execs as very important in three years	22%	26%	44%	34%

Conclusion

Conclusion



The need for **better communication** between the demand- and supply sides



Focus on **integrated solutions** that meet specific needs



Create a better demonstration of **business benefits**

Thank you