

# Technology Track: Development & Certification

Presented by:

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4:00 – 4:40 p.m.  
Hondo Room

# M2M Presentation

## Development and Certification

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Patrick Sweeney

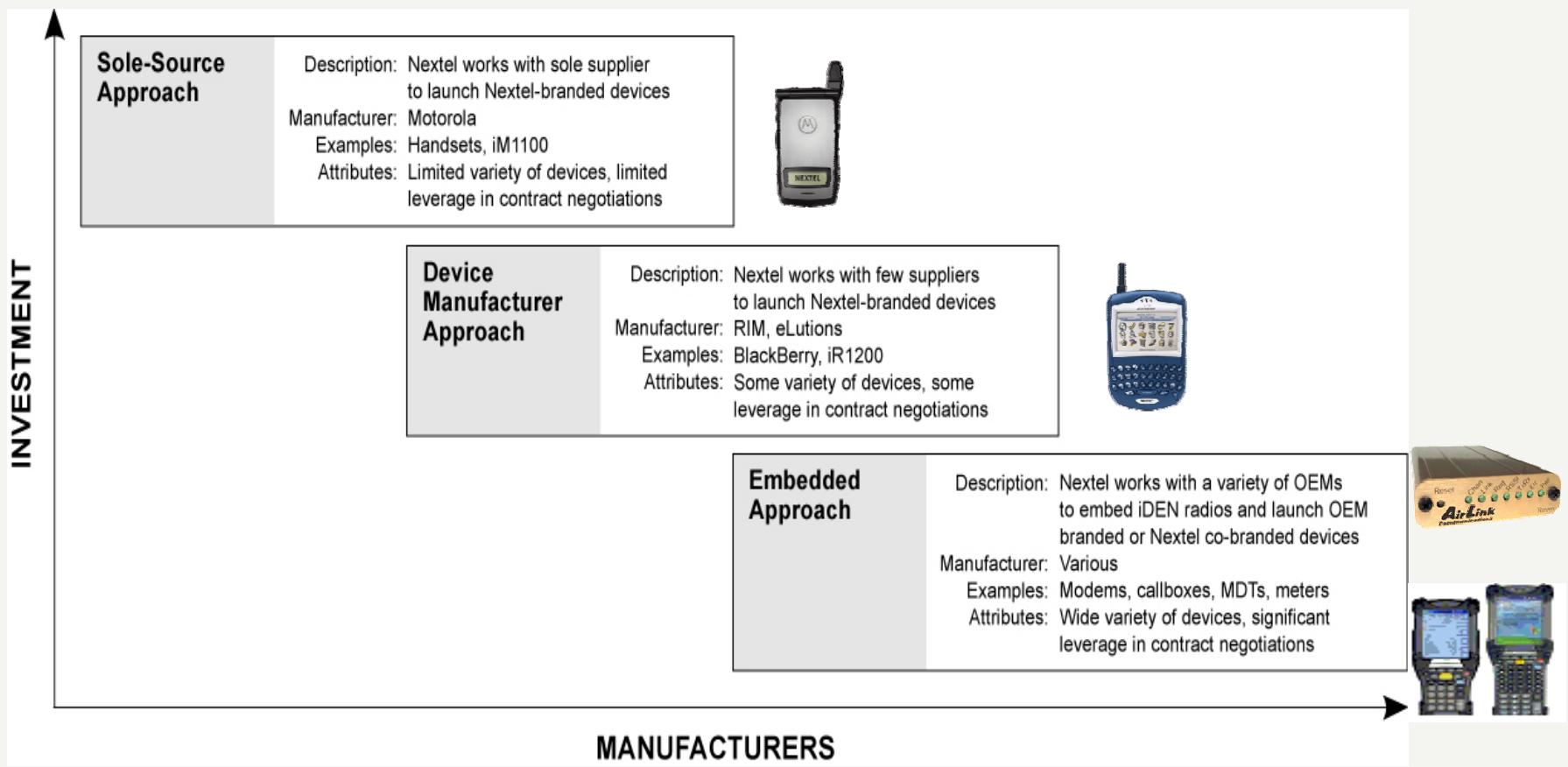
*Sprint Nextel*

## Agenda

- Sprint's Approach to M2M
  - The M2M Value Chain
- Carrier Best Practices
- Sample Certification and Go-to-Market Process

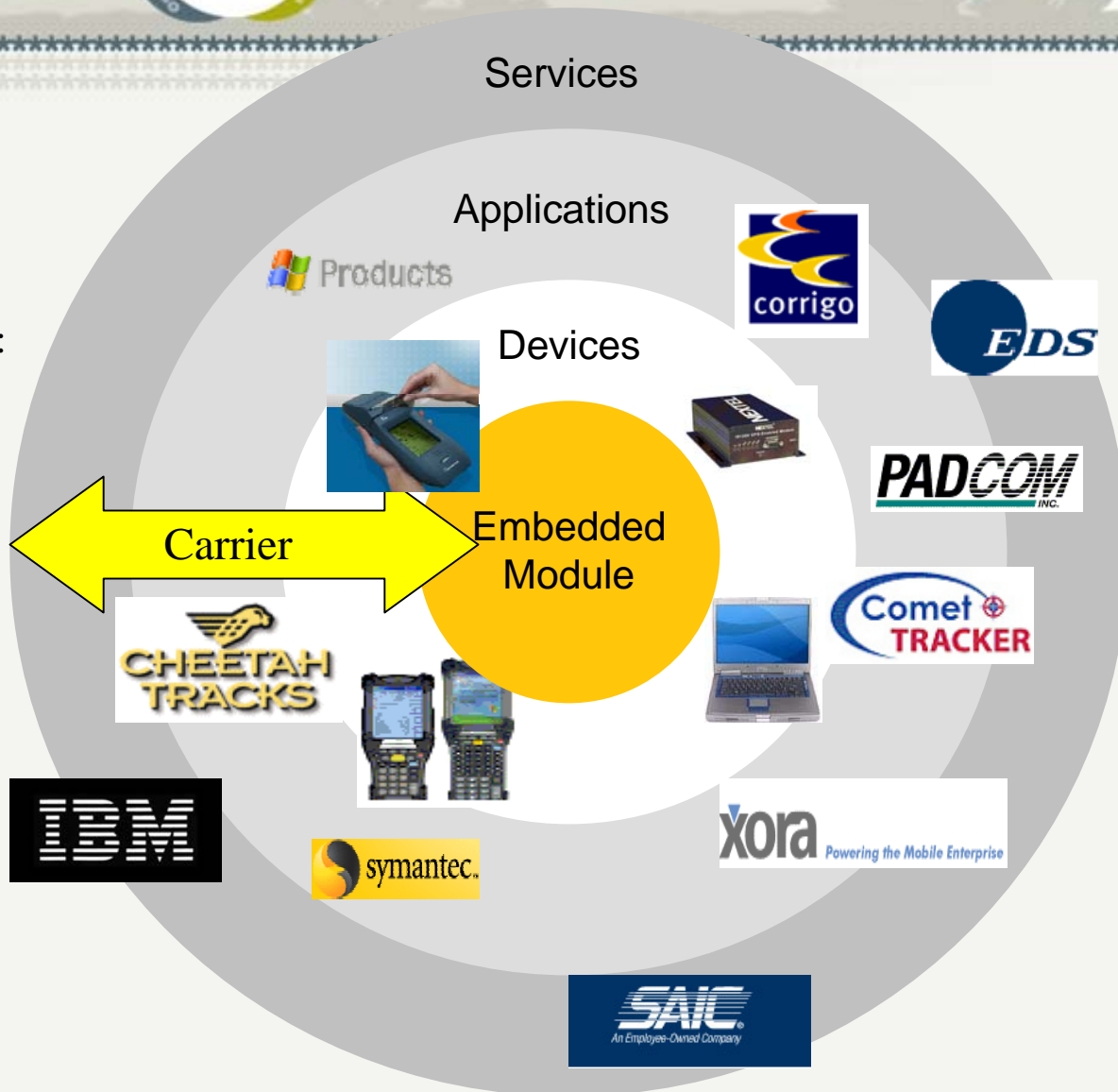
# Sprint's Approach to M2M Solutions

## An Evolving Approach to Device Development



## Embedded M2M Solutions

- Combine embedded devices, applications, and services to meet unique customer requirements like:
  - Machine-to-Machine
  - Fleet management, dispatch, and navigation
  - Field Force Automation
  - Field Service
  - Vehicle Telematics
  - Utility metering
  - Remote security and monitoring
  - Work order management
  - and much more...



## M2M Solutions Value Chain

- Embedded Module
  - The Embedded Module is used to embed wireless capability into the finished device
  - Modules include all of the functionality found in phones, such as:
    - Interconnect/Cellular
    - Direct Connect/Walkie-Talkie
    - Packet data
    - aGPS

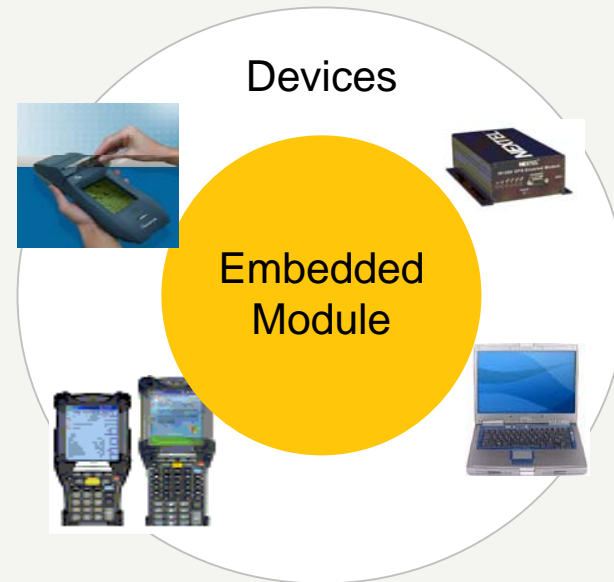


Embedded  
Module



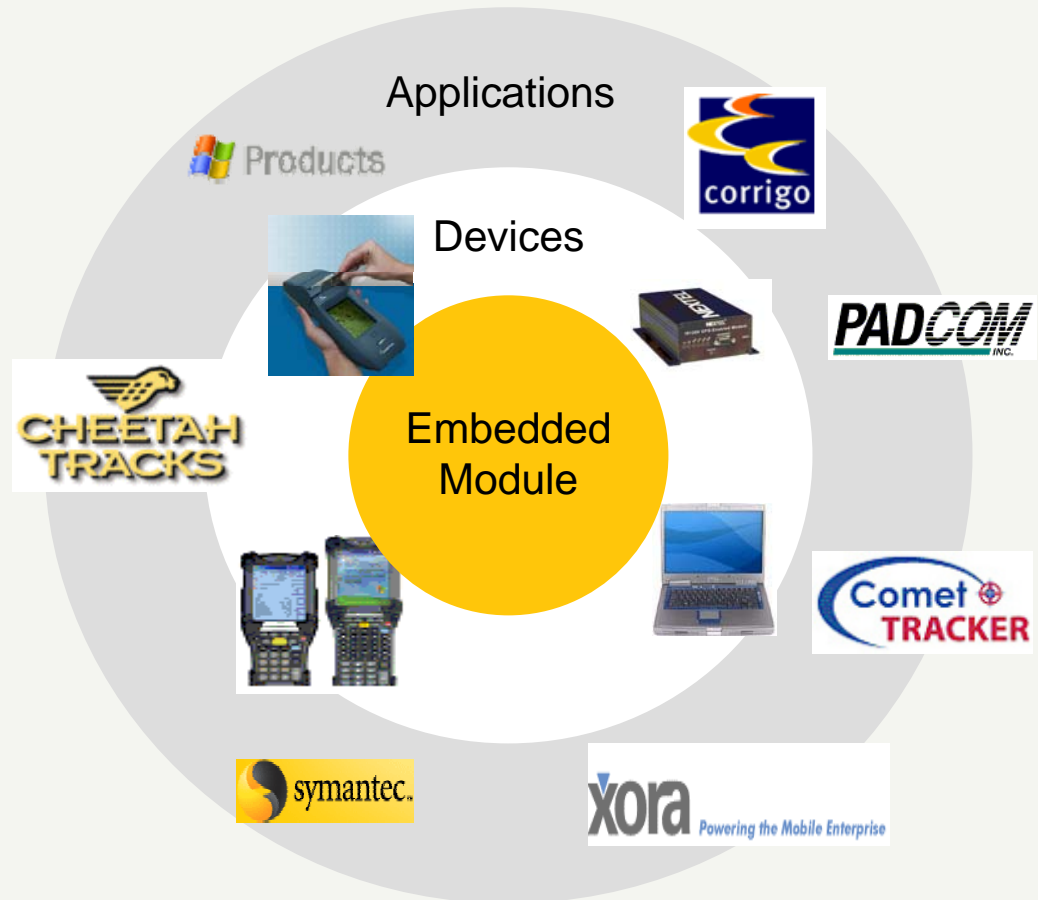
## M2M Solutions Value Chain

- Devices
  - Embedded Devices are designed and built by 3<sup>rd</sup> party manufacturers for use on the carrier network
  - Mobile computing devices, such as handheld computers, laptops, and PDAs, are designed for use by end-users in a variety of industries
  - Machine-to-Machine (M2M) devices, such as fixed wireless modems, routers, in-vehicles devices and meters, are designed to transfer data without user intervention



## M2M Solutions Value Chain

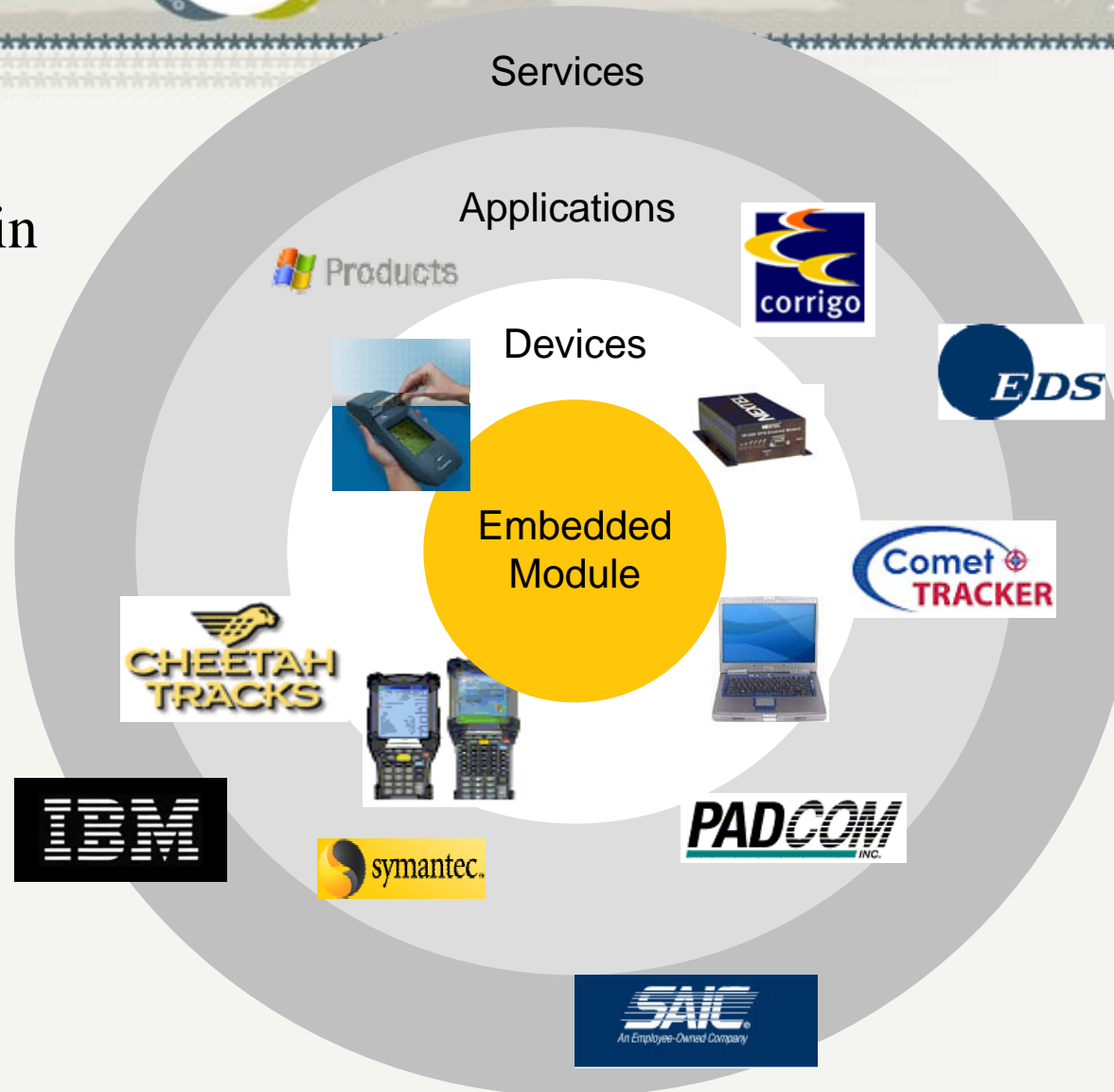
- Applications
  - Various software applications extend the functionality and value proposition of the Embedded Device
  - Enabling software includes security, VPN, anti-virus, and other software that improves the usability of the Embedded Solution
  - Functional software includes both horizontal and vertical end-user applications



## M2M Solutions Value Chain

- Services

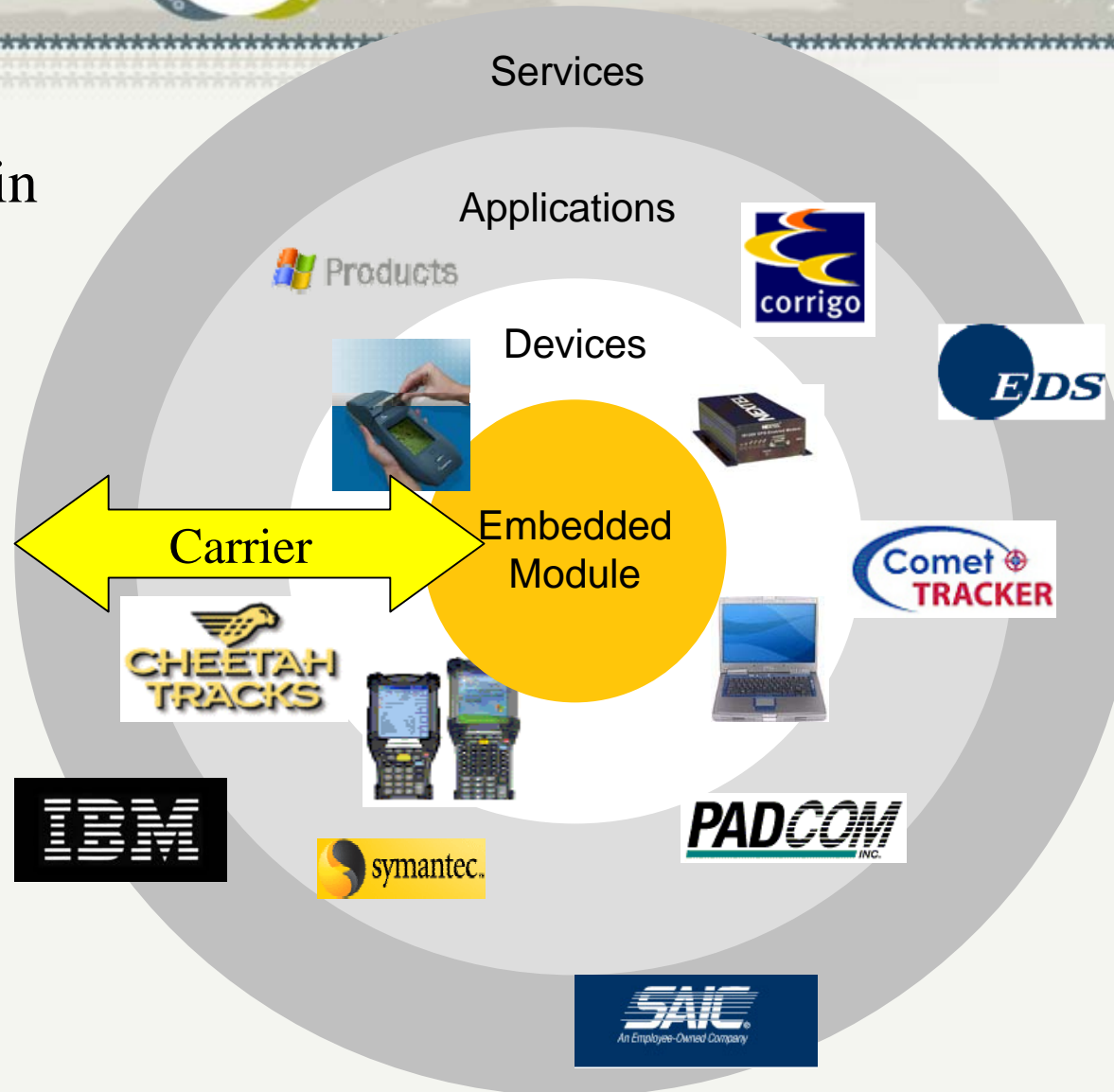
- Complementary services, such as those provided by a Systems Integrator or Internal IT Department, add value through the selection, design, installation, and maintenance of Embedded Devices and Applications



## M2M Solutions Value Chain

- Carrier

- Provide airlink to wirelessly enable M2M solutions.
- Partnership model allows sales teams to offer wide array of M2M solutions.
- Various partnering arrangements create flexibility for partners
  - Reseller model
  - Agent model



# Sample M2M product certification

## Relationship Outline – Design & Build



### Build Relationship

- Partner's **Wireless Enablement Technology** offering may include device(s), software and/or system integration services.
- **Agreement** is between Carrier and Partner.



### Develop Solution

- Partner is **responsible for solution definition, development, and pricing**. Carrier provides requirements and/or market data as appropriate.
- **Developer program** enables certified application providers to easily integrate with certified hardware developers



### Test Product

- Carrier works with Partner to **determine a set of mutually-acceptable test cases**.
- **Focused Product Manager** and **Core Team** to shepherd solution through testing and certification process.
- Process **timeline** and **schedule** enable partner to properly plan product launch schedule.

## Relationship Outline – Go-To-Market

### Launch

- Products are launched to Carrier sales teams **through Internal Marketing Communications team.**
- Successful testing entitles Partner to use **Carrier-Compatible logo**, in accordance with marketing activities relevant to the Wireless Enablement Technology.

### Market Product

- **Reciprocal placement of products/services** on both Carrier and Partner web sites.
- Partner and Carrier may **agree to additional marketing activities** as appropriate.
- **Carrier marketing funds are allocated for Partner co-marketing** on a case-by-case basis.

### Sell Thru Channels

- Partner **sells and supports** the Wireless Enablement Technology, either directly or through their distribution channels.
- Carrier and Partner **agree on a lead sharing process** which will enable Partner or distributor to contact interested potential customers.

## Relationship Outline – Service & Care

### Activate Devices

- Partner or Distributor may sell and provision wireless services to be provided in conjunction with the Wireless Enablement Technology.
- **Partner/Customer may work directly with the Carrier representative** to activate the device.

### Service & Repair

- Partner or distributor **provides service and support** for Wireless Enablement Technology, including any warranty service.

### Customer Care

- Partner **provides customer care** for all Wireless Enablement Technology sales.
- Carrier **provides support to Partner's customer care organization**, particularly with respect to actual or suspected wireless service interruptions.

# Certification Best Practices

## Best Practices for Carrier Certification Programs

- Up-front communication on device requirements, including regulatory approvals
- Central point of contact/relationship manager for 3<sup>rd</sup> Party hardware and software providers
  - Allows for integrator to access status information, ask questions, etc with one contact
  - Stresses carrier dedication to OEM manufacturers
- Structured process for bringing 3<sup>rd</sup> party OEM devices through certification process
  - Production timelines to allow for partner to properly plan product launches
  - Documentation templates
    - Test Plan
    - Product Support Plan
    - Training
  - Core team approach to ensure all pertinent parts of the organization have visibility and input
- Communication and Collaboration
  - Regularly scheduled communication between product management, and technical teams of carrier and OEM
  - Care and Network team communication to ensure proper service levels are maintained after certification
- Should not be cost prohibitive