
What decision makers need to know about M2M aka the Internet of Things

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Ignorance will not be an acceptable excuse again

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EXECUTIVE SUMMARY



When we connected people and businesses to the Internet we couldn't imagine the impact to society, life and businesses. It started with email and the web, became efficiency and collaboration and ended up in new innovative solutions and business models. Now we are extending the Internet to include also things and analysts present huge amounts of things to be connected quite soon. Similar results are expected but it is not unlikely that the impact will be even bigger to the world.

Even if there is evidence enough to prove that it will happen, many questions remain. The development will happen industry by industry and questions about when and how are relevant. But the key deliverables of M2M - efficiency, security and sustainability - are top priority in all countries and companies. And consumer's desire for convenience and control require the Internet of Things to be in place. Ericsson claims 50 billion connected devices by 2020. Right or wrong but the direction is clear. The mobile operators have some 150 million M2M subscriptions combined today so it is easy to see growth opportunities.

Since nobody could imagine what the Internet would do to the world, ignorance has been an acceptable excuse. But the early-warning systems work well when it comes to the Internet of Things and ignorance will not be an acceptable excuse again. It is time for decision makers to understand what M2M will do to their organization and industry.

This report is written to provide decision makers with a quick and efficient introduction to M2M aka Internet of Things. It requires little or no interest in technology and can also be used as a small dictionary for Internet of Things. It will take readers through some education and background, legacy M2M solutions, current status, value creation, building blocks, players and where the market is going. It covers several industries and examples and introduces a method for organizations to identify potential value from M2M solutions for their organization.