

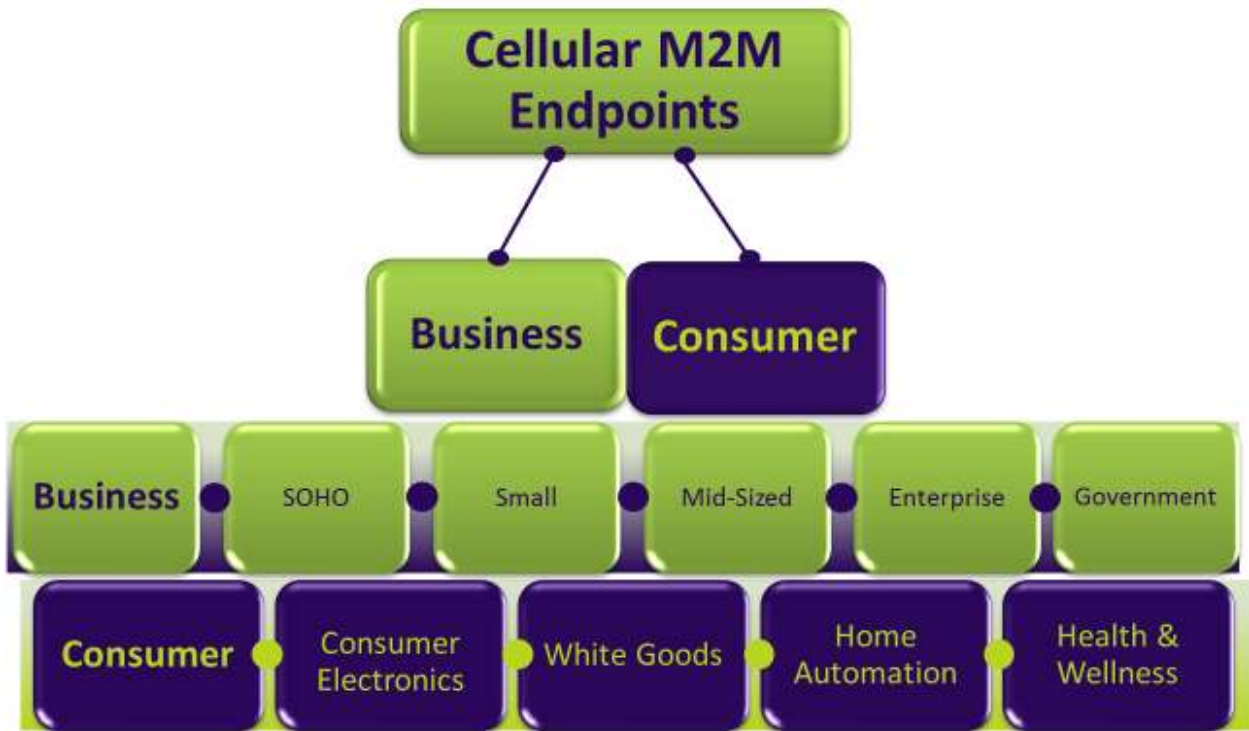
**CONNECTED
WORLDS**



Subscription Description: This subscription service explores the dynamics of the business and consumer cellular M2M market. Tier 1, tier 2, and tier 3 vendors are explored in this subscription service, as well as M2MVNOs and other vendors that operate in this market. Compass Intelligence sizes the number of endpoints for this market for both business and consumer adoption and implementation. Business is broken out by size of business and government, and vertical market or industry. Consumer is broken out by major multiple consumer segments including health and wellness and others, please see the graphic below. Major applications are also broken out including the areas such as digital signage, telematics, security, vending, and more.

PRICE: US \$36,000 for 12-month Corporate-wide Access

For more information, contact us at info@compassintelligence.com.



Verticals



- Manufacturing & Industrial
- Healthcare/Medical
- Government & Security
- Retail & Point-of-Sale
- Transportation & Distribution
- Utilities & Energy
- Natural Resources
- Building Automation
- Other

Applications



- Telematics
- Fleet Management
- Asset/Equipment Tracking
- Patient/People Tracking
- Vending/POS
- Data & Physical Security
- Energy Mgmt./Smart Grid
- Industrial Mgmt.
- Digital Signage
- Other

Planned Reports Include:

- Q1 and Q3 - Number of Cellular Connected M2M Endpoints
 - Total Market
 - Business
 - Consumer
 - By Size of Business
 - By Consumer Segment
 - By Application Area
 - By Vendor Tier
- Q1 - M2M in Automotive and Transportation: Refueling Stations
- Q1 - Next-Gen Consumer Electronics
- Q1 - Connected Computing
- Q1 - M2M in Healthcare: Consumer Wellness
- Q1 - M2M in Healthcare: Connected Healthcare and Life Sciences
- Q1 - M2M in Automotive & Transportation: Connected Consumer Vehicles & Infotainment
- Q1 - M2M Platforms
- Q2 - M2M in Utilities and Energy: Building Automation
- Q2 - M2M in Retail, Vending, and POS
- Q2 - The Connected Home Market
- Q2 - M2M in Transportation and Distribution

- Q2 - M2M in Security and Monitoring
- Q2 – How Does the Cloud Fit in M2M
- Q2 – TBD Topical
- Q2 – TBD Topical
- Q3 – M2M in Manufacturing
- Q3 - M2M in the SMB
- Q3 – M2M in the Enterprise
- Q3 - M2M in Education
- Q3 - M2M in Natural Resources
- Q3 - M2M in Utilities and Energy: Smart Grid
- Q3 – TBD Topical
- Q3 – TBD Topical
- Q4 - Location Based Services - Topical
- Q4 - M2M in Automotive and Transportation: Track and Trace
- Q4 - SCADA and Telemetry in Government
- Q4 - Standards as Growth Inhibitors and Enablers in M2M
- Q4 - M2M: Development and Integration Needs
- Q4 - Unique B/OSS Needs: Activation, Synchronization of Data, Real Time Charging for Broadband, Self-Help and Customer Care, Self-Healing Devices/Networks, Device Manager
- Q4 - Topical Connected Device OS – Android, iOS, Windows, etc.
- Geographic Coverage
 - *Initially* - U.S.
 - Global – Planned for mid-2012

Methodology & Approach

To gather the information essential for our coverage of the Next-generation M2M and Connected Device market, our methodology is based on using a combination of primary and secondary research, supplemented with limited end-user survey data. Prior to beginning our research, Compass Intelligence assembled an executive team to:

- Review the project objectives and refine the research strategy.
- Develop precise definitions of the products and markets to be addressed in the research.
- Review and confirm specific project deliverables
- Confirm specific timelines and reporting schedules.

The analysis is based largely on primary research and direct discussions with service providers, hardware vendors, software vendors, integrators and other various members of the M2M ecosystem. In addition, secondary research is used to complement the primary research efforts, fill any information gaps, and to provide initial market estimates.

The primary interviews address the current size of the overall market, revenues by market segment, supply chain, desire for products and future forecasts. Competitive intelligence and key opportunities are also gathered. As participants respond in the course of an interview, Compass Intelligence analysts move from lower priority and/or sensitive topics to increasingly important and/or sensitive topics in response to the interviewee's behavior. This responsive and reflective interview process, combined with the analysts' ability to discuss industry issues in an open and sharing environment, allows us to penetrate often critical and proprietary issues while probing for key data, operations and competitive information. Multiple contacts within a single organization and with an individual are often conducted in

order to optimize and complete the information gathering process. After each interview, the data is collated in an electronic format that speeds the analysis of the data.

Although the majority of the data for in-depth projects is gathered through primary research, secondary research sources are reviewed as the first step in the research process. These sources may include relevant Compass Intelligence syndicated publications, trade journals, government statistics, on-line database/internet searches, Compass Intelligence's in-house data and library, relevant annual reports, and industry publications.

Information collected from secondary sources is integrated into the development of contact lists and discussion guides. In addition, secondary research results are included in the final report as appropriate and cited when used.

The final step in the research process includes triangulation and cross-verification of the information and data collected from sources.