

MNOs need to change their role to cope with increase in connections*Orga Systems enables profitable M2M business*

Paderborn (Germany) 23 November 2010: Operators can realize enormous business opportunities in the machine-to-machine (M2M) market. Up to now, this business has somehow been there, but has not been evolved as the average revenue is quite low. Taking into account that the number of M2M connections is as large as 50 billion – compared to about 4 billion mobile handsets – this market will be a huge revenue source in the future. Orga Systems, #1 choice for real-time charging and billing, enables MNOs to realize outstanding service innovation or diversification, based on its real-time convergent charging and billing solutions.

M2M is more than just a subscriber's connected device

Operators have to become part of the ecosystem that M2M is – consisting of connected machines, interacting with each other. Instead of being a bit pipe, MNOs have to become part of the ecosystem and thus be able to earn money from M2M communication. When it comes to issues like telematics for vehicles, track and trace services or smart metering, operators need to consolidate their billing systems and enable ubiquitous access to the network. Without increasing their network costs, operators must be able to cope with increase of data services and earn money from this.

Cope with many different providers in the value chain

Networked homes like smart meters or integrated home entertainment, healthcare with mobile patient monitoring or transportation using embedded SIM cards for fault report etc. will be the future for M2M connections. Operators will need to handle connected devices, connected homes and connected machines – all in one system. Today M2M represents a niche market within the telecommunications market, but the niche will unquestionably grow significantly. This is why MNOs must change from today's telecoms service provider role to a next gen service provider. Generic integration of multiple network partners to support global business, transactional support for low ARPU services and the support for complex account hierarchies will be key to future success. Orga Systems supports tomorrow's requirements and enables MNOs to grow profitably in the long run. Being able to scale up to three digit numbers of subscribers on one single platform, the best in class real-time based convergent charging and billing solutions meet future needs.
