

**Growing demand for M2M connections makes operators face transformation**  
*M2M connections will increase to 217 million*

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**Paderborn (Germany), 23 August 2011: Machine-to-machine (M2M) is set to become one of the great mobile communications success stories of the next ten years. IT analysts predict worldwide enterprise cellular M2M connections will increase from 81.8 million in 2011 to almost 217.5 million in 2015. Over the same period, connectivity revenue will rise from \$3.1 billion to U.S. \$6.7 billion. This will make M2M one of the biggest wireless growth sectors; due to this, operators will face challenges as well as opportunities to drive revenues. Orga Systems, #1 choice for real-time charging and billing, offers flexible tariff configuration and simulation features that provide easy to use means to launch these offers and service bundles.**

**Profitably accessing individual industries**

One of the obstacles operators are facing is that the target market for M2M is fragmented into a variety of industries. These include the intelligent buildings and utilities sectors, where the use of mobile networks to connect the associated systems is expected to be widespread because of convenience and ease of deployment. So how can operators find a suitable means of dealing with such a fragmented market? They need dedicated solutions that help to remove cost overheads by avoiding the permanent allocation of network database capacity and numbers to devices that are intermittent transmitters. In line with this, operators need to find more efficient ways to manage the connectivity of the devices, as the processes used for current mobile telephones will not scale cost-effectively.

**Boosting business in new verticals**

Orga Systems M2M solutions manage connectivity by controlling and diagnosing the status of connections as well as ensuring constant monitoring and administration. Its real-time capabilities are the common basis to promote profitable M2M business while its services and products integrate deep into clients' IT processes and value chains, enabling profitable business for a variety of industries.

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