

# M2M Asia Pacific Summit 2011

2 AUGUST 2011  
SINGAPORE



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## SUMMIT OVERVIEW

As organizations look for new frontiers of productivity post the recession, M2M (Machine to Machine) is creating a perfect storm by embedding greater ICT capabilities at the end use level to speed up information flow, provide real-time inventory access and drive a new cost curve. As bandwidth available through wireless technologies surges ahead, several value propositions are being tested out by industries such as telecom, logistics, utilities etc to leverage M2M to achieve their business goals.

M2M Asia Pacific Summit 2010 aims to bring together Industry practitioners and subject matter experts from the Telecommunications, Logistics and Utilities sector to discuss and evaluate some of the most relevant considerations in the implementing M2M solutions to attain productivity gains, improved cost management, expand customer services.

Join us in a stimulating debate in Singapore where the best minds come together to chart the future of M2M in APAC.

## KEY TOPICS

- understanding the value proposition of M2M in Asia
- Examining the possibilities of enabling an ecosystem of connected devices
- Identifying key benefits of M2M Technology
- Overcoming challenges in implementing M2M
- Empowering your business through M2M
- The impact of M2M in 3 key industries – Telecommunications , Logistics and utilities

## PROGRAMME HIGHLIGHTS

### 1. C-Level Dialogue

Hear from CEOs on how M2M technologies have enabled their business

### 2. Industry-Specific Case Studies

#### Telecommunications

See how machines being connected to improve the business intelligence and business continuity for enterprises and governments in the Telecommunication sector

#### Logistics

Insight into future for logistics management and how M2M can be used to optimize supply chain flow and increase efficiency in offsite diagnostics and maintenance/ fleet management etc

#### Utilities

See how M2M improves monitoring systems and assist in remote monitoring of operations which allows utilities companies to reduce costs and increase service quality

### 3. Dedicated Panel Discussions by Industry (Telecommunications, Logistics, Utilities) on The Ultimate Question – Cost vs Benefit

## WHO SHOULD ATTEND

### SECTOR

- Network Operators
- Enterprise Business Units
- M2M Platforms, Protocols & Modules
- Wireless Networking Solutions + Tools
- Device Management Tools
- Design Consultants
- Antennas, batteries and accessories
- Microcontrollers & Chipsets
- Research Institutions

### JOB TITLE

- CTO
- CFO
- System Designer
- System Architect
- Facilities Manager
- Logistics Manager
- Project Manager
- Team Leader
- Business Development
- Manager
- Research and Development
- Strategic Corporate and Marketing Executives
- Engineering Manager
- Engineering Director
- Technical Director
- Consultant

## SUMMIT AGENDA

2 AUGUST 2011, TUESDAY

8:30 am **Registration**9:00 am **Speed Networking Session and Chairman's Opening Remarks**

**Nitin Bhat**  
Partner  
Frost & Sullivan

9:15 am **M2M value chain model to grow the market for all stake holders**

To grow the M2M market, all stake holders in the M2M value chain must come together to bring wider awareness of the customer benefits in Productivity and Flexibility in their businesses. Different M2M solutions require appropriate business models. The speaker will share his experiences in the High Risks Mission Critical M2M applications.

**Mission Critical M2M Systems**

- Real time monitoring and alert systems for high value information systems.
- Time critical information from sensors to users
- Fail safe design and usage for M2M
- Business Model from CAPEX to OPEX for higher customer service level



**Dr Guan Hong Tan**, President, **Singapore Industrial Automation Association**

9:40 am **Top 10 Global Mega Trends and Their Impact on Business, Cultures and Society**

This presentation sets the stage for visionary thinking by identifying the most important global mega trends, potential scenarios of specific trends in 2020, and the implications of these mega trends in transforming society, markets and cultures. In the high-energy interactive session that follows, you will brainstorm with fellow participants to identify the most pertinent global forces which can impact your business and personal lives, and the next generation business models for success.

**Key Take-Away:**

- A methodology for identifying, defining and evaluating mega trends and their implications for your industry and your organization
- Insight on opportunities/threats arising out of future mega trends, and on preparing contingency plans based on probable scenarios
- A fresh approach to gauge the future direction of the mega trends to develop appropriate market strategies



Ways to analyze growth opportunities in your industry and generate powerful ideas for design/development and technology planning

**Nitin Bhat**, Partner, **Frost & Sullivan**

10:10 am **Panel Discussion: How M2M Technologies Have Enabled My Business**

- Business Models that worked in different industries
- What is the right timing?
- Challenges encountered
- New revenue streams successfully created

**Moderator:**

**Nitin Bhat**, Partner, **Frost & Sullivan**

**Invited Panelists:**

**Dr Guan Hong Tan**, President, **Singapore Industrial Automation Association**

**Nick Osborne**, **Mott MacDonald**

**Land Transportation Authority, Singapore**

## SUMMIT AGENDA

2 AUGUST 2011, TUESDAY

10:40 am Morning Refreshments and Networking

## Business Models and Commercial Viability

11:00 am **M2M Monetization Model - Understanding Key Market Drivers in the M2M Market Segment**  
There are political, technological, and economic factors that are coming together to make M2M implementations more attractive than ever before. Frost & Sullivan have identified Key Drivers and restrains in the M2M Market:

**Market Drivers:**

- **New revenue opportunity for MNOs** - M2M provides new revenue opportunities for operators in the saturated mobile markets. While IT and network capabilities enable M2M deployments, the applications will come from the industry verticals
- **Falling cost of M2M modules and devices** – As technology becomes smaller, cheaper and more power efficient, the cost will go down which will drive the number of innovative applications
- **Adoption of mobile technologies** – When mobile operators upgrade their old infrastructure to LTE, WiMAX and 3G, operators would have the opportunity to implement technology that enables new levels of service, efficiency and economy
- **Government and Regulatory Support** – Government and Regulation support are major driver in both developed and emerging markets, enabling large scale of applications in verticals, especially in the energy, utility, logistics and public security sectors.

## Sierra Wireless

11:30 am **Optimizing the Supply Chain Flow with M2M**

- Define tools of optimization in the supply chain
- Explore how to better coordinate and integrate the flow and use of materials, information and finances in the integration of supply chain
- Explore KPI functions optimization of the Supply Chain with M2M
- The Future of Supply Chain Management (SCM) using M2M
- Understanding how M2M would enable the challenges in managing the flow of information in the Supply Chain Management Ecosystem
- Uncovering the abilities of M2M to impact SCM in a manner that has not been seen since railed and shipping standardized containers
- What does the future hold for SCM and how can M2M be used to make just-in-time services even better?



Roger Lee, Director, Singapore Institute of Materials Management

12:00 pm **Service Platforms for M2M - How Important for M2M Market Development**

- How important are service platforms in the future of M2M?
- Who would be driving the need? – Business or Consumer
- What about standards?

## Cinterion Wireless

12:30 pm Networking Lunch

## SUMMIT AGENDA

2 AUGUST 2011, TUESDAY

## Overcoming Challenges

1:30 pm

**Evaluating Key Market Restraints in the M2M Space**

The APAC M2M Connections was 20.8 million in 2010 and is expected to reach by 116.6 million by 2015. Asia is one of the biggest M2M market in the world, with China contributing 8.7 million connection enabled devices in 2010 followed by Japan and Korea. It is imperative that we evaluate the key market restraints for us to understand our strategies to move forward:

**Key M2M Market Restraints:**

- **Shift of business models** - In the M2M business model, operators are no longer simple connection providers. Operators have to shift from their traditional business model to a more dynamic, flexible model which will enable them to efficiently deploy services to industry verticals.
- **Lack of economy of scale** - Most industrial applications such as smart metering and remote monitoring, require huge amount of customization and M2M has not seen as a scalable opportunity.
- **Cost of initial deployment** - One of the major impediments to the adoption of M2M is the cost. The end users must be able and willing to pay for this value addition.
- **Lack of Standardization** - Currently M2M industry is still not standardized. There are many different standards and APIs on component level. Standardization by industry alliances are required to deliver a more cost effective M2M solution.



Jayesh Easwaramony, Vice President - ICT Practice, Frost & Sullivan

2:00 pm

**Banking the unbanked: An M2M perspective on Financial Inclusion (FI)**

Financial inclusion is the delivery of financial services at affordable costs to sections of disadvantaged and low income segments of society. However the idea of financial inclusion is extended to the doorstep banking and financial services in the recent times. Time critical ATM services, utility payments, insurance (micro-insurance), micro-credits are just new terms added to the Financial Inclusion as extended services and introduces the concept of micro-ATM through fixed or mobile wireless network. It introduces a challenge for time critical financial services such that the core banking services, banks and the end user (micro-ATM machines) as well as the bank card remain in sync. These new time critical services poses a big challenge for M2M technology before FI through M2M terminals become a commonplace.

Narendra K Saini, Chief Executive Officer, Sukrut Systems & Chief Technology Officer, 3G Labs

2:30 pm

**Machine and Process Intelligence from M2M data for Productivity Gain**

In the realm of manufacturing, high-valued parts manufactured rely on accurate process control and high availability of machine time. To complicate matters, local industries manufacture a high mix of parts thus requiring them to be highly flexible to adapt their machines for new products. The approach of using machine data to detect machine faults ahead of time to warn managers and the practice of creating correlation models between machine data and production output will have significant impact on manufacturing agility and enable an increase in productivity. This talk will give examples of what SIMTech's work in equipment diagnostics and prognostics that enable equipment availability of their machines. Examples of how process control can be made more intelligent and hence more accurate using computational intelligence will also be presented.

Dr. Ian Chan Hian Leng, Associate Research Scientist, SIMTech

3:00 pm

Afternoon Refreshments and Networking

## SUMMIT AGENDA

2 AUGUST 2011, TUESDAY

### The Future of M2M

3:30 pm **Using Dynamic Navigation in Real Time**

- Using Dynamic Navigation to improve productivity and reduce operating costs. Understanding the usage of real time information such as route planning, vehicle location, driver speeds, fuel consumption and employee work time

**Saurav, CEO, Quantum Inventions Pte Ltd**

4:00 pm **Planning and Developing the Asian Grid of the Future**

- The smart grid implementation process
- Integration / migration of the existing grid
- Identifying and overcoming smart grid technology integration and interoperability challenges
- Strategies being adopted in Asia-Pacific and across the globe
- Updates on smart grid projects around the world
- What can be done to improve operational efficiency and resiliency at least cost and in the shortest amount of time?

Or

**A Deeper Understanding of how the M2M System Architecture Works**

The M2M system consists of four layers: sensing layer, communications layer, management layer and the application layer. From different stand point, each player in the ecosystem would need to have to address challenges from all the layers when shifting from traditional business model to M2M business model. Besides developing end to end M2M solutions, biggest challenge comes from management layer which requires platform that can easily integrate different solutions, enable dynamic provisioning systems and a new billing model.

4:30 pm **Evolution to the future “Energy Internet” with advanced meter infrastructure (AMI)**



- The move towards a more responsive, interactive and transparent grid
- What new business models and energy-related service strategies will this enable?
- How can this be promoted to the Asian end-user?
- Achieving optimal efficiency

5:00 pm **Round Table Discussion: The Ultimate question - Cost vs benefit**

- What are the costs involved
- What's in it for the customers?
- What can we expect from different partnership?

**Facilitator:**

**Jayesh Easwaramony, Vice President - ICT Practice, Frost & Sullivan**

6:00 pm End of Summit

### ABOUT FROST & SULLIVAN



Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

## 2011 CALENDAR OF EVENTS

## MARCH

23 - 24	(S) 5 <sup>th</sup> Annual OSS BSS Asia Pacific Summit	Singapore
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## APRIL

5	(S) OSS BSS Australia 2011	Sydney
6	(S) Customer Contact Australia	Sydney
12	(S) Growth, Innovation and Leadership Congress 2011: Malaysia	Kuala Lumpur
13	(B) 2011 Frost & Sullivan Malaysia Excellence Awards	Kuala Lumpur

## MAY

2	(B) 2011 Frost & Sullivan Indonesia Automotive & Transportation Awards	Singapore
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## JUNE

2	(L) 2011 Frost & Sullivan Asia Pacific Aerospace & Defense Awards	Singapore
9	(B) 2011 Frost & Sullivan Asia Pacific ICT Awards	Singapore
15	(S) Customer Interaction Malaysia	Kuala Lumpur

## JULY

12	(S) Growth, Innovation and Leadership Congress 2011: Japan	Tokyo
12	(L) 2011 Frost & Sullivan Japan Excellence Awards	Tokyo
14	(S) Growth, Innovation and Leadership Congress 2011: Korea	Seoul
14	(L) 2011 Frost & Sullivan South Korea Excellence Awards	Seoul
28	(S) Customer Interaction Singapore	Singapore
28	(B) 2011 Frost & Sullivan Green Excellence Awards	Singapore

## AUGUST

2	(S) Machine-to-Machine Asia Pacific Summit	Singapore
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## SEPTEMBER

8	(B) 2011 Frost & Sullivan Innovative Excellence Awards	Kuala Lumpur
15 - 16	(S) Customer Interaction Philippines	Manila

## OCTOBER

8	"Frost the Trail" Singapore Corporate Challenge 2011	Singapore
16	"Frost the Trail" Malaysia Corporate Challenge 2011	Kuala Lumpur
12	(B) 2011 Frost & Sullivan Asia Pacific Best Practices Awards	Singapore
12 - 13	(S) Growth, Innovation and Leadership Congress 2011: Singapore	Singapore
27	(B) 2011 Frost & Sullivan Australia Excellence Awards	Sydney

## NOVEMBER

15	(S) 4 <sup>th</sup> Annual Indonesia Telecoms International Summit	Jakarta
15	(B) Indonesia Excellence Awards 2011	Jakarta
16	(S) Customer Interaction Indonesia	Jakarta

(L) Luncheon Award      (S) Summit      (B) Award Banquet

\* Updated as of May 2011. Information is correct at the time of update. Subject to changes without prior notice.

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2 AUGUST 2011 • SINGAPORE

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If, for any reason, you are unable to attend the Conference, a replacement delegate is welcome. However, the name and designation of the substitution must be notified 2 days prior to the Conference.

In case of cancellations, requests received in writing at least 10 working days prior to the Conference, you will receive a full refund less 10% administrative charge. However, for requests postmarked at least 5 working days before the event, ONLY 50% of the registration fee would be refunded. Please note, despite the cancellations, the access to download the complete set of documentation from the Conference website will be provided to ALL.

However, in case a delegate attends only one day of the Conference or has a NO-SHOW, there will be a charge of USD 799. Following this payment, the details/password to access to view the presentation slides will be sent.

While every effort will be made to maintain the schedule exactly as represented in the brochure, we reserve the right to make changes and substitutions as needed. Frost & Sullivan will not be responsible for notifying registrants of changes to the program prior to the Conference.

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