
Description: As consumer voice and data services revenues reach their saturation point, wireless carriers are keen to capitalize on other avenues to drive revenue growth. One such opportunity is providing network connectivity for M2M (Machine to Machine) devices like smart meters, connected cars, healthcare monitors and digital signage. Despite its low ARPU, M2M technology has helped carriers establish steady revenue streams across several verticals including utilities, healthcare, automotive, transportation, logistics, public safety, retail, and even consumer electronics.

Another key opportunity is the monetization of wearable technology. Mobile device OEMs are aggressively investing in wearable devices, in order to offset declining margins in their traditional smartphone and tablet markets. As a result, the market has been flooded with a variety of smart bands, smart watches and other wearable devices capable of collecting, sending and processing data over mobile applications.

Eyeing opportunities to route huge volumes of traffic from these wearable devices, many wireless carriers are now seeking to fit wearable technology with their M2M offerings, targeting both consumer and vertical markets. It is expected that M2M and wearable devices can help carriers pocket as much as $116 Billion in network connectivity revenue by the end of 2020, following a CAGR of over 40% between 2015 and 2020.

Spanning over 800 pages, “The M2M, IoT & Wearable Technology Ecosystem: 2015 – 2020 - Opportunities, Challenges, Strategies, Industry Verticals and Forecasts” report package encompasses two comprehensive reports covering both the M2M and wearable technology markets:


This report package provides an in-depth assessment of M2M and wearable technology, including key market drivers, challenges, investment potential, consumer & vertical market opportunities, use cases, future roadmap, value chain, deployment case studies, ecosystem player profiles and strategic recommendations. The report also presents forecasts for wearable device shipments, M2M module shipments, M2M connections, and associated submarkets from 2014 through to 2020. The forecasts are further segmented into vertical, regional, technology and country submarkets.

The report package comes with an associated Excel datasheet suite covering quantitative data from all numeric forecasts presented in the two reports.
Different Business Model: Predictable Revenue Opportunities and No Churn
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Benefiting from the Mobile Handset Ecosystem
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Neoway
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RHLvision Technologies
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RSLSteeper
Rufus Labs
S3 ID
Salesforce.com
Samsung
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