

M2M

DATELINE : INDUSTRY NEWS

PLATFORM PROLIFERATION



Axeda, www.axeda.com, Foxboro, Mass., just announced one. Inilex, www.inilex.com, Chandler, Ariz., soon followed with one of its own. Numerex, www.numerex.com, Atlanta, Ga., announced one earlier in the year, and Tridium, www.tridium.com, Richmond, Va., caught some public criticism from an analyst firm, claiming it was not moving as quickly as desired with one (which is debatable).

Of course this "one" we are talking about is a platform: often touted as a device agnostic vehicle allowing corporate

adopts the freedom to configure their M2M value chain without limitations. While this certainly sounds ideal in the world of M2M, the fact of the matter is the jury is still out on what these platforms truly mean for the industry.

In early June, Axeda announced the release of the Axeda SmartLink Platform, which it calls a communications and hardware neutral solution that enables enterprises to connect, manage, service, and track wired and wireless assets anywhere around the globe.

Shortly thereafter, Inilex launched Apprize, a SaaS (software-as-a-service) that will allow developers to deploy any type of M2M application using any device, any protocol, over any communications network, in a low cost and efficient manner.

Couple these with Numerex's FAST platform and Tridium's Sedona framework, as well others throughout the industry, and the M2M market seems to be focused on platform developments as of late. This begs the question, why now, and perhaps, more importantly, will it work?

Anyone familiar with the technology market knows that open-standards platforms have become a Holy Grail of sorts—ideal, but seemingly unachievable. While it is certainly good news that companies are taking it upon themselves to create these open platforms, one can't help but wonder if by forcing companies to choose between platforms is it possible that we create division in the marketplace? It will be interesting to see how this scenario plays out.

101 **M2M&A TRACKER**
... acquisitions since
Jan. 1, 2004

The Tracker has reached 101 M&As, thanks to deals such as Intel Corp.'s, www.intel.com, Santa Clara, Calif., purchase of Wind River Systems Inc., www.windriver.com, Alameda, Calif. Intel says Wind River's software offerings will help it grow its processor and software presence into embedded systems and mobile devices. Also, Digi Intl. Inc., www.digi.com, Minnetonka, Minn., acquired M2M communications company MobiApps, www.mobiapps.com, Herndon, Va. MobiApps has offices in India, Singapore, and the United States, and Digi says the acquisition will help to grow Digi's wireless solutions business in India and Southeast Asia.

Did you know— The average person replaces an appliance every 7-15 years, according to Carol Priefert, product development manager, Whirlpool, www.whirlpool.com, Benton Harbor, Mich. In a presentation at this year's M2M Connected World, Priefert highlighted this fact as being one of many things holding back the reality of the connected home. She also pointed to the fact technology for the home needs to minimize the behavioral change on the part of the end user: Technology that takes a consumer out of their normal behavior will not suffice.