

The Benefits of Cloud-based M2M Platform

The Birth of Smart Machines

The account on the smart machine went back more than half a century ago. Following that, is the emergence of futuristic-themed films that featured revolutionary fictional devices. Nowadays, as technology advances and smart machines take the spotlight, devices that are seen only in science fiction movies are now becoming basic and essential part of human life.

Machine-to-machine (M2M) communication comes into play by determining how the Internet is expanded with an array of equipment such as sensors, communication devices, even wearable technology, to maximize utilization, improve lives and create opportunities for business and profit.

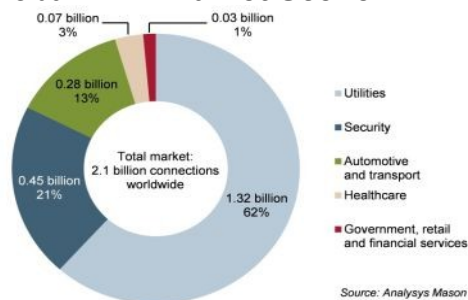
Machine-to-machine technology (M2M) is all about People and Machines.

This is a time where communication is driven by machines, particularly consumer devices communicating with people and other devices. A person can gather data and valuable information from these interactions

The data can be used in various applications. Devices can also be linked to other computers and they can communicate independently without human intervention, allowing **machine-to-machine, machine-to-mobile, mobile-to-machine communication.**

M2M can exist in almost any environment and can be used in any industry. Successful implementations include, but are not limited to, mobile communication devices, natural gas utilities, remote health management as well as sales automation and management among others.

The Global M2M Market Scene



M2M has accounted 2.8% of global mobile connections and it is expected to double by the end of 2014. An association of mobile operators worldwide predicted that there will be 250 million connections by 2014



The total number of connections will grow from 62 million from 2010 to 2.1 billion connected devices by 2020, presenting an annual growth rate of 36% in this market with mobile operators set to take 40 billion.

M2M presence is also rapidly growing in the Latin American Market, Brazil is the newest open market. As one of the largest countries in terms of population, Brazil is attracting a great deal of investors targeting the M2M space.

Currently, several applications using machine-to-machine technology are available in the market:

- Asset and Fleet Tracking – GPS Tracking
- Logistics Management
- Public Transportation
- Asset Protection Companies – Security Industry
- Electricity and water meters – Utility companies Automated Meter Reading (AMR)
- Payment Systems
- Sales Force Automation
- Home Health Care
- Bank ATM's

Technology for Better Business

While M2M technology takes momentum, possible problems such as increase in fraud, unwanted traffic and issues with public IPs as well inefficient resource management can put your business at risk. Without the right tools to counter the risks, it can possibly imperil the business and diminish profit. Choosing the right M2M partner is the most crucial decision that has to be made.

LeadingQuest understands the weight of this decision and how it will impact the future of the business, therefore **LeadingQuest** offers **M2M Cloud-based Platform** equipped with features that address those risks, to ensure security, accessibility, performance and revenue.

Benefits of M2M Cloud-based Platform

Security

•**Private APN and M2M platform, private corporate Intranet and private, fixed IPs.** This will save space for limited public IPs. It will also help safeguard revenue by eliminating millions of unpaid bills from customers and prevent fraud by eliminating unwanted traffic

•**Data bandwidth and traffic management and control via firewall.** This will optimize bandwidth usage, and improve overall network security and performance. Traffic controls via firewall ensures that all transactions are secure and data is safeguarded.

Accessibility and Convenience

•**100% web-based tool for online management of SIM cards and devices.** Because it is web-based, faster roll out is guaranteed. LeadingQuest Cloud-based M2M platform makes it possible to enjoy machine-to-machine benefits without infrastructure requirements for the customers.

Performance and Revenue

•**Call detail record and reporting for all transactions.** It ensures the accuracy of bills thereby preventing unpaid bills from customers and cutting losses for the business. CDRs are used to store diagnostic information for predictive maintenance, thereby preventing down times

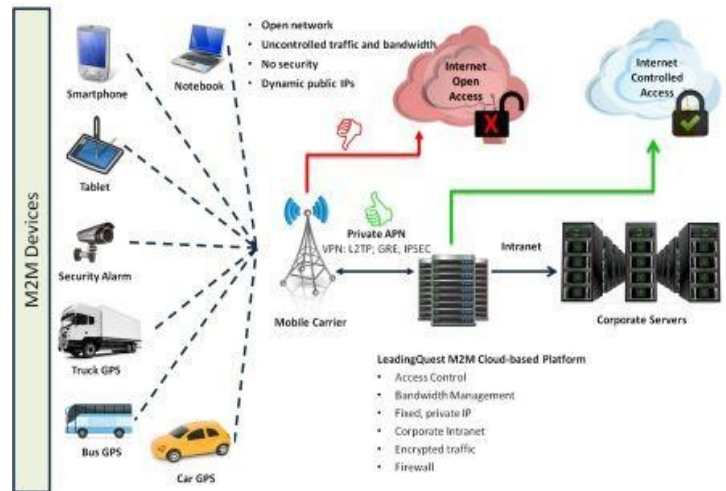
Your Global Competitive Edge

•Infrastructure

Based in two of the largest Data Centers in the US, LeadingQuest has 11,000 sq. meters of installation, 5 rooms offering a capacity of 40,000 servers, more than 30 gigabits of connectivity to support thousands of terabytes of data per month, without the perils of losing data and diminish performance. Its Cloud-based platform eliminates the need for infrastructure at the customer's end.

•Coverage

LeadingQuest and Parlacom, one of the biggest M2M providers in Brazil, has more than 50,000 machine-to-machine devices in full operation all over the country, working with thousands of small, medium and large companies with over 60 million connections every month. Most importantly, LeadingQuest offers dedicated connectivity with all major carriers and supports customers anywhere in the world.



•Reliability

•With over 20 years of experience in MVNO and telecoms, both in the US and Brazil under its belt, it is with no doubt, one of the most reliable machine-to-machine providers, offering uninterrupted service, backed up by generators and power supply 24/7, and dual data centers delivering full redundancy and fail over for mission-critical applications.

•Support

LeadingQuest deploys only the highest skilled engineers from different centers of excellence across the US, England, India, China and Brazil to resolve issues and provide “follow-the-sun” 24/7 technical support.

The Future of M2M

The possibilities are limitless and the market is still continuously growing. LeadingQuest understands these demands and acknowledges the potential for more cost-effective, revenue generating solutions. The goal of M2M technology is to make the Internet of things more plausible, and LeadingQuest likes being on top of things in realizing this vision.

LeadingQuest is a Telecom and Technology company, headquartered in the USA and with subsidiaries in Brazil. We are the investment and R&D arms of successful enterprises in South America. With decades of experience in the complex, challenging but exciting Brazilian emerging market,

To learn more about LeadingQuest's Cloud-based M2M Platform, the different business solutions we offer and our products and services, please visit our website at www.leadingquest.com or www.parlacom.net. You can also email us at sales@leadingquest.com.