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What's Next, Now? Sprint Has Redefined M2M Opportunities for Businesses Only 12 Months After Launching Emerging Solutions Unit

Only 12 months after launching its Emerging Solutions Group (ESG), Sprint (NYSE: S) has fulfilled its promise to offer a comprehensive suite of M2M solutions and tools to business and consumers – supported by Sprint's unique network options and an open, collaborative approach to helping companies rapidly develop their M2M ideas. Sprint is making connected-device innovation a true hands-on experience for businesses as they discover the money-making power of M2M – the machine-to-machine phenomenon that takes wireless beyond the mobile phone by interconnecting a vast variety of electronic devices.

Today at CTIA ENTERPRISE AND APPLICATIONS 2010, Sprint announced the Oct. 25 opening of Sprint's M2M Collaboration Center and the upcoming launch of Sprint's Command Center – two signature M2M initiatives that will help businesses of all sizes get more deeply engaged in developing and managing their device-to-device ideas. Sprint also announced important new additions to its M2M partner ecosystem.

Sprint's latest M2M initiatives provide an unprecedented level of support for customers as they enhance productivity and create entirely new products and services with M2M, which wirelessly connects such devices as laptops, tablets, digital billboards, cameras, remote sensors, utility meters and appliances. Sprint helps customers explore new M2M applications using Sprint's reliable 3G, ultra-fast 4G and IP networks, along with an array of solutions expertise from Sprint and its extensive partner ecosystem.

Sprint Sets Standard for Open M2M Resources

In the year since its formation, the Sprint Emerging Solutions Group has developed a comprehensive set of solutions and support services to help companies compete in the M2M market, including these latest announcements:

Sprint M2M Collaboration Center: The Center opens this month as an actual working laboratory that brings customers a genuinely open approach to M2M development. A short drive from Silicon Valley in Burlingame, Calif., the facility goes far beyond mere demonstrations and corporate presentations. The M2M Collaboration Center is a true roll-up-your-sleeves workshop, where customers can work side by side with an extensive team of experts to bring M2M ideas to life and make them commercially viable. This facility gives Sprint business customers the opportunity to thoroughly engage with Sprint's network and solutions team, along with experts from Sprint's wide-ranging ecosystem of specialized M2M partners. It is a natural outgrowth of Sprint's open approach, including 10 years of experience certifying non-Sprint-branded devices on its networks and the company's Open Device Initiative.

Sprint Command Center: Starting in 2011, businesses can access the Sprint Command Center to manage their M2M devices using self-service access. Businesses can view the Sprint Command Center dashboard on their office or mobile computer screens, then interactively load and manage their M2M devices directly on the Sprint network. Utilizing dedicated network elements, this open access service offers M2M customers unprecedented network control, including device management and testing (with enhanced visibility to device behaviors), account management and tools to develop applications for M2M solutions. In addition, the Sprint Command Center will be customizable, provide unique billing capabilities and integrate professional and managed services features and capabilities.

Businesses are recognizing the compelling opportunities in M2M across nearly all industry sectors, and Sprint is uniquely prepared to serve as a vital partner in helping those companies actualize their M2M ideas, said Danny Bowman, president-Sprint Integrated Solutions Group. A year ago, we committed to take the M2M lead by launching our Emerging Solutions Group and by introducing a full complement of M2M and embedded solutions, services and ecosystem capabilities. Our promised set of strong M2M capabilities is a reality and becomes even more valuable with today's announcement of the Sprint M2M Collaboration Center, the Sprint Command Center and the ongoing expansion of our partner ecosystem.

Sprint M2M Partner Ecosystem Continues to Expand

The recent addition of new M2M partners further enhances the rich set of specialized expertise and capabilities in Sprint's M2M toolkit. Today we're announcing:

Fusion Wireless – Sprint has partnered with San Diego-based module provider Fusion Wireless. This partnership enables Sprint to offer a wide range of competitively priced CDMA chip modules for embedded device partners.

Reflection Solutions, LLC – Reflection, powered by AFrame Digital, offers a wireless telehealth solution harnessing the power of Sprint's 3G and 4G networks to deliver this healthcare monitoring system. The solution also utilizes the ZigBee drop-in networking capabilities of industry leader Digi International.

Wyless – Sprint partner and leading global M2M-enabler Wyless offers cost-effective end-to-end managed services, helping OEMs and application developers deploy reliable M2M applications on the Sprint network. Wyless delivers a comprehensive suite of managed services with unrivalled expertise, professional support and competitive pricing.

During the third quarter, new smart grid partnerships with Grid Net and Landis+Gyr were announced, as well as new platform-as-a-service partner, VisTracks. The addition of these partners backs up Sprint's commitment to assist customers in a variety of industries as they transform their business models using 3G and 4G mobile broadband.

There is massive, unlimited growth potential in the M2M and embedded computing space, and Sprint is proud to work with cutting-edge partners to provide comprehensive solutions to bring entrepreneurial ideas to life, said Wayne Ward, vice-president-Sprint Emerging Solutions Group.

Today's announcements are the latest in a series of 2010 developments marking Sprint's steadily expanding position as the trusted go-to partner for M2M and embedded solutions:

- In August, Sprint launched www.sprint.com/m2m, its [online resource](#) for businesses interested in exploring M2M opportunities. Designed for companies of all sizes, www.sprint.com/m2m offers in-depth guidance on the tools and processes businesses need to implement their ideas for device connectivity using emerging wireless and wireline solutions. The website features an introduction to Sprint's differentiated solutions capabilities; a click-by-click look at Sprint's four-step process for bringing entrepreneurial device-to-device ideas to life; solution-by-solution descriptions of Sprint's offerings in many different M2M categories; and special news updates on M2M developments (including Sprint product, service and partner announcements, along with key industry events related to M2M).
- In June, the company cited several [customers](#) for their innovative M2M solutions, including the Alzheimer's Association, Amtrak, Continental Airlines, Dominican Hospital, Red Bull and 504 Restaurant, Washington Redskins Fed Ex Field, and the 2010 Maloof Money Cup.
- In March, Sprint announced [partnerships](#) with Axeda, Lenovo, Walsh Wireless and Top Global. Those companies joined such high-profile Sprint partners as Drive.Cam, Ford Motor Company (Ford Work Solutions), M2M DataSmart, Numerex, and XATA. Sprint partners provide specialized, leading-edge technology and expertise in asset and people tracking, digital signage, fleet and telematics, healthcare, insurance, manufacturing and logistics, mobile computing, point-of-sale, public safety, remote monitoring and control, SmartGrid, and wireless routers and modems.

About Sprint Emerging Solutions

The Sprint Emerging Solutions Group (ESG) is an industry leader in M2M and embedded solutions. ESG delivers a full complement of assets critical to successful M2M and embedded solutions deployments. These include: network agnostic capabilities (including 3G, 4G, CDMA, iDEN, and a reliable Tier 1 IP network); specialized industry solutions engineering teams; an open approach to devices and applications through the company's Open Device Initiative, an expansive M2M partner ecosystem; and the ability to provide customers with customized solutions that can include distribution, branding, billing and customer care services. To learn more, view this special [¿What if ¿¿ M2M video](#) and visit www.sprint.com/m2m.

About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 48.1 million customers at the end of the second quarter of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, Common Cents Mobile and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. With its customer-focused strategy, you can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.

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