GLOBAL M2M ASSOCIATION: YOUR GLOBAL M2M PARTNER

WE SIMPLIFY M2M

The Global M2M Association (GMA) is an association
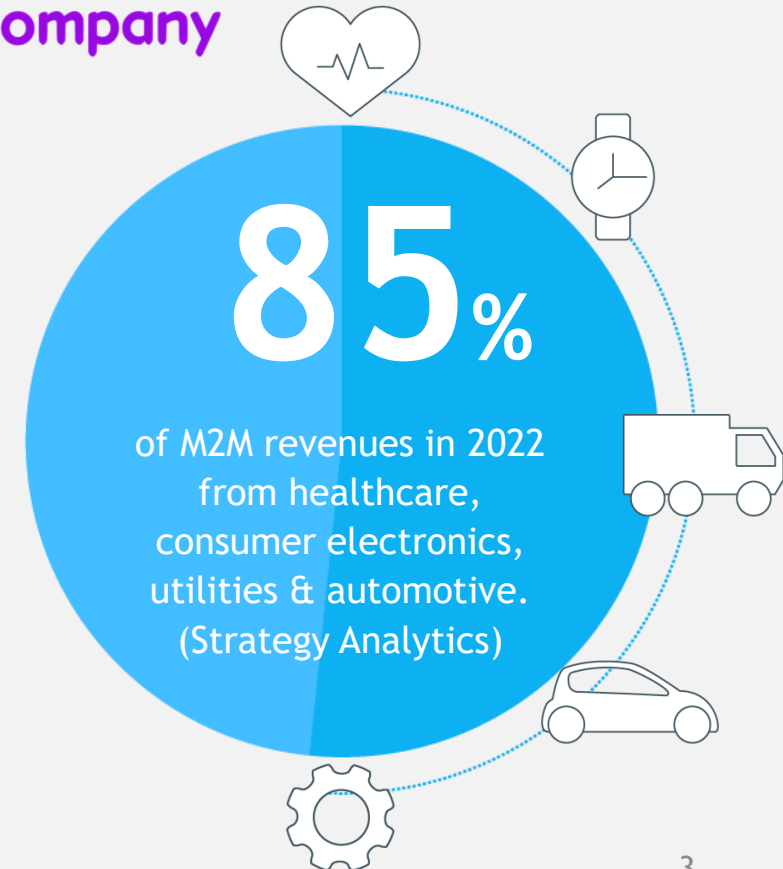of leading mobile operators with world-class networks

GMA MISSION

Global M2M Association mission is to deploy and manage enhanced and seamless M2M services worldwide

GMA members have proven experience and know-how in supporting business-critical M2M services and collectively connect tens of millions of M2M devices. As established mobile operators with a long history in M2M, GMA members offer outstanding levels of support and customer care and develop global solutions that meet the demands of emerging M2M applications.

85%
of M2M revenues in 2022 from healthcare, consumer electronics, utilities & automotive. (Strategy Analytics)

WHY JOINING GMA

A strategic & unique alliance to respond to business requirements

M2M is a fast-moving and dynamic environment where Multi National Customers require easy-to deploy, international solutions, with a high quality of service & consistent customer experience across networks.

In this fragmented and complex business ecosystem, alliances and partnerships are vital to develop the M2M market and seize growth opportunities.

By joining GMA operators are able to respond to global business requirements, fostering innovation by co-building M2M solutions and building a thriving M2M ecosystem with leading partners.
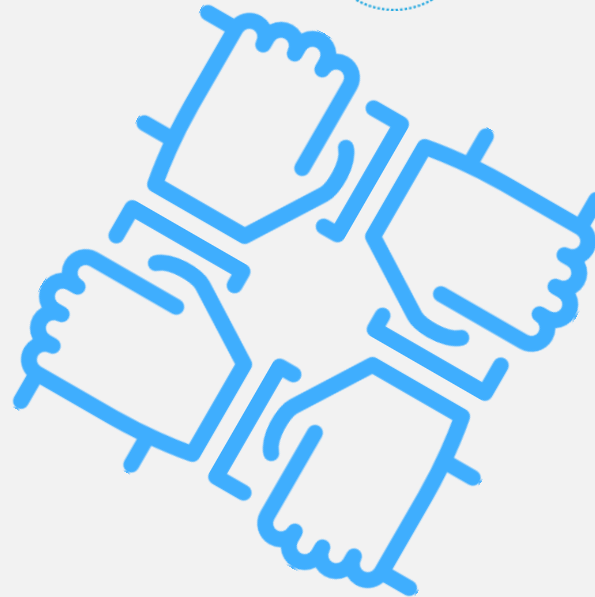
GMA ORGANIZATION

All members are represented in all committees and work streams

Steering Committee

Defines a shared vision, and Mission, in order to reach the goals and objectives of the GMA

## Program management office

Translates strategic directives into operational objectives by coordinating all projects and work streams

GMA ORGANIZATION

Work Streams - PRODUCT

Product work stream objective is to define and develop products offered jointly by the GMA partners and to coordinate the implementation of joint products:

- ✓ *Finalize platform specification*
- ✓ *Multi-Domestic-Service specification*
- ✓ *B2B-B2C Service description*
- ✓ *Customer Support process*
- ✓ *Enterprise on-boarding process*
- ✓ *Service level framework*

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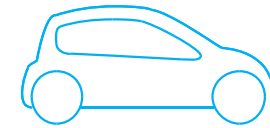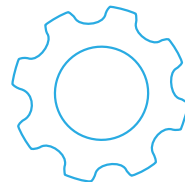
GMA ORGANIZATION
Work Streams - MEMBERSHIP

Membership work stream objective is to identify global MNOs and coordinate their acquisition as partners to implement GMA global development strategy:

- ✓ *Membership extension strategy*
- ✓ *Evaluation and On-Boarding Processes*
- ✓ *GMA presentation*
- ✓ *Operator's priority list management*
- ✓ *Legal documentation to join*

GLOBAL M2M ASSOCIATION

GMA ORGANIZATION
Work Streams - COMMUNICATION

Communication work stream objective is to maximize the global visibility of GMA:

- ✓ *Communication Plan development*
- ✓ *GMA Presentations and Press Releases*
- ✓ *External agency support for communication and marketing activities*
- ✓ *Web Site management*
- ✓ *Worldwide M2M events*

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GMA ORGANIZATION
Work Streams - MODULE CERTIFICATION

Module Certification work stream is managing the GMA certification program by partnering with best in class module vendors :

- ✓ *Module Certification Roadmap*
- ✓ *New module maker scouting*
- ✓ *Implementation of legal contracts to speed up time to market*

GLOBAL CHALLENGES

M2M creates new opportunities, but deploying globally brings significant connectivity challenges

Supply chain

OEM has to choose connectivity provider before deploying connectivity into the device.

Support and service delivery

Different support lines & SLA structures makes troubleshooting costly, expensive and slow.

Multiple locations

Negotiating with several operators and managing several points of contact to comply with local regulation.

Business development and business model

Different business models including enterprises and consumers with storefront options globally.

EXPANDING FOOTPRINT

We currently provide enhanced M2M connectivity services throughout 42 countries in Europe and in key markets in North America, South America and Asia.

GMA Footprint   bridge alliance Footprint

bridge alliance

GLOBAL M2M ASSOCIATION
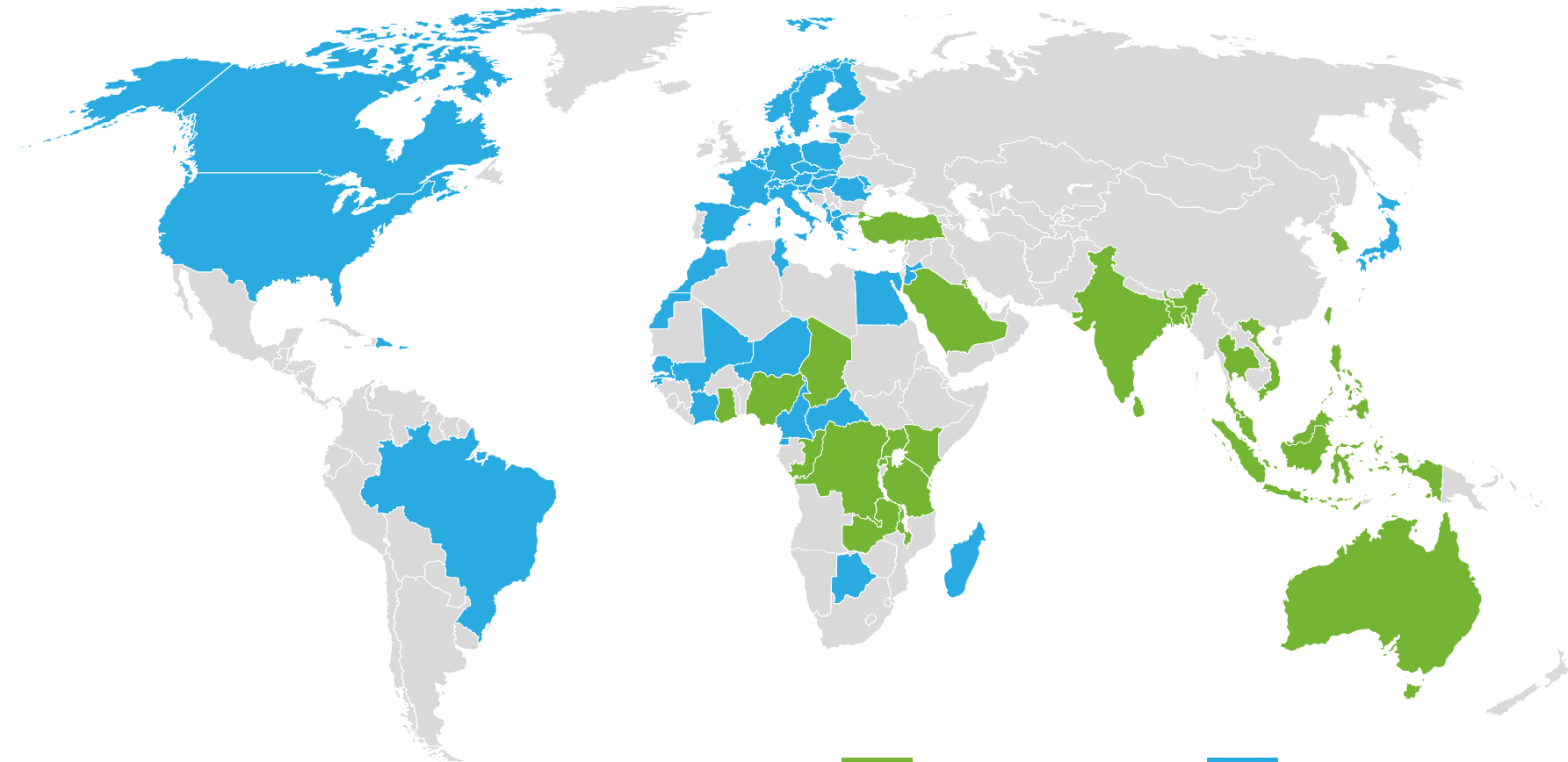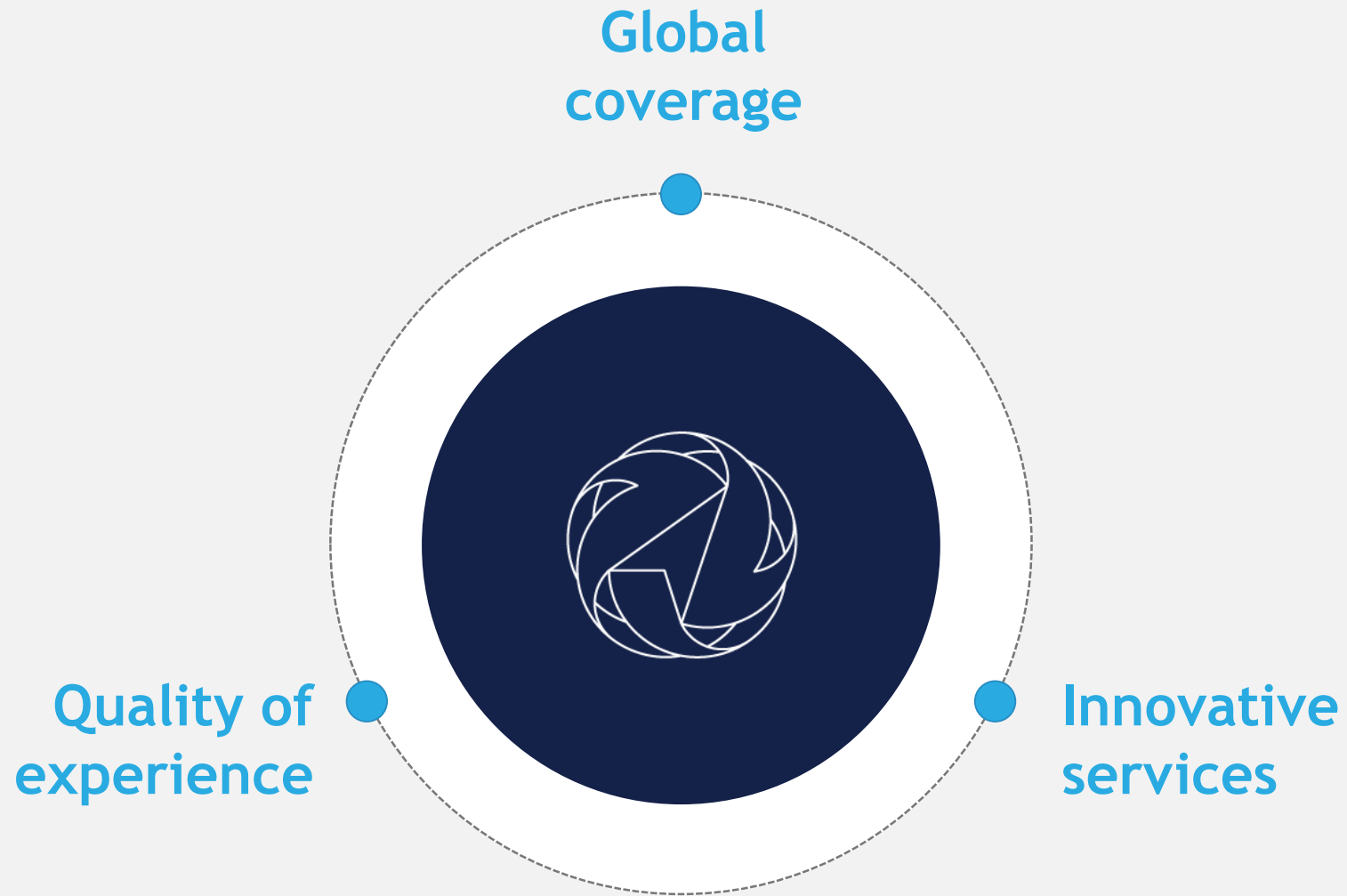
WHAT ENTERPRISES NEED

Global M2M deployments require a consistent approach.

Optimized number of support interfaces and fault resolution processes

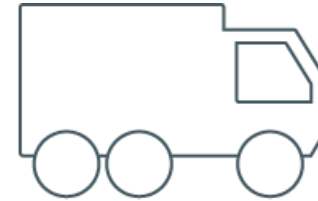Support for data hungry devices such as connected devices & vehicles

A consistent customer experience, wherever the device connects

GMA SERVICES

Global
coverage

Quality of
experience

Innovative
services

MULTI-DOMESTIC SERVICE

Introducing a revolutionary service on a global scale

The Multi-Domestic Service is an innovative M2M connectivity management service.

It enables global deployment and management of M2M and IoT services.

The Multi-Domestic Service will be jointly implemented by all GMA operators.
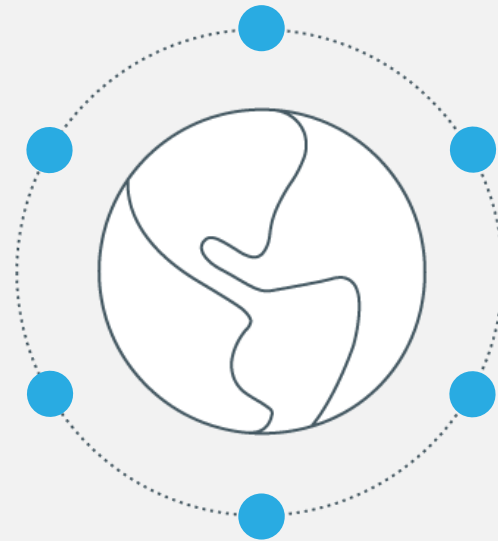
KEY FEATURES

One platform

One M2M management platform across the entire GMA footprint.

One SIM

GSMA-compliant embedded SIM (eUICC) that supports remote profile management.

SIM localization

SIM automatically provisioned with localized profile within GMA and partners' footprint.

Powerful administration

Flexible definition of different roles and views.

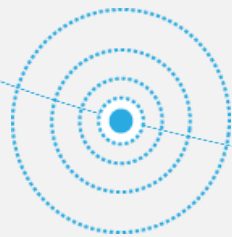**Instant lifecycle management**

SIM automatically adapts to connected products' lifecycle.

Real-time connectivity management

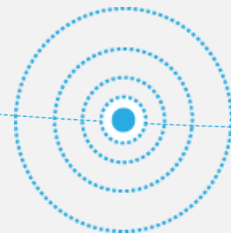Manage, monitor, troubleshoot & support connected devices on one platform.

MODULE CERTIFICATION

GMA Certification Program ensures optimized interoperability between hardware and networks, leading to a far quicker and greatly improved integration of your M2M devices.

Reduce
business risk

Improve
experience
for end-users

Accelerate
time-to-market

Optimize
inventory

All of our approved modules are certified to work across the GMA footprint, so that enterprises can be assured their devices will work seamlessly although roaming in different GMA countries.

ENHANCED ROAMING

GMA-approved SIMs work across the GMA footprint

- Should a fault occur we have aligned our support processes so that enterprises can benefit from local teams supporting their M2M service.

- Compared to standard roaming, our enhanced roaming includes incident management and service-level KPIs

- Increased network availability and enhance quality for M2M products and services

- Reduced effort while increased process efficiency on M2M customer's side

- High priority and faster intervention time when it comes to incident resolution

STANDARD ROAMING
"best effort"

ENHANCED ROAMING

INCIDENT MANAGEMENT
with unified procedures
and shared SLOs

SERVICE LEVEL KPIs
KPIs harmonization
& monitoring with GMA

CONTACT US

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Thank you!