

oneM2M Commercial Market Development

Invitation to join a multi-company initiative

Several companies with interests in commercializing oneM2M solutions agree on the value of a multi-company marketing campaign. This note summarizes the key issues raised in discussions held at Mobile World Congress 2015. It also takes the next step to bring together strategic marketing and product management contacts who wish to collaborate in creating a robust, commercial market for oneM2M-compliant solutions.

Horizontal platforms are critical for IoT services; they are also vital for MNO and solution-provider business models

Platform capabilities are commercially essential in the M2M/IoT market. They enable operational scale and simplify M2M/IoT customer management.

MNO and third-party (Ericsson, Jasper, etc.) connected device platforms (CDPs) led the early stages of market development. Now, new commercial opportunities are emerging through Application Enablement Platforms (AEPs). These make it much easier to develop and manage IoT applications.

AEPs also strengthen the role of IoT service- and solution-providers in the value chain. As a result, these companies now have the tools to capture a share of the value generated by new IoT applications.

oneM2M is a better platform solution compared to today's proprietary alternatives

oneM2M holds tremendous long-term potential as an AEP;

- oneM2M is a global standard
- oneM2M's device- and data-interoperability capabilities are key enablers for IoT applications
- oneM2M is linked to 3GPP releases, ensuring a long-term features road map that will expose new functions as network technologies evolve.

This cannot be said of proprietary platforms which were not conceived to support cross-silo applications across industry verticals.

However, outside of standards bodies, commercial customers are unaware of oneM2M

oneM2M has been very successful in enlisting international standards bodies and creating the standard through its technical working groups. Within a month of issuing the standard, a few oneM2M compliant platforms have appeared in a few markets. However, they have little visibility against earlier-to-market, proprietary solutions.

Business customers and decision makers are simply not aware of oneM2M. Under these circumstances, companies are unlikely to issue RFPs specifying oneM2M-compliance.

A collaborative, market development of oneM2M can boost its market share and benefit all solution providers

oneM2M will capture a significant share of the AEP market if oneM2M service and solution providers collaborate to develop the commercial market opportunity by:

- raising brand awareness of oneM2M as a strategic enabler for IoT applications which is also supported by a global standard
- fostering a competitive market for oneM2M-compliant offerings from many different companies.

Coordination is essential for maximum effectiveness. Instead of individual companies promoting oneM2M in local or niche markets, a combined effort with consistent messaging will amplify individual company efforts. The GSMA's Connected Living campaign is a good example of how the niche, M2M market was effectively transformed as soon as companies along the value chain agreed to work together.

This initiative aims to enlist partners and to agree an approach with the oneM2M organization

In coordination with the oneM2M organization, InterDigital invited me to approach other companies about this initiative. By the end of April, our target is to have a commercial marketing framework, a governance model that is acceptable to oneM2M, and a Steering Committee of funding and resourcing members.

Please ask the appropriate point of contact in your company to contact me at ken@more-with-mobile.com for more information.