Verizon provides a convenient, one-stop shop for innovative machine-to-machine cloud solutions.

Everywhere you look today, machines are busy transferring all kinds of data, for all kinds of applications and industries—data collection, remote monitoring, telemetry, security systems, logistics services, fleet management, traffic control, telemedicine and offsite diagnostics and maintenance.

Employing wireless technologies to collect and deliver data is revolutionizing the way that businesses optimize the performance of existing operations.

Managing Operational Costs in Five Areas

Businesses are using machine-to-machine (M2M) solutions to control operational costs, especially in these five areas:

+ Travel time required to collect data
+ Employees needed to capture the data
+ Vehicles required to reach locations
+ Insurance required for those vehicles
+ Person-hours needed to support dispatch and data gathering

Today’s Big Thing: Cloud Services

Cloud services enable secure, online access to computing resources such as memory, processing, storage and bandwidth. This technology opens the door for efficiencies due to the use of pooled resources and resulting economies of scale. Examples of cloud services include Infrastructure as a Service, Platform as a Service and Software as a Service. These service-based models help businesses like yours pay for computing needs as required, which can help reduce both upfront and overall investments in IT architecture—especially helpful to your bottom line when your business needs change.

You can scale your IT-enabled capabilities and better manage costs by paying only for the actual resources your company needs.

Cloud services also provide geographically dispersed, redundant architecture for disaster recovery and failover, plus 24-hour monitoring and remote backup. Your IT infrastructure cost is lower due to economies of scale from sharing pooled resources among many users. Yet your company information is isolated from other clients using private networks for added security. And the platform is provider agnostic—data centers that form the cloud can connect multiple national, local and international carriers. Businesses use cloud services for:

+ Offloading highly utilized applications and services to high-performance computers.
+ Application development and distribution.
+ Remote access to information.
+ Application hosting.
Data storage and remote backup.
+ Business intelligence and analytics.

The Power of Virtualization
Cloud computing enables a cost-effective, flexible architecture that can help improve efficiencies, increase productivity and streamline operations when deploying M2M solutions. The virtual platform enables you to take advantage of your meaningful M2M data through:
+ Cost-effective computing power, storage and analytics.
+ Integration with business applications and IT systems.
+ Faster, more flexible application development.
+ Efficient application delivery.

Verizon M2M Cloud Solutions
Our M2M cloud solutions enable you to create mass-market enterprise solutions with the ability to quickly develop new applications and transfer, store, aggregate, interpret and access data between machines. Features include:
+ Layered security options with firewall and load balancing
+ High levels of security (AES 256-bit encryption at rest and in transit)
+ Expansive data-center footprint of nearly 50 state-of-the-art facilities located in Latin America, Europe, Asia and the United States
+ Integrated solution with direct-peering access to 160 operators
+ Ability to quickly scale your platform, access and distribution
+ Integrated pool of computing resources (storage, memory, CPU) with capability to provision applications at the time of need
+ Demand-based usage—only pay for actual resources needed

Options: Four Comprehensive Offerings
Terremark, a Verizon Company, is a leader in transforming and securing enterprise-class IT. We offer Infrastructure as a Service, as well as layered integrated solutions from our developer ecosystem, such as Platform as a Service and Software as a Service. We provide some of the world’s top companies with reliable, secure, enterprise-grade resources, including:
+ VMware vCloud® Express, which delivers flexible, high-performance computing only when you need it
  • Power and control to configure resources exactly as needed
  • Demand-based usage to pay for actual resources used
  • Low-cost cloud service, great for short-term development needs, tight budgets or as an interim solution as you grow your business
  • Powered by Terremark and delivered from top-tier data centers connected to a global web of 160 network providers
  • VMware’s robust and secure virtualization platform, giving you freedom and control, combined with high reliability and security
  • Convenient online portal to purchase and set up your solution quickly

Use Case: Less IT, More HVAC
An air-conditioning manufacturer uses M2M cloud solutions to manage and store data collected from air-conditioning units. With cloud services, the data is stored in a secure database, which enables personnel to access it remotely. This information helps better manage inventory levels, using applications that interpret the data for such a purpose.

Gains:
+ Ability to clone and deploy new servers on demand
+ Less IT burden and fewer IT staff required
+ No need to maintain underutilized servers
+ Opportunity to sell applications to other HVAC ecosystem members
+ **Enterprise Cloud**, which combines the power and flexibility of Infrastructure as a Service with the expertise, security and availability that large organizations demand
  - Easy-to-use Web-based management interface provides command and control over cloud-based resources such as computing power, storage and network
  - Powered by Terremark and delivered from top-tier data centers connected to a global web of 160 network providers for handing off traffic and making connections
  - Built on a fully clustered enterprise-class computing architecture, featuring VMware® virtualization software that isolates your data from other clients within the cloud
  - Allows for precise and dynamic allocation of computing resources when and where they are needed
  - Enables SSL or application programming interface (API) access through a private network connection to build, manage and control access to virtual machines
  - Offers the scale, performance and security to meet all your enterprise needs

+ **Colocation services**, which provide customers with premium space, power, network and security in 50 data centers across the world
  - Enables you to use your own equipment or Terremark’s

+ **Managed Hosting**, which provides customers with 24/7 managed services in both dedicated and virtualized infrastructure resources
  - Includes monitoring, reporting, patching, backups or break/fix support of all supported infrastructure

**Why Verizon?**
Verizon provides complete, end-to-end M2M cloud solutions. Whether your business is small, medium, enterprise or government, we offer integrated solutions and a device certification program. We provide a reliable application developer ecosystem, with world-class cloud services from Terremark. Verizon delivers solutions over high-IQ networks, enabling better processes and secure and efficient data management. And we have the expertise to help efficiently transform your business with the most advanced technologies.

For more information about our M2M cloud solutions, please contact your Verizon Wireless business specialist, or visit us at verizonwireless.com/contactrep.

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**Use Case: Data-Driven Quotes**
An insurance company uses M2M cloud solutions to connect to vehicles and receive driving data over the air. Agents can access real-time driving data and provide data-driven quotes at the lowest cost possible, which keeps them ahead of the competition.

**Gains:**
+ Ability to burst beyond assigned resources when needed
+ Opportunity to distribute application nationwide
+ Enterprise-grade solution
+ Secure access to pertinent driving data to develop better quotes

**Use Case: Unearthing Low-Cost IT**
A start-up soil monitoring business uses M2M cloud solutions to get to market fast. By offloading IT functions, the company can focus on its core business and be up and running quickly in a scalable low-cost environment.

**Gains:**
+ Short-term, ready-to-go cloud solution
+ Requires no IT staff
+ Secure, scalable IT platform for application development
+ Low-cost option for deployment