

M2M Spectrum Networks: Leveraging OneVizion for Rapid, Affordable Data Solutions With Enterprise-Level Capabilities



The Client: A Growing Telecom Carrier in the Machine-to-Machine Market

M2M Spectrum Networks (M2M) is one of the largest network solutions providers for the Machine-to-Machine market in the United States. M2M provides best-in-class service for “standard” Machine-to-Machine engagements, such as vending, tracking, and monitoring, but their true competitive advantage comes from cutting-edge, customized solutions centered around their network collectors, device connectors, and applications. These innovative techniques established M2M as an industry thought leader and have helped them drive entire new categories of Machine-to-Machine solutions. With Gartner predicting the Internet of Things will grow to include more than 20.4 billion devices and generate more than \$2.9 trillion by 2020, M2M is moving aggressively to expand its network and capture a larger share of this market.

The Challenge: Unmanageable Spreadsheets Cripple Operations and Scalability

As M2M’s network and capabilities continued to grow and the company took on increasingly complex projects, the leadership team discovered serious deficiencies in their existing project management and operational infrastructure. Before engaging OneVizion in 2016, M2M managed all of its projects using Excel sheets housed in two separate cloud locations. These spreadsheets multiplied exponentially as business took off, and soon, the sheer number of spreadsheets – all managed by multiple stakeholders – threatened to overwhelm the company.

“The spreadsheets began to multiply and quickly became unmanageable as we added new jobs on current sites and had additional new sites going up,” said Randy Coffman, M2M’s Senior Director of Network Implementation. “As a group, we knew that having data in so many different places could lead to costly mistakes and overlooked job needs.”

For M2M’s leadership team, the immediate need was clear: a centralized management tool that would keep employees and stakeholders aligned across many complex projects, could be quickly deployed, and wouldn’t cost the growing company a small fortune.



The Solution: OneVizion Rapidly Centralizes and Aligns Data

M2M's initial search for a consolidated data solution saw limited success. OneVizion's competitors either lacked critical functionality or carried price tags aimed at the largest commercial carriers. But in May 2016, M2M found their answer at the Connectivity Expo. After viewing a demonstration of the OneVizion Platform, M2M was ready to move forward with the system by mid-June.

"We checked out a few different companies, but overall OneVizion's software gave us the system we needed in order to get everything in one place while staying competitive for pricing," said Coffman. "Many of their competitors' business models were created for large-grade commercial carriers, and we don't fit into that group."

Ultimately, M2M selected the OneVizion Platform for its functionality, ease of implementation, and cost structure. OneVizion's powerful database meant M2M could search, track, and monitor many different data elements in one secure location, so they would always know the status of active projects, site locations, and equipment deployments. Because their own instance of OneVizion could be rapidly and inexpensively deployed through Amazon Web Services, M2M also felt confident they could implement and evaluate the system with minimal cost, delay, or risk.

Within 3 months of closing, M2M was running their own instance of the OneVizion Platform and seeing immediate returns.

The Results: Operational Efficiency Fosters Continued Growth

By significantly enhancing operational efficiency and data accessibility, OneVizion empowered M2M to improve the accuracy and turnaround times for managing and delivering critical datasets across all projects and clients. OneVizion proved invaluable for leading team members like Sara Dople, Senior Project Manager at M2M:

"Being able to organize the different work and jobs we do, where we have the info all organized separately and tied to the site with easy reference, is something we couldn't manage effectively before. With everything in one place, we can easily see what needs to be done or what we are missing. It's incredible."

Free to focus on high-value work, M2M is continuing its aggressive expansion in the Machine-to-Machine market. With each new client and each new project, the OneVizion Platform grows alongside M2M. Their team has added incremental features and upgrades that build on existing functionality with minimal disruption to operations. M2M continues to identify new business requirements that can be addressed by the OneVizion Platform, and they have cultivated a highly skilled internal team to develop, test, and deploy these new features. With OneVizion, M2M gained the operational confidence to pursue aggressive growth without hesitation.

