

# The M2M Adoption Barometer 2014

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## What you need to know

*The 2014 Barometer asked over 600 executives from companies in 14 countries and 7 industries about their use of M2M today, and their plans for the future. With in-depth, impartial qualitative and quantitative data, plus exclusive insight from M2M analysts at Machina Research, it's your best guide to the world of M2M.*

Things have changed a lot since the last M2M Adoption Barometer. Here's what you need to know.

### Adoption is high: 22% and growing

Nearly a quarter of organisations we surveyed already use M2M, an 83% increase from 2013. And 42% of the rest expect to have an M2M solution in place within two years. When we looked at regions last year there wasn't much between them. Since then there's been growth across the board, but it was most pronounced in Africa, the Middle East and Asia-Pacific (AMEAP), which grew 15 percentage points; the Americas just four.

### Industries fall into two groups, for now

The levels of adoption vary quite considerably by industry. Last year automotive was the clear leader on 19% compared to other industries, which grouped together at around 12%. This year automotive remains a front-runner, but has been joined by consumer electronics and energy and utilities. This leading group has adoption of nearly 30%; the other four industries that we looked at are all around 18%. These two distinct clusters won't last for long, however.

### M2M is increasingly customer-facing

Most organisations that have adopted M2M are using it for projects with an internal focus, such as inventory management — but that's changing. Within three years, 75% of organisations said they will have an external-focused strategy, for projects that deliver benefits like more consistent customer service and increased revenue. In fact, 52% of those using M2M this year say they experienced greater competitive advantage, up from 23% in 2013.

### ROI is more important than ever

Expectations are high: over half of companies close to implementing a project expect to see a return within a year. Of those that have already implemented M2M, 66% had seen returns within a year. 46% said that the return was "significant".

### Security is a challenge to overcome

Security has become synonymous with any big IT-led transformation, and M2M is no exception. 72% said that security breaches are a major concern for them. But as the high adoption rates of M2M show, companies see security as one of several challenges to overcome, not a showstopper — just 12% said it was their main concern.



55% of organisations that we talked to said that they expect to have an M2M solution in place within two years



66% of companies using M2M say they started seeing ROI within a year

## Learn more

To learn more about our findings, and to discover how you can make a success of your own M2M initiatives, download the full report:  
[m2m.vodafone.com/barometer2014](http://m2m.vodafone.com/barometer2014).