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WebNMS set to tap 100 million dollar M2M solutions market

The telecom network management company has recently introduced a machine-2-machine (M2M) solution for ATMs to tap the Indian M2M solutions market, which is growing at a CAGR of 33.81 percent from 2011-16

By Ayushman Baruah , InformationWeek, February 08, 2013

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Have you ever wondered who manages the ATMs you withdraw cash from? The banks do not own or manage any of them. They usually outsource them to third-party operators who get paid on a per transaction basis. These operators incur huge operating expenses as a single ATM room would typically have a number of passive assets such as two air conditioners, two illuminated signage boards, an inverter/UPS, a security camera and at least eight to 12 light bulbs. Evidently, it's a challenging task to efficiently manage all of these elements.

WebNMS, a telecom network management company and division of Zoho, has recently introduced a machine-2-machine (M2M) solution to help these operators efficiently manage the ATMs. The solution named ATM Site Manager enables assets from individual ATM centers to communicate with a centralized control system. "This solution is primarily to enable remote management of passive assets and increase preventive maintenance with less human intervention in many routine service operations," says Prabhu Ramachandran, Director-WebNMS.

The product, a combination of hardware and software, also generates insights for ATM operators from the way assets operate and consume power. "Based on the analytics derived from the solution, we help the operators with benefits such as remote security, reduction in energy bills, overall cost optimization and predictive maintenance," says Ramachandran.

With an estimated 100,000 ATMs in India growing at least 30 percent per annum, the M2M market is big and emerging. According to 6Wresearch, in a report titled India Machine to Machine (M2M) Modules Market (2011-16), the Indian M2M solutions market is expected to reach USD 98.38 million by 2016 with a CAGR of 33.81 percent from 2011-16.

Ramachandran believes the M2M is the next big wave in the IT industry, perhaps just after cloud computing. The solution ATM Site Manager, launched in December 2012, is currently under its proof of concept (POC) and WebNMS is currently working with many ATM operators who are potential customers. Going forward, the company also plans to undertake monitoring of mobile towers, power grids, and solar/wind mill farms.

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About Author

Ayushman Baruah | Email ✉ ☐ ☐

Ayushman Baruah is a Bangalore-based business and technology journalist with an insatiable appetite for news. He closely monitors and writes on emerging technologies such as cloud, mobility and social computing. Driven by his interest, he eagerly tracks the Indian IT-BPO sector keeping a close watch on the performance of the companies which thereby shape and shake market trends. During his career, he has covered tech events both at the national and international level and written several trend-setting news, features, and opinions.

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