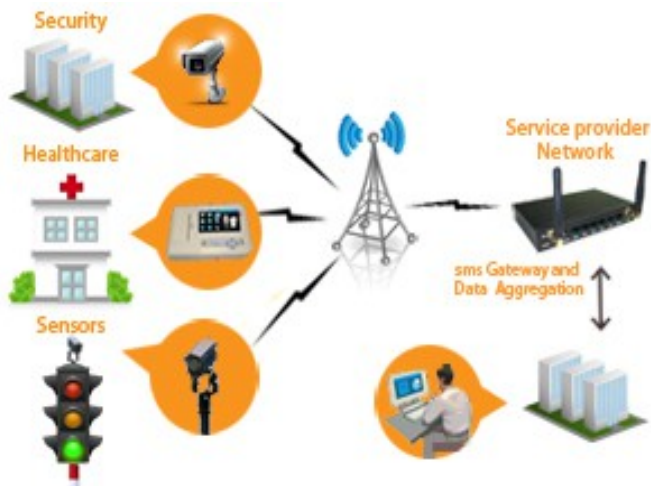


## M2M Messaging At A Glance



Machine-to-Machine (M2M) technology has been around for quite some time. M2M Messaging is one of the M2M services that allows automated machines to communicate and send messages to each other or to other devices.

### How It Works

M2M messaging uses certain protocols that only machines understand. If two machine are trying to communicate with each other, they need a protocol that both of them understands.

Communication between machines was expensive since it required a lot of data to be transmitted over a wireless network. Yet as SMS or Short Message Service was developed, introduced to the market and became widely used, wireless network providers had lowered prices for individual machine-to-machine messages.

While machines can send and receive messages through SMS, it can also include coded instructions that the other machines can interpret.

### The M2M Market

The Machine-to-machine market is exploding and its potential for massive growth is undeniable.

For decades, M2M industry leaders have been cognizant about the benefits and the advantages that these wireless connections can bring to consumers and businesses alike.

A huge number of devices, applications and solutions have been deployed to showcase these benefits. Vertical markets have been growing almost in every sector.

**A recent forecast reveals that there will be over 50 billion connected devices in 2020. And the global M2M services market will grow at a CAGR of 21.35% from 2013 to 2018.**



One of the key factors analysts note is the increasing adoption of M2M at a small medium-size business to enterprise levels.

### What Parlacom Offers

We offer various services including network controls for SMS delivery, message platforms, Short Codes, SIM to SIM messaging and Virtual Numbers. We create various solutions that address specific needs of your company's M2M deployment.

#### M2M Messaging Features:

**SMS Gateway Service.** Parlacom's M2M messaging system presents the best options for customization. Our application servers can provide a very reliable and quick messaging origination as well as termination between devices and the application server.

**Short Code Utilization.** Machines, devices and equipments that need to communicate over the network is easily identifiable with shorter numbers. With an added SMPP (Short Message Peer-to-Peer) connection to the SMS Gateway, our system will allow devices to deliver messages back to the server, and ensures that all communications are inside a close secured network route, providing a totally reliable connection.

**SIM to SIM Messaging Support.** Our system has the capability to support both SMS Mobile Originate and SMS Mobile Terminate messages used to interact with both a Parlacom SIM and a third party GSM or CDMA device of your choice.



**Pre-assigned Phone Number.** Each SIM has a pre-assigned phone number capable of sending and receiving messages, and it comes with the standard purchase of our data services.

**Virtual Numbers for Inter-Carrier Message Service.** Our system assigns devices with virtual numbers for sending and receiving messages with party networks. With the virtual phone numbers, applications can communicate via SMPP to any wireless network in the region, making communication so much easier and faster.

**Web-based App with User-friendly Interface.** Our system applies 100% web-based application interface. Our cloud-based technology platform makes it possible for businesses to enjoy M2M benefits with no equipment or infrastructure on the customer's site. Configuration, maintenance and upgrades will never be a problem as every is as easy as 1-2-3.

## Parlacom's Edge

**Affordable Customized Plans.** At Parlacom, we make M2M messaging affordable for everyone with our customized pricing plans. You don't have to spend a fortune to enjoy the convenience of M2M technology! We give you the option to have solutions that are custom-built for your business needs. We reject the one-size-fits-all mentality. We let our customers decide the kind of solution that best suits them, while our team of experts get their hands dirty to ensure its delivery and success.

**Diverse Solutions.** Unlike other providers, Parlacom does not rely on SMS to deliver M2M messaging needs. We have the ability to deliver diverse and highly effective SMS solutions for your business. Aside from efficiency, we also guarantee our system's reliability.

**Partner with Major Carriers.** Parlacom has an expanse and a footprint in Brazil and other parts of Latin America. We deliver dedicated connectivity with major carriers in the industry, and presently have more than 200,000 devices in operation throughout Brazil. We are serving thousands of companies, ranging from small business to large corporations.

**24/7 Support.** Parlacom supports carriers and customers around the world. Our highly skilled engineers come from centers of excellence in the United States, England, China, India, and Brazil, providing a true "follow-the-sun" 24x7 support.

**We are the Right Choice.** Parlacom is one of the top and largest providers of M2M communication in the US and Brazil.



**We understand every customer's needs and demands. Plus, we make things easier and less complicated.**

**All you need to do is let us know and our team of seasoned specialists will take care of them.**

## Learn More About Us

**Parlacom**, powered by LeadingQuest, acknowledges the demand for cost-effective, revenue generating solutions. Thus, we are here to deliver these solutions to your doorstep.

**LeadingQuest** is a Telecom and Technology company, headquartered in the USA and with subsidiaries in Brazil. To learn more about LeadingQuest's products and services, please visit our website: [www.leadingquest.com](http://www.leadingquest.com) or <http://www.parlacom.net.br>. You can also email us at [sales@datelo.com.br](mailto:sales@datelo.com.br) or call us **1-704-448-1158**.