

PRESS RELEASE

DATE January 15, 2015

TELEKOM NAMED AS A LEADER IN GARTNER MAGIC QUADRANT FOR MANAGED MACHINE-TO-MACHINE SERVICES

- 13 providers for Managed M2M services evaluated
- Providers collectively manage over 70 million cellular M2M connections

Deutsche Telekom has been recognized a leader in Gartner's Magic Quadrant for Managed Machine-to-Machine Services, published for the first time at the end of 2014. Gartner evaluated against the two strategic axes 'completeness of vision' and 'ability to execute' and stated that "the use of managed M2M service providers is important to plan and deploy digital business solutions."

"We are extremely pleased that our activities in the international M2M market have received such a renowned recognition," says Alexander Lautz, Senior Vice President, Machine-to-Machine at Deutsche Telekom. "Machine-to-machine solutions require numerous building blocks - from hardware and connectivity to the design of new business models. We aim to put the pieces of this complex ecosystem together and offer our customers an "easy-to-connect-experience" combined with excellent quality. As Deutsche Telekom we support our customers with end-to-end services from a single source, so they can meet their M2M challenges and reduce complexity: "we offer: solution setup, global service delivery with best coverage and an international partner-footprint, rollout, operations support, service management, and much more."

In the M2M ecosystem, Telekom acts as a link between many small software and hardware providers and customers looking for end-to-end applications from a single source. With more than 142 million mobile customers, local presence in around 50 countries and IT integration capabilities via T-Systems, the company's M2M portfolio is underpinned by its powerful mobile communications network, its IT know-how, and its local sales, service, and operational presence. Telekom also uses its expertise and contacts to bring together different partners in the M2M ecosystem, this was also the reason in October, last year to launch the European M2M Partner Program, targeting the introduction of locally successful M2M solution into the European market.

Magyar Telekom and its subsidiary *T-Systems Magyarország* also maintain their presence already in this field, offering specific M2M solutions to large corporate customers in numerous areas, including telemetrics, healthcare, transportation, transaction terminals, as well as property protection and process management. The cash register service was established for retailers, enabling data communication between the system of *NAV* (Hungarian Tax Authority) and cash register terminals. The smart city card introduced in Szolnok and the CityProtection system – operated in the same city, based on automatic image recognition – fall in the same category. Communication can be established between any appropriately enabled machines, which can be connected in the system, and Magyar Telekom can provide all necessary conditions – ranging from the 4G mobile network coverage to service setup, rollout and operational support.

MAGYAR TELEKOM TELECOMMUNICATIONS PUBLIC LIMITED COMPANY

Registered office: H-1013 Budapest, Krisztina krt. 55.

Commercial register: The Company was registered on number 01-10-041928 by the Budapest Metropolitan Court as Companies Registry





The full report ("Gartner Magic Quadrant for Managed Machine-to-Machine Services" by Eric Goodness, King-Yew Foong, Katja Ruud and Jouni Forsman, October 21, 2014) is available [here](#).