

M2M Adopters Care About Business Value, Not Technology

Harbor's SIGNALSmart™ framework portrays the full technology path of M2M / Pervasive Internet solutions



What adopter CEOs do not care about
 "How does RFID work? What's the difference between Bluetooth and ZigBee™? How are we going to manage all this information?"

What adopter CEOs care about
 "How can I make this company more profitable? How can I drive new high-margin services growth? How can I prevent channel partners from cutting me out of the services loop? How can I increase brand awareness and loyalty? How can I create barriers against vendor switching? How can I preserve existing IT investment? How can I avoid adopting the wrong technology? Who can I turn to for answers?"