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## ou know about the advantages of Machine2Machine (M2M) communication... ...but how can you easily use the relevant information in your business?

M2M is all about machines communicating with each other. But to see a real return on your investment your machines must communicate directly with you. Business today needs end-to-end visibility over the entire equipment life cycle, a continuous improvement loop that drives return on investment.

Imagine having access to accurate and timely information of how a fleet operates—minute to minute—to help support intelligent decision making and facilitate positive process improvement. Businesses can no longer afford to have data sitting in a database or buried in a poorly designed report. At the speed business moves today, data needs to be delivered to the right person at the right time so decisions can be made quickly. Now that your machines can communicate with each other, they also need to communicate with you and the rest of your business.

### Business System Integration

#### — Obstacles

Operational managers are familiar with the frustration that can come with adding yet another software system to their business process. Remote monitoring has the potential to become another information silo that users have to switch between to get the information they need. The system you choose should integrate various information sources into a business system of choice. Whether it is a resource planning tool, third-party equipment management software, or an enterprise wide business system, the information needs to be merged into a common database and delivered seamlessly through the user's preferred interface.

As new information technologies develop—including smartphones, user interfaces, and intelligent networks—fully customizable dashboards are now more important than ever. They provide a familiar face that makes accessing information updates quick and easy. Popular browser dashboards—such as iGoogle®—create customizable apps (also called “gadgets”) that provide updates on equipment health, utilization, and maintenance.

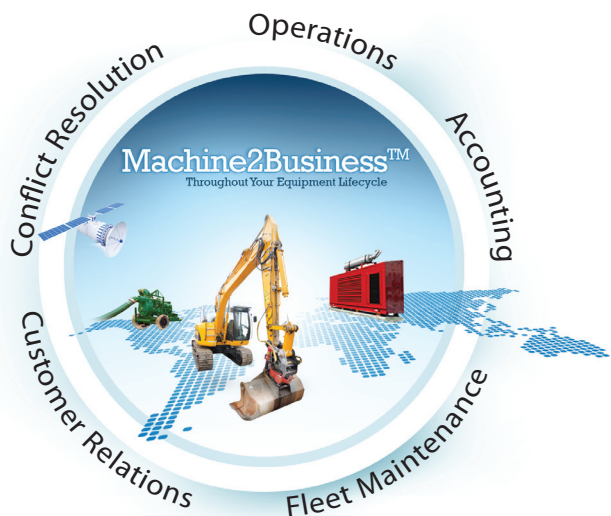
Now is the time to take control of your remote equipment and get a better return on investment.

### Improve Communications — Improve Business

One approach that does it all is Machine-to-Business™ (M2B™). Developed by ZTR Control Systems, M2B is a telematics methodology that takes machine-to-machine one step further. M2B shifts the focus away from delivering large amounts of equipment data, to producing valuable information through integrated business processes. M2B connects remote machines to the right people, enabling intelligent, two-way communication and adaptive, real-time changes in both the machine and the organization's processes.

The M2B process gives end-to-end visibility over the entire equipment life cycle, creating a continuous improvement loop that drives return on investment. Targeted reports provide valuable insight, whether it is tracking machine utilization or knowing when machine health is deteriorating. Advanced report scheduling can combine process triggered events, calendar events and departmental requirements with telematics data to deliver secure reports through browser-based dashboards and Smartphones.

In order to make this happen, the system supplier will have a group that works to understand each end user's specific business processes and goals. The supplier evaluates each possibility for information to flow into the business and streamlines processes. Tools offered include business system integration, customized dashboards, and Smartphone apps. This personalized approach to project implementation makes Machine-to-Business a reality for your business.



**Contact us today for more information:**

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