



# M2MV

*A premier boutique M2M strategy consulting firm specializing in business success*

*Developing strategic and operational business plans focused on the client's success in implementing M2M applications, expanding into new markets, and supporting mergers and acquisitions.*

## **M2MV Core Practice Areas**

**M2MV** is a consulting firm which provides services to clients enabling them to take advantage of the rapidly growing business opportunities presented by M2M and the *internet of things*. What sets M2MV apart is that M2MV focuses on business success rather than technology.

### **Three key offerings:**

- Strategic and operational business plan development and execution for implementing M2M applications
- Expansion assistance for M2M companies entering into new regional and vertical markets
- Merger and acquisition support for investors and companies in the M2M space

*The current global economic inflexion point places unprecedented demands on enterprises of all sizes to quickly take bold new approaches for productivity gains from business processes. Machine-to-Machine Communication or M2M is the bridge to these gains. Let the minds that created M2M lead your company on a journey to new levels of productivity.*

## **Enterprise Solutions**

For enterprises, the technical components of M2M solutions have been available for a number of years. However, until now most M2M implementations have languished due to a complex value chain, unclear business cases, and an excessive attention on technology, rather than focusing on business drivers. M2MV navigates clients through this complex value chain and enables them to evaluate the opportunity and realize the productivity gains that M2M solutions offer.

The starting point for M2MV and its enterprise clients is the strategic business plan for implementing a productivity or revenue enhancing project based on an M2M solution. M2MV's experienced team of industry veterans, in partnership with the client, design organizational and process modifications to existing structures ensuring a successful solution launch. Once the client has committed to the M2M implementation, M2MV offers project definition, management and implementation services, as well as recruiting and staffing.

## **Market Expansion**

As regulatory and economic conditions change and the need to remain competitive continues to increase, M2M technology and service companies are expanding operations to new geographic and vertical markets. Companies expanding into new markets can ease their voyage and accelerate their presence by partnering with M2MV and its unique team of professionals who have the experience and relationships required to successfully execute market expansions.

Market expansion goals are achieved via M2MV acting as a sales agent for the client or through establishing legal entities, recruiting staff, generating strategic market plans and providing public relations guidance. The breadth and structure of the services are designed to enable the client to effectively scale the launch of operations in an evolutionary manner, evolving over time from M2MV acting as an agent to the final phase where a fully operational legal entity is formed, established, owned and operated by the parent company.

## **Mergers & Acquisitions**

As the M2M industry continues to grow and evolve, merger and acquisition activity is accelerating. Investors need trusted advisors who understand the complexity and unique dynamics of M2M and can accurately evaluate investment opportunities. M2MV has a solid background in assessing these opportunities and offers investors a portfolio of merger and acquisition advisory services including strategic business and market analysis; cultural, organizational and competency assessment; and merger activity plan development and management.



# M2MV

*A premier boutique M2M strategy consulting firm specializing in business success*

**Roger D. Dewey**  
**CEO & Managing Member**  
**M2MV, LLC**



An internationally recognized industry leader in the emerging growth areas of wireless Internet and machine-to-machine (M2M) communications, Roger Dewey is the CEO & Managing Member of M2MV, LLC.

M2MV is a consulting firm positioned to help clients benefit from the opportunity provided by the rapidly growing M2M industry. M2MV offers consulting services to clients in the various links of the M2M value chain facilitating an accelerated time-to-market for M2M products and services.

Previous to founding M2MV, from May 2006 to September 2008 Dewey held the position of President and CEO of Telit Americas. He led Telit Wireless Solutions' entry into the Americas M2M marketplace, focusing the company's efforts on the telematics, fleet management, and automatic meter reading industry sectors. He established legal and operational entities in the United States and Brazil, along with extensive channel development throughout the region. For his efforts, Dewey was recognized for the second time as an Industry Pioneer by M2M Magazine in the spring of 2008.

From January 2004 until April 2006, Dewey held the position of Vice President of Product and Business Strategy in the M2M Com Business Unit (BU) at Sony Ericsson, where he was charged with strategically guiding development of marketing and sales of wireless connectivity products and solutions to commercial and industrial businesses, as well as to consumers. He was the key strategist in Sony Ericsson's divestiture of the business unit resulting in a successful acquisition by Wavecom, S.A. in April of 2006.

In May of 2005, Roger Dewey was honored with the prestigious Telematics Leadership Award presented by Telematics Update Magazine for his outstanding performance and achievements in the field.

Dewey started his career at Sony Ericsson in October of 2001 as Vice President, The Americas, M2M Com. He built and led the M2M Com BU's Americas Regional Operations, ultimately leading it to regional market leadership with particular strength in the OEM automotive and fleet / commercial trucking vertical segments. Dewey was recognized for his achievements by being named an industry pioneer by M2M Magazine for the first time in the spring of 2004.

Previous to his roles at Sony Ericsson, Dewey was located in Stockholm Sweden, holding the position of Vice President & General Manager, Marketing & Sales for Ericsson's Mobile Internet Applications Business Unit. While at Ericsson, he had global marketing and sales responsibility for all Ericsson Mobile Internet applications and infrastructure platforms. Additionally, he was responsible for the operative launch of market activities towards Mobile Virtual Network Operators (MVNO).