

FocalPoint 40 Profile: Aeris.net

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Aeris.net Summary

San Jose, California-based Aeris.net develops and deploys wireless technology for the automation and control of devices equipped with embedded intelligence. Founded in 1992, Aeris.net aims to deliver mobile data communications for all M2M end solutions.

Aeris.net Offerings

Aeris.net provides wireless connectivity for M2M enabled devices by leveraging an underutilized portion of existing cellular channels. Its trademarked service, MicroBurst®, allows customers to send and receive small data packets to and from both stationary and mobile devices in real-time. Using a web-based application, Aeris.net's customers can access a field device's operating diagnostics from their desktops. MicroBurst also allows customers to receive notifications via other networked information devices, including pagers and cell phones. Another distinguishing characteristic of MicroBurst is that it enables users to control assets remotely from certain connected information devices and all Internet terminals. Aeris.net rounds out its M2M solution with its ability to support a customer's fleet of connected devices through a 24/7 network operations center located in San Jose.

Aeris.net Differentiation

Aeris.net has differentiated itself as a North American connectivity solution provider that delivers telemetry services over the existing wireless infrastructure. Aeris.net's utilization of an almost ubiquitous network enables customers to concentrate on how best to monitor, track, and interact with their assets; rather than how to build proprietary wireless networks and certify unconventional devices on these networks. According to Aeris.net, its solution is meant for "any application requiring the transmission of small packets of data." Indeed, MicroBurst provides the three 'must haves' that will make M2M adoption happen: low-cost, reliability, and effectiveness. In addition, MicroBurst operates seamlessly over analog and digital networks.

MicroBurst® Technology

One of the largest challenges for any developer of M2M solutions is getting machines online. This often means dealing with the reality of multiple cellular networks

having many diverse

design characteristics –

different switch types, software revisions, and set-up configurations. This can be costly and burdensome. Aeris.net unifies the communications interface that a company would need to use. Aeris.net's proprietary overlay technology – MicroBurst, is based on cellular standards, optimized for M2M communications tasks and designed to provide users with a single network experience. A hook-up to Aeris provides the same network functionality anywhere in North America, shielding the user from the diversity of the underlying networks. This virtual carrier network also offers more extensive coverage. Additional benefits include a single point of contact, lower cost devices, low cost service delivery, and ease of deployment. MicroBurst serves as a universal solution for companies in all industries looking to implement connectivity without having to navigate the numerous, often incompatible, options.



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Aeris.net Markets

Aeris.net enables M2M solutions for the North American market. The company is creating solutions that are applicable everywhere M2M makes sense. In fact, it backs up this claim with examples of customer deployments in the industrial, home, transportation, and utility markets. Solutions include vehicle and container monitoring, fleet management, on-board security tracking, and remote diagnostics, as well as remote monitoring of vending machines, copiers, package drop boxes, industrial and agricultural equipment, and environmental controls. MicroBurst also allows for the remote monitoring of energy meters, tanks, and fuel pipelines.

FocalPoint Perspective

Aeris.net is one of the primary suppliers of wireless connectivity to the M2M community of enablers and application providers. Bolstered by relationships with other notable M2M players, including Skybility, Telemetric, Sony Ericsson, and CSI Wireless, as well as countless commercial service providers, Aeris.net is well positioned to be a network standard of choice. Aeris.net is also an active proponent of M2M, participating in CTIA's Wireless Internet Caucus and spearheading its own M2M focused events at conferences. Its propensity for alliance formation, widespread networks, and attractive pricing schedule make Aeris.net a wireless M2M provider to watch. It will be important for Aeris.net to stay ahead of the curve as other telecom players begin to explore the impact M2M may have on their bottom line. The name of the game is first mover advantage. So far, it's advantage Aeris.net.