

## M2M Magazine Adds Cisco to Its Top 100 for 2010

M2M magazine announced the M2M 100 list for 2010 and recognized Cisco prominently in its press release. Cisco® Smart Call Home is the award-winning machine-to-machine (M2M) diagnostics, alerts, and remediation capability that earned the attention of M2M magazine. Smart Call Home supports a range of Cisco routers, switches, storage, security, and data center network devices. This proactive service capability is included with Cisco SMARTnet® Service, SP Base, Unified Computing Support Service, or Mission-Critical Support Service contracts.

The M2M 100 is a prestigious list of the most influential companies in the machine-to-machine space. The list is designed to provide a snapshot of the market as it exists today and the companies with the greatest effects on its direction. Peggy Smedley, editorial director of M2M magazine said, "Right now, we are witnessing the evolution of this industry, and the 100 companies named are the face of the market today as well as what we see in the future."

Cisco was one of only eight new companies that were added to the M2M 100 list in 2010. The press release acknowledged Cisco's focus on M2M as a strategic initiative.

Cisco is continuing to innovate and build new smart service capabilities that enable its customers' IT teams to be more proactive. "Smart Call Home is a great application of M2M technology that automates critical service support tasks such as service request creation when an issue is detected," said Alan Eng, Cisco Smart Call Home product manager. "Our customers benefit from faster issue resolution as well as being able to more efficiently manage their distributed networks."

Companies are chosen for the M2M 100 based on a number of criteria, including strength and number of customer references; establishment in the market; growth potential; and active involvement in and support for the M2M community.

Ravi Ravishankar, Cisco Senior Director, Cisco Services, reiterated the importance of machine to machine technology as part of Cisco's smart services strategy. "Cisco will continue to innovate, invest in, and build our smart service capabilities to enable our partners and deliver a higher level of value to our customers."

To understand the huge benefits that M2M can have on a business, see the [Itron](#) customer story on the Cisco [SMARTnet](#) webpage. See the list of [Smart Call Home](#) supported devices planned for mid 2010 that will expand our enterprise and data center support.

About [M2M Magazine](#)

Connecting people, devices, and systems, M2M magazine is dedicated to helping vertical industry thought leaders realize the value of machine-to-machine communications through remote monitoring, RFID, sensor networking, smart services, telematics, and telemetry: the Six Pillars of M2M.