

LeadingQuest's M2M Platform



Stay connected...

M2M Cloud-based Platform - Overview

- VPN connectivity with all major carriers in Brazil
- Support to private and shared APNs
- Data bandwidth and traffic management and control via firewall
- Private and fixed IPs in a safe and secure corporate Intranet using VPN
- 100% web based tool for online management of SIM cards and devices
- Rich suite of APIs for integration with third-party applications (CRM, ERP, Ecommerce)
- Revenue assurance to carriers and customers, eliminating fraud and lost revenue

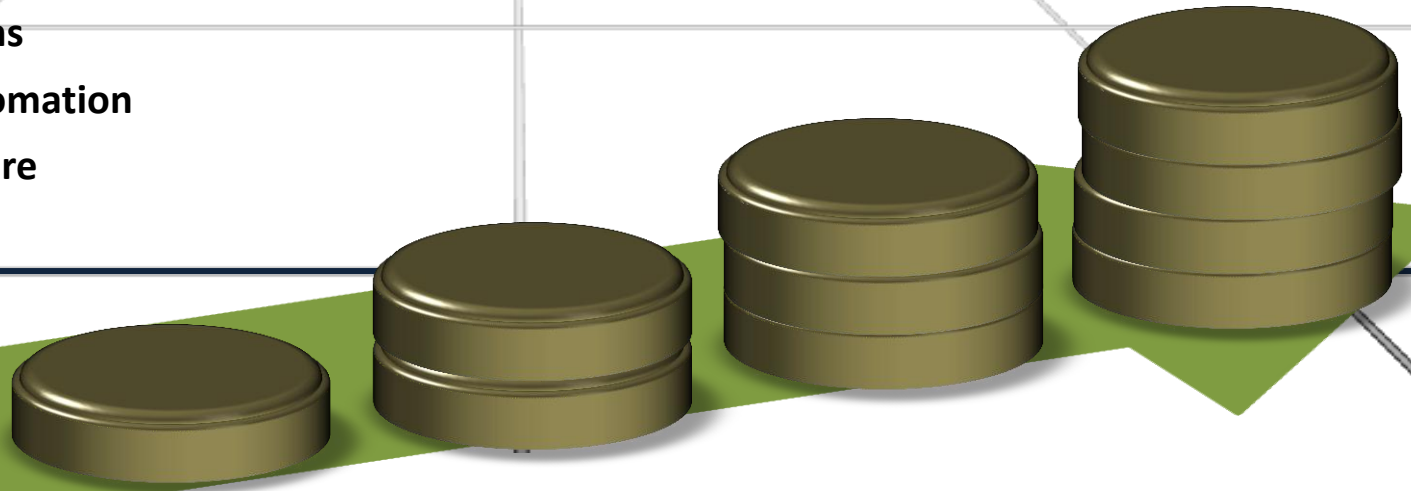


The Market

- The total number of M2M connections will grow from 62 million in 2010 to 2.1 billion devices in 2020, at a 36% annual growth rate
- M2M connections will make up 19% of total mobile connections by 2020, with mobile operators set to take €40 billion of the €714 billion M2M market

Applications

- Asset and Fleet Tracking – GPS Tracking
- Logistics Management
- Public Transportation
- Asset Protection Companies – Security Industry
- Electricity and water meters – Utility companies Automated Meter Reading (AMR)
- Payment Systems
- Sales Force Automation
- Home Health Care
- Bank ATM's



The Problem



Increase in Fraud

- Increase in fraud with growth in M2M market
- Owing to fraud, companies cannot remain in business
- Millions of dollars in lost revenues by carriers

Issues with Public IPs

- Public IPs are a limited resource to carriers
- Unwanted traffic from hackers, web and search bots, denial of service due to open IPs

Inefficient Resource Management

- Bandwidth is an expensive resource
- Customers do not recognize the high data traffic in their phone bills
- Revenue loss due to lack of SIM card management and bandwidth control



Home



Services



User Account



Help

DUARTE - ME (007849915000115) \$ -1147.40

M2M ?

- PINs (Claro)
- PINs (low) (Claro)
- Negative Bal. (Claro)
- No traffic (Claro)
- PINs (Vivo)
- PINs (low) (Vivo)
- Negative Bal. (Vivo)
- No traffic (Vivo)
- PINs (OI)
- PINs (low) (OI)
- Negative Bal. (OI)
- No traffic (OI)
- SMS (Claro)

? PIN Claro Installation Fee: 1.00 Monthly Fee:1.00

New PIN

Bulk New PINs

PIN	CallerIDs	Traffic	Credit	Balance	\$ Recharge	\$ Reset	F1	F2	F3	F4	MRC	Delete	#
1752533334	558391988309 (10.203.21) ▼	149.00	15.00	<u>17.58</u>	\$	\$					12.90		1
1131271431	558391988337 (10.203.21) ▼	149.00	15.00	<u>18.88</u>	\$	\$					12.90		2
1832673534	558391989051 (10.203.21) ▼	149.00	15.00	<u>17.05</u>	\$	\$					12.90		3
1542082643	558391650545 (10.203.21) ▼	149.00	15.00	<u>13.42</u>	\$	\$					12.90		4
1231431651	558391549971 (10.203.21) ▼	149.00	15.00	<u>19.14</u>	\$	\$					14.90		5
1932833754	558391550222 (10.203.21) ▼	149.00	15.00	<u>18.31</u>	\$	\$					14.90		6
1351651972	558391553120 (10.203.21) ▼	149.00	15.00	<u>18.65</u>	\$	\$					12.90		7
2053051081	558391553770 (10.203.21) ▼	149.00	15.00	<u>18.63</u>	\$	\$					14.90		8
1752443153	558391554001 (10.203.21) ▼	149.00	15.00	<u>17.64</u>	\$	\$					14.90		9

LeadingQuest's Cloud-based M2M Platform – 100% Web Management

The Solution



- **Private APN and M2M platform**
- **Private M2M corporate Intranet**
- **Private, fixed IPs**
- **Mobile Device Management platform for SIM cards**
- **Bandwidth control and optimization**
- **Traffic control via firewall**
- **CDR (call detail record) and reporting**
- **Revenue Assurance**
- **Fraud detection and prevention**

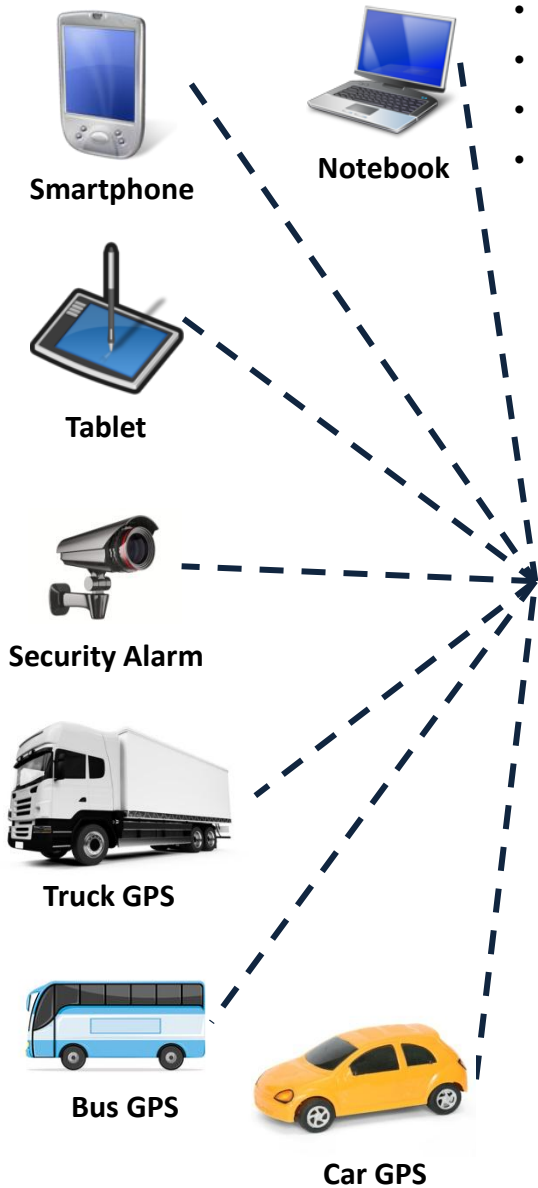


LeadingQuest's Cloud-based M2M Platform – 100% Web Management

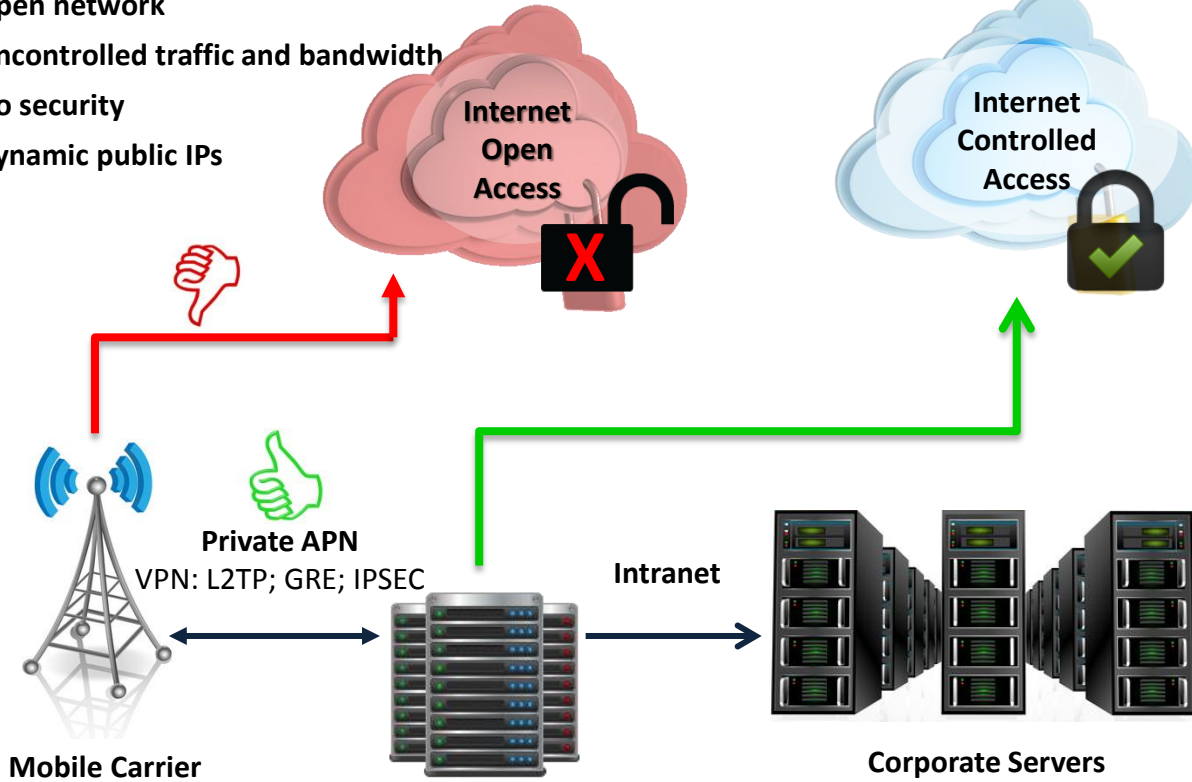
M2M Cloud-Based Platform



M2M Devices



- Open network
- Uncontrolled traffic and bandwidth
- No security
- Dynamic public IPs



LeadingQuest M2M Cloud-based Platform

- Access Control
- Bandwidth Management
- Fixed, private IP
- Corporate Intranet
- Encrypted traffic
- Firewall

Mobile Carriers

- Private IP – Save on limited public IP space
- Safeguard revenue by eliminating millions in unpaid bills from customers
- Prevent fraud by eliminating unwanted traffic
- Improve overall network security and performance
- Optimize bandwidth usage



M2M Companies

- Fixed, Private IP – Corporate M2M Intranet
- Faster roll-out – 100% web based applications
- Secure transactions, safeguarding your data
- M2M Platform supports any type of M2M application
- Support to multiple mobile carriers, seamlessly
- High performance Data Centers in the USA
- Informed decision making through real-time data from machines
- Reduced operational costs due to efficient management of resources
- New sources of revenue from new service offerings

Competitive Advantage – Global Operations

- **Cloud-based platform. No equipment or infrastructure is needed at customer side**
- **100% web-based management applications, fully customizable and easy to integrate via a full suite of API's**
- **Supports carriers and customers anywhere in the world – L2TP, IPSec, GRE VPN tunnels**
- **Highly skilled engineers from centers of excellence in the US, England, India, China and Brazil**
- **Follow-the-sun 24x7 technical support**
- **Over 20 years of telecom experience in the US and Brazilian markets, in MVNOs and telecom companies**
- **Strong footprint in Brazil:**
 - Dedicated connectivity with the major carriers: Telefonica/Vivo, CLARO, OI and TIM
 - More than 50 thousand M2M devices in full operation, all over the country, servicing thousands of small/mid/large companies
 - VPN connectivity with payment clearinghouses and corporate intranets
 - Terabytes of data being managed every month
 - Over 60 million connections every month

Competitive Advantage – Infrastructure

Based in two of the largest US Data Centers, allowing...

- 11 thousand square meters of installation, with five rooms with capacity for 40,000 servers
- More than 30 Gigabits of connectivity and redundancy for Internet access, supporting traffic of thousands of terabytes of data every month without loss of performance
- Generators and backup power supply for operation 24 x 7 uninterrupted indoors, safe and air-conditioned. All systems under maintenance and monitoring with security cameras and access control
- Dual Data Centers for full redundancy and fail-over for mission critical applications



About LeadingQuest



Leading provider of VoIP and Mobile communication applications

Experts in VoIP telephony, Call Center platforms and wireless/mobile services

Complex and customized solutions for SME's in various industries

Private, profitable, cash independent, no debt company

Brazil Operations - Affiliated with Parlacom Telecomunicacoes e Informatica LTDA

Our Other Services

MVNO

Mobile Virtual Network Operators can leverage our bankable, back-tested and comprehensive platform to move quickly and decisively in the Brazilian market. Count on our proven experience in launching turn-key MVNOs for Fortune 100 companies in the USA.

IP PBX & Call Center

Our VoIP cloud platform currently services many customers in North America with cloud based Virtual PBX and Call Centers, offering hundreds of phone numbers from over 60 countries, multi-level IVR, Call Recording and many other advanced Call Center features.

Android Applications

Smart phones offer many advanced applications, including Sales and Operations Automation, E-Commerce, Supply Chain, GPS and many others. Our Android applications are integrated with our Telecommunications and M2M services for a Unified Customer Experience.

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