

# M2M Technologies Inc. broadens its target audience

**M2M Technologies Inc.**  
Open Network for Everyone

*IBM API Management software helps customize system features to address customer demands*

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## Overview

### The need

M2M Technologies Inc. wanted to customize its Kizuna One system's features and services to meet customers' changing expectations and demands and to capture new audiences.

### The solution

Naoki Sugahara, chief architect and lead technical strategist at M2M Technologies, implemented IBM API Management software to create and manage application programming interfaces (APIs).

### The benefit

The company will be able to customize its Kizuna One system quickly in response to customer demands, expanding its target audience and potentially increasing sales in the near future.

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Based in Kuroda, Wakayama City, Japan, M2M Technologies Inc. offers machine-to-machine (M2M) solutions for corporations and government agencies. Naoki Sugahara, chief architect and lead technical strategist at M2M Technologies, explains: "We wanted to add new features and services to Kizuna One, our motion-sensor system that supports elderly people and their families in daily life. In some cases, private companies that wished to promote our support services under their own brands were also asking to customize the system, but the complexity of our system prevented us from making changes quickly and easily."

## Altering a complex system

The Kizuna One system's multiple motion sensors gather and analyze data to determine the health and well-being of the person the system is remotely monitoring. With interconnected sensors and tools, the Kizuna One system is extremely complex. "If we made one change to our Kizuna One system, it could potentially cause problems for other parts of the system or require a system shutdown when updated," states Sugahara. "In turn, this would slow down the collection of all the motion-sensor and button data, and we would be unable to analyze it."

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*Today, IBM API Management software helps M2M Technologies Inc. reach new audiences. "The solution allows us to offer APIs [application programming interfaces] to customers, expanding our target audience beyond the elderly to include children and others," says Naoki Sugahara, chief architect and lead technical strategist at M2M Technologies.*

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*“[IBM] API  
Management helps us  
achieve our goal to create  
an open network for  
everyone by broadening  
our reach to benefit the  
Japanese society.”*

— Naoki Sugahara, chief architect and  
lead technical strategist, M2M Technologies Inc.

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To help M2M Technologies achieve its vision of continuously and rapidly reinventing the customer experience to meet evolving customer expectations and capture new audiences, Sugahara investigated many solutions. After careful consideration, he decided that offering application programming interfaces (APIs) would solve the organization’s dilemma. Sugahara sought a solution that M2M Technologies could use to selectively share and protect its assets and that developers could use to easily create and assemble APIs.

### **Creating a highly composable system**

Working with IBM, M2M Technologies is optimizing the Kizuna One system’s process. In the near future, the monitoring device will send data to the MQ Telemetry Transport (MQTT) Internet of Things (IoT) connectivity protocol, which will feed information to a database. Information will pass through the IBM® DataPower® Gateway platform and IBM API Management software to expose health information APIs, including specific customer and device data such as blood pressure and heart rate. The system will also expose assistance information APIs, which will be composed of device data and analytics.

Sugahara chose the API Management software because of the ease and flexibility it offered in changing input and output while protecting the firm’s assets. With the software, the business uses back-end capabilities as composable parts to create new customized features to meet customer needs quickly with the Kizuna One system. “The data on the back end is shared. However, the data exported may vary by service, or its appearance may be different, but we will offer our customers the API in an identifiable, edited format using API Management. Customers will be able to use our service as if the API were made for them,” explains Sugahara.

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## Solution Components

### Software

- IBM API Management
  - IBM® DataPower® Gateway
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Using the API Management software, M2M Technologies will create, assemble, manage and secure APIs. It will provide a developer portal to attract and engage application developers and promote published APIs. Using an administration portal, M2M Technologies will be able to establish policies for critical API attributes, such as self-registration and security policies, and it will be able to use an analytics engine to gain role-based insight so that it can better manage the APIs and achieve service levels.

By reusing existing assets and assembling varying combinations, M2M Technologies will innovate and customize the customer experience rapidly without adversely affecting the Kizuna One system.

### Opportunistic innovations

M2M Technologies will be responsive and agile when addressing customers' rapidly changing expectations and needs with the updated Kizuna One system. The company will reach new audiences by offering APIs to customers, and it will market the Kizuna One system features and services into an open ecosystem for extended outreach, expanding its target audience and potentially increasing sales. M2M Technologies hopes to acquire new healthcare customers and create a new market for health monitors for the elderly and other populations in Japan. The company also wants to reach new segments, such as pharmacies, hospitals, elder-care facilities and healthcare providers, that could use APIs and monitors for resale.

### For more information

To learn more about IBM API Management software, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/api-management](http://ibm.com/api-management)



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