3 Denmark enters IoT partnership with NextM2M

The telecommunications company 3 Denmark has entered a partnership with NextM2M, which provides global solutions within Internet of Things. Going forward, NextM2M will deploy 3's network and European roaming agreements, while 3 will supplement its IoT product range with solutions from NextM2M.

The Danish company NextM2M helps companies connect IOT devices across regions and borders – from sensors and alarms to trash cans and street lighting. And with customers in 60 countries worldwide and partnerships with e.g. Vodafone and JT, NextM2M is a significant global player in the market for Internet of Things.

But despite its Danish roots, Denmark and Scandinavia have so far been an unexploited market for NextM2M, which is now preparing to launch at home. This will be done through a new partnership with the telecommunications company 3 Denmark, which will make its core network and roaming agreements available for NextM2M in Denmark, Scandinavia, and the rest of the EU.

"NextM2M are skilled IoT specialists with their own platform and an extensive customer base, and that makes them an attractive partner for us. This partnership allows us to take a big step further into the market for Internet of Things and supplement our own product range with more options for customized solutions. One might say that this is the beginning of a beautiful friendship, where we will benefit from each other's channels," says Sigurd Leth, VP for 3Business.

"There is a huge market for IoT solutions in Denmark and the rest of Scandinavia, but it has been in the same hands for years. The region has been missing a real and interesting alternative, which is why I am very pleased with our new agreement with 3, which enables us to challenge the existing national players. From now on, we will be able to handle our customers' Danish and Scandinavian needs, while also supporting them further through our European and global agreements. The timing is also just right with 3's upcoming roll-out of 5G and Narrowband IoT," says Henrik Hansen, CEO of NextM2M.

About IoT at 3

- Internet of Things (IoT) makes it possible to remotely control objects such as coffee machines, trash cans, pumps etc. via SIM cards and sensors in an intelligent network. This allows companies to collect valuable data and optimize processes, saving both time and money.
- At 3Business, the customers' IoT solutions are managed through the world's largest connectivity platform from Cisco. The self-service module provides a complete and detailed overview of all devices, remote unit control and comprehensive analysis tools.
- Companies curious about IoT can order a free starter kit from 3Business containing three SIM cards with six months' data, a tool for real-time testing, developer support and full access to 3's self-service module.
- 3Business' IoT customers include companies such as Scanomat, Tiny Mobile Robots and Global Conect.
- Read more about IoT at 3Business here: https://www.3.dk/business/losninger/internet-of-things/

About NextM2M
NextM2M delivers global connectivity and a flexible, web-based SIM Management Platform compatible with any network and M2M solution regardless of size. Through a diverse network of partners, M2M can be the key to a complete IoT solution, thus removing the hassle of development, deployment, and management for customers.

Working with our partners and customers, we develop, deploy, and manage comprehensive end-to-end IoT solutions and services worldwide.

We strive to develop and maintain network connectivity that delivers efficient IoT solutions and exceptional customer satisfaction.

Read more here: https://nextm2m.com/

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