M2M

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. http://www.m2mmag.com/awards/pioneers/default.aspx

PIONEERS of CHANGE

Without the energy, enthusiasm, imagination, and ideas generated by these trailblazers, technologies you use every day might never have been brought to market.

Each day we are discovering more and more stories of exceptional men and women whose work has, in one way or another, influenced the course of how machine-to-machine solutions are changing our way of life. To honor the innovative spirit of these exceptional individuals, each year *M2M* magazine recognizes 10 Pioneers of Change who have led the way to advance M2M solutions within their organizations and around the globe.

What makes these individuals so special is that they are not following any rulebook to pioneer change within their companies. The visionaries who have gone before them have

traveled a long and arduous terrain. Today's change agents are determined to communicate the project's vision to colleagues and upper management. Dogged and determined, these groundbreaking and innovative thinkers are committed to winning over even the most skeptical, knowing that they might encounter resistance along the way. Despite the pitfalls that might arise and the obstacles that they must overcome, these Pioneers of Change are forging new paths.

On the pages that follow we pay homage to the men and women who have been inspired to create high-tech M2M devices and applications. These applications emerged from years of hard work, inspired research, and a strong value chain. Check out past Pioneer winners at www.m2mmag.com/2009Pioneers.

JAMES DICKSON BRUINES LTD	DILIP RAHULAN PACIFIC CONTROLS	DAN DUBEAU VARIAN MEDICAL SYSTEMS	DON ROBINSON ARIZONA PUBLIC SERVICE (APS)	BRUCE BHARAT ELSTER INTEGRATED SOLUTIONS
JUNE REYNOLDS-LACEY BOX TELEMATICS	TERRY CASEY TRIDIUM EMEA	DALE CALDER AXEDA	ALEX BRISBOURNE KORE TELEMATICS	RYAN KEEFE TMOBILE M2M

WORLD BEATERS

A Leap of Faith

People often say the entire city of Dubai seems to be under construction. Building in this region has definitely been booming during the past few years, and Dilip Rahulan has been there to see it all. Founding Pacific Controls in Australia in 1984, he later brought the company to Dubai and since that

DILIP RAHULAN
CHAIRMAN AND CEO,
PACIFIC CONTROLS

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In addition to being an M2M Pioneer, Rahulan is also a champion for green and energy-efficient buildings. Pacific Control Systems LLC's, www.pacificcontrols.net, Dubai, UAE (United Arab Emirates), headquarters was designated the first platinum-rated green building in the Middle East by the USGBC (U.S. Green Building Council) LEED (Leadership in Energy and Environment Design), www.usgbc.org/leed, Washington, D.C., program in 2007. This combination of M2M and green technology is a natural fit, since M2M by its very nature is about increasing operational efficiencies and conserving resources.

At the inauguration ceremony, Rahulan said, "Our headquarter building is built in line with our commitment to the UAE government's drive towards achieving sustainable development in the region. It is our belief that our initiative will set a new benchmark for other green development projects in the UAE and elsewhere, demonstrating our commitment to environmental stewardship and corporate social responsibility."

Pacific Controls supplies solutions around the globe. In Dubai, one of the premier examples of its pioneering M2M work with Tridium, www.tridium.com, Richmond, Va., is the Pacific Controls Central Command Control Centre. This central monitoring station uses M2M technology to connect with buildings and other M2M applications worldwide. This control center facilitates remote monitoring and control of all electro-mechanical and security services at customers' facilities. Through the command center, Pacific Controls provides realtime alarms and data regarding equipment status in buildings/infrastructure. Rahulan and Pacific Controls took a risk when creating the command center. Setting up the hub required a large investment not only of money, but also of faith in the solutions that would be implemented.

Terry Casey, president, Tridium EMEA (Europe, Middle East, and Africa), says Rahulan is an M2M pioneer because he believed enough in the technology to put his assets behind it.

"He built this huge command and control center … and he didn't have a customer for it when he built it, but he said if I don't build it, nobody's going to give me the business. So he's not only been visionary, but he's been prepared to invest up front and then attract people to the service that he's providing. … I think that's pretty visionary and has a certain level of braveness about it as well," Casey says.

It is clear Rahulan believes in the benefits of M2M, and that he is actively promoting the industry. In a 2006 press release announcing the launch of Pacific Controls' M2M solutions for airports, Rahulan said, "The ability to network multiple 'intelligent' machines and gather data on a realtime, all-time basis is a reality today. This connectivity to any system/equipment anywhere in the airport enables airport authorities to streamline operations and management, maximize efficiency, reduce resources usage, and improve services."

Pacific Controls went on to implement its airport technology for the Dubai Intl. Airport, another project in which the company partnered with Tridium. Both the airport and the Central Command Control Centre are examples of how having a clear vision for M2M technology can result in a system that catches the attention of the world.