RACO Wireless Named M2M Entrepreneurial Company of the Year

RACO Wireless revealed that it has been awarded Frost & Sullivan's "2012 Entrepreneurial Company of the Year Award" in the North American M2M communications market.

Frost & Sullivan recognized RACO Wireless as a visionary company that has made it much easier for solution providers to deploy M2M applications. The growth partnership company measured RACO Wireless' performance using these criteria: growth strategy excellence, growth implementation excellence, degree of innovation with products and technologies, leadership in customer value, and speed of response to market needs.

Frost & Sullivan noted that the company's speed of execution serves as a clear differentiator from other market participants – and clearly helped contribute to RACO Wireless' 300 percent growth in M2M connections in 2011.

For instance, Frost & Sullivan analysts point out that RACO Wireless: "can literally get customers up and running in a matter of a few hours;" "works closely with customers to customize pricing around their unique business models;" "has already planned for future deployments by having the ability to scale up to 10 times from its present capacity without modifying its systems;" "has a dedicated support staff available to help customers navigate the inherent complexities of the M2M space"

"RACO Wireless has set the bar for customer value in the North American M2M communications market. Frost & Sullivan attributes RACO Wireless' exceptional performance to a robust product portfolio, strong service and support capabilities, and the overall strategic acumen of its leadership team who is dedicated to speed of execution," said Frost & Sullivan Global Research Director Brent Iadarola. "The company continues to grow by providing 'complete' M2M solutions that go beyond simply providing the connectivity services for M2M. This is just one reason the company has emerged as a preferred provider of end-to-end M2M solutions in North America."

"This award recognizes RACO Wireless' unique vision and approach to the M2M marketplace," said John Horn, president of RACO Wireless. "Frost & Sullivan's research clearly demonstrates what our M2M solutions partners already know: the combination of RACO Wireless' unique tools, our relationship with T-Mobile and our highly qualified team – which has more than 200 years of collective industry experience – give our solution partners an unbeatable roadmap for M2M success."

RACO Wireless specializes in providing wireless connectivity for M2M applications

via T-Mobile's network. RACO Wireless makes it easy for companies to build, support and enhance wireless M2M applications thanks to its unique, streamlined approach to delivering customized M2M connectivity solutions. In fact, RACO Wireless can assemble a flexible, end-to-end M2M wireless connectivity solution for its partners – including delivering custom rate plans, tailored billing solutions and customized wireless connectivity as well as helping them with branding their M2M applications – within just hours or days.

Frost & Sullivan expects mobile computing devices, such as connected laptops, netbooks, tablets, and MiFi, to increase to 50 million units by 2017 in the United States, while total cellular M2M connections are expected to increase from approximately 24 million in 2010 to more than 75 million over the same period.

RACO Wireless www.racowireless.com [1]

To join our Growth Partnership, please visit http://www.frost.com [2].

Posted by Janine E. Mooney, Editor

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