

CASE STUDY

HONGDIAN CORPORATION
AND TATA COMMUNICATIONS
SET NEW PLUG-AND-PLAY
IOT STANDARDS

MOVE™ FROM TATA COMMUNICATIONS MAKES POSSIBLE MORE INNOVATIVE M2M APPLICATIONS

TEAMING TO TACKLE MOBILE NETWORK PROBLEMS

At the 2018 MWC Asia event in Shanghai, Hongdian showcased its H8922S cellular router. With superior stability and cost effectiveness, this star product has been teamed with the Tata Communications MOVE™ service to help solve mobile connectivity problems associated with seamless, cross-border communications.

Angela Zhang, Marketing Director at Hongdian Corporation, explains: “As the first M2M company in China, we have the advantage of over 20 years’ experience in the IoT solutions market. Our high-quality products coupled with the Tata Communications MOVE™ service will bring innovative solutions to more global customers.”

CREATING MULTIMODAL COMPATIBILITY

Using Tata Communications MOVE™, the Hongdian H8922S cellular router is compatible with multiple network modes.

“Tata Communication helps us solve the problem of network connectivity across different countries and regions, while also providing distinctive business services in terms of security control and cost reduction,” says Angela. “The localised SIM card service effectively reduces operating costs and enhances our competitive edge.”



Plug-and-play
IoT functionality



100,000 ATMs
already connected



Zero-touch
device
deployment



600 MNOs
for global access
in 200 countries

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**ANGELA ZHANG, MARKETING DIRECTOR,
HONGDIAN CORPORATION**

ABOUT HONGDIAN CORPORATION

With decades of in-depth experience in the M2M field, Hongdian has established a powerful R&D department with more than 200 engineers, 120+ patents awarded, 60+ copyrights and excellent after-sales service. Helping customers connect over five million things, the company exports to more than 120 countries and growing. It also works closely with well-known enterprises and government bodies like China Mobile, AT&T, Reliance, China Unicom and State Grid.

For more information go to:
<http://en.hongdian.com>

DIRECT AND SECURE ATM COMMUNICATION

As a powerful application example, the networking of ATMs and other financial systems is vital for commercial banks. With improving living standards, such self-service terminals are now part of many people's way of life.

The Hongdian solution connects the ATM terminal through an Ethernet interface to the H8922S cellular router, which accesses the Internet using wireless technologies such as GPRS/CDMA/WCDMA/EDGE/EBDO/TD-SCDMA. The VPN connection so formed puts the ATM machine in direct and secure communication with the bank's core systems.

Tata Communications MOVE™ enables the Hongdian router to relay service information from the ATM machine over fully-secure data links, making the machine more intelligent and greatly reducing the cost of installation and maintenance. So, more ATMs can be deployed in more areas. Multiple devices in different places access a management server through the secure mobile network VPN over the Internet. Data can be sent to the server in real time, which makes ATM maintenance and control fast and efficient.

In China and southeast Asia, Hongdian equipment has already been used in nearly 100,000 ATMs for dozens of reputable banks, as well as other self-service devices like ticket collection machines. Hongdian continues to explore innovations such as AI technology for facial recognition. These ideas will be used to increase ATM security for improved and more secure customer experience in the future.

BETTER-MANAGED ATM OPERATIONS

Hongdian Corporation and Tata Communications have other unique advantages through the integration of communications and services. For example, some banks use the service with an intelligent ATM terminal to display advertisements and help customers access advanced banking activities prompted by SMS reminders.

The combination of wireless VPN routers with ATMs is conducive to better management, while ensuring data transmission security. Tata Communications MOVE™ provides management and visibility across active ATMs. So, banking partners can better manage their ATM operations.

Wey Lee, Business Manager, Overseas Business Division, Hongdian Corporation, says: "The evolution of self-service terminals like ATMs has to catch up with ever-changing consumer appetites. To ensure seamless and secure data transmission, Tata Communications MOVE™ simplifies our wireless VPN router ATM deployments, which helps achieve operational efficiencies."

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WEY LEE, BUSINESS MANAGER,
OVERSEAS BUSINESS DIVISION,
HONGDIAN CORPORATION



KEEPING ABREAST OF CUTTING-EDGE TECHNOLOGIES

The future for the partnership looks bright. For instance, with the rapid rise of the online retail industry, Hongdian has launched a combined smart vending machine and ATM solution with 24-hour unattended operation. That provides consumers with convenient and secure out-of-hours shopping while creating a profitable new business model.

Such innovative solutions enable one-stop delivery to further meet the needs of users in under-developed countries, while promoting continuous improvement and optimisation of Hongdian products for all markets.

Says Angela: “With its co-operative mindset, Tata Communications has helped us step-up globally. Through Tata Communications MOVE™, our R&D team can keep abreast of cutting-edge technologies and think about new use cases and how to use them for live business situations.”

THE FUTURE WILL SEE EVER-DEEPER COLLABORATION

Tata Communications has helped Hongdian launch global mobile business services rapidly and has improved its ability to respond quickly with customer service and comprehensive solution capabilities. Through that strong alliance Hongdian will be able to gain more brand exposure globally, enhance international influence, cement customer loyalty and generate more revenue.

Jointly promoting the combination of the H8922S cellular router with Tata Communications MOVE™, Hongdian Corporation and Tata Communications will set a new standard for plug-and-play IoT functionality. “In the next few months we will integrate Tata Communications MOVE™ into all our communication products,” confirms Angela.

The next decade will see explosive growth in the IoT industry. Angela sums up: “We’re delighted to be a global Tata Communications strategic partner. We intend ever-deeper collaboration in the future, with seamless IoT solutions featuring zero-touch installation. The co-operation between our two strong brands will bring even more market opportunities.”

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ANGELA ZHANG, MARKETING DIRECTOR, HONGDIAN CORPORATION

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ABOUT TATA COMMUNICATIONS MOVE™

Tata Communications MOVE™ presents a fully managed edge-to-cloud, virtual mobile network solution underpinned by its own global infrastructure and access partnerships with over 600 mobile network operators. That guarantees consistently high quality with low-cost connectivity. Harnessing the power of IoT apps with borderless machine-to-machine connectivity, businesses gain significant cost and operational advantages. Mobile access in over 200 countries and territories means IoT solutions can stay connected wherever they are.

Find out more at:
www.tatacommunications.com/services/mobility/iot/move