



# Macheen empowers device makers to ship connected products “hot out of the box” with always-available cloud services.

## CONTACT

Talk to Macheen today about powering your private-label connected device services.

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## HIGH MARGIN SERVICES FROM CONNECTED DEVICES

Cloud-based content, apps and services have shifted from convenience to necessity—for consumers, small businesses and enterprises alike. But without a connection, the cloud has no value to either users or providers. Increasingly, both expect—and demand—devices that ship and **stay** connected to the cloud.

Device makers can capitalize on this, and Macheen can help. Macheen’s private-label mobile broadband services platform empowers manufacturers to connect devices to select cloud offerings at the factory—so they ship “hot” out of the box—and to profit from those connections through a host of innovative business models.

If you’re a connected device maker or retailer, Macheen puts you in control—with your services, your brand, your channels, and your customers.



### Consumer

- Always-on social media
- Family plans
- Content branded devices (media, games, etc.)



### Small, Medium Business

- Always-on CRM, storage
- Multi-device plans
- Right sized plans for broad rollouts



### Enterprise, Vertical

- Always-on VPN, ERP
- Shared tablet and laptop plans
- Remote support, security

## Macheen Cloud Services Platform: Beyond-the-Carrier Experiences, Offerings

- Factory-installed, always-on cloud content, apps, services
- Cross Device and User Plans – subscription or sessions

*Macheen empowers device makers to offer unique services to fit their target markets.*

## THE PATH TO 100% ATTACH RATES

In the end, nothing short of 100% attach rates will do in a cloud dependent world. Macheen accelerates your path to get there as a complementary alternative to your existing carrier resale agreements. Macheen has increased attach rates *up to 30 times* the current industry average in a matter of months.



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**CONTENT AND CLOUD BUSINESS MODELS**

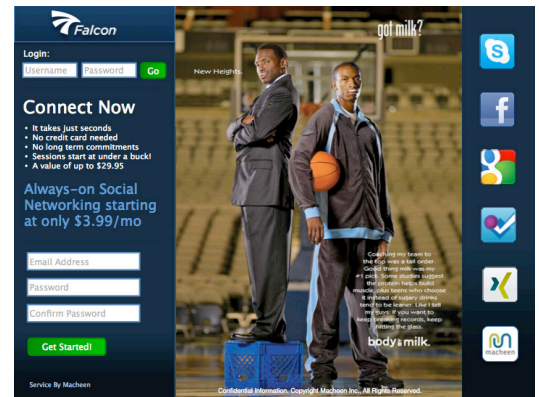
Profiting from the cloud takes more than just selling Internet access. Apple and Amazon have proven that select content, apps and services are more valuable than web browsing to digital device users. Macheen allows manufacturers to make the right cloud connections for their devices and users, and to profit from those connections through user- and/or provider-paid fees.

**LOWER YOUR RISKS AND COSTS WITH A TRUSTED PARTNER**

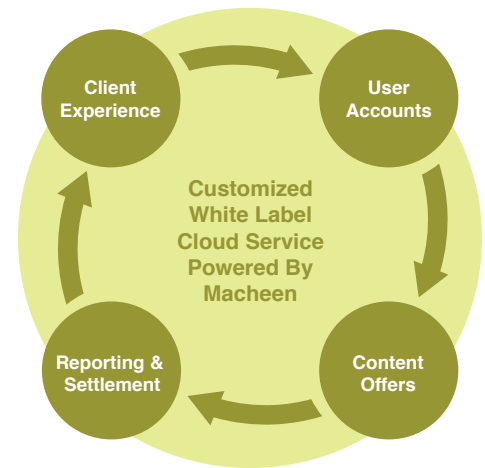
With Macheen, you build your custom services on our proven, multi-tenant platform that taps into an international network of mobile broadband carriers. We've handled the headaches and hassles of integrating diverse network technologies, managing divergent regulations and building out a comprehensive service delivery infrastructure.

**PROVEN SCALABILITY, GLOBAL FOOTPRINT**

Chosen by Dell to power Dell NetReady, Macheen's platform is live in Europe and the US, and we have carrier agreements in place to expand to Asia and Australia. Regardless of the location or technology used—be it GSM, CDMA, WiMax, LTE or otherwise—Macheen is your partner for mobile broadband services with a single, consistent point of integration. That allows you to focus on securing lasting customer relationships through great product and service innovation.



*Macheen can create customized always-on service offerings*



*Macheen's turnkey solution includes comprehensive service management*

**GO TO MARKET IN UNDER A QUARTER...**

Macheen allows you to move fast and remain agile in your deployment of private label connected device services. By building on our existing platform and expertise you can go to market—and change the course of your company—in less than a quarter.

**...IF YOU START NOW!**

There's no time to waste. Get in—and stay in—the new game of connected device services by calling Macheen today!