

ABSTRACT

One of the emerging technologies and become a trend in many parts of the world today is the technology of machine-to-machine (M2M). M2M technology is already widely applied in many countries around the world with supported ecosystems in terms of infrastructures, investments, and regulations. Indonesia with very large potential of the M2M market, still has no good ecosystem for M2M technology. One of the companies that provide services by utilizing M2M technology in Indonesia is PT Aetherica Itanusa Persada which provides technology and security solutions services for consumers. To expand its business, PT Persada Aetherica Itanusa requires research on business models related to M2M services provided by the company to be used as a source of reference in the process of planning, evaluation, and business development of PT Aetherica Itanusa Persada.

Based on explanation above, research on business models run by PT Aetherica Itanusa Persada associated with M2M services provided by the company is necessary. The Four Basic Business Model Archetypes used in this research to determine the business model used by PT Aetherica Itanusa Persada and Business Model Canvas (BMC) Analysis is used in analyzing the business model elements of PT Aetherica Itanusa Persada to describe the business model Aetherica run.

The results of this study concluded Aetherica run M2M business as a distributor where Aetherica does not have total freedom in designing their own products offered to its customers, but can only provide limited added value to the product.

Key word: Machine-to-Machine, M2M, M2M Business, Business Model Canvas, BMC, Business Model