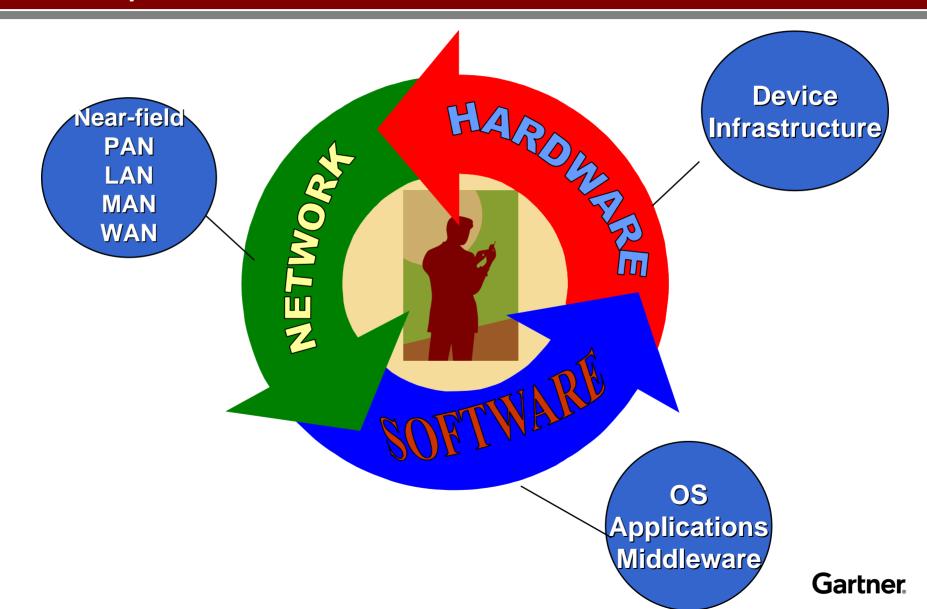
### **Enterprise Wireless Market Opportunity**



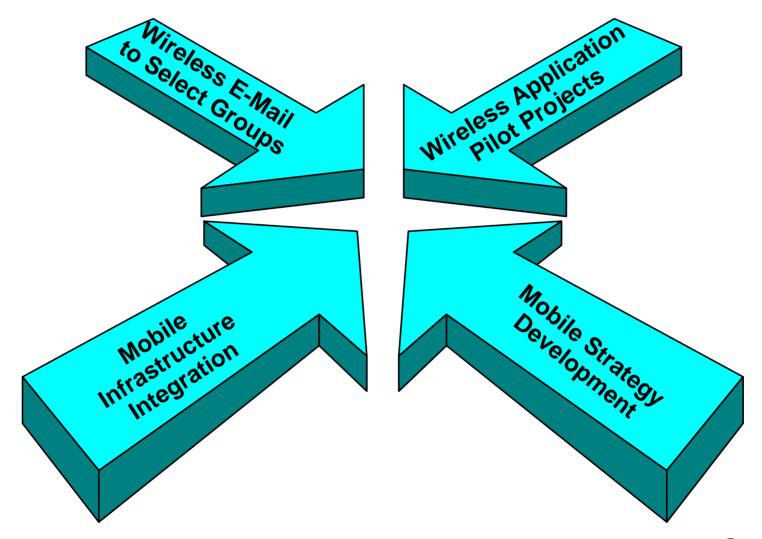
Phillip Redman
Research Vice President
Enterprise Mobile and Wireless
phillip.redman@gartner.com

#### **Gartner**

### **Enterprise Wireless Dimensions**

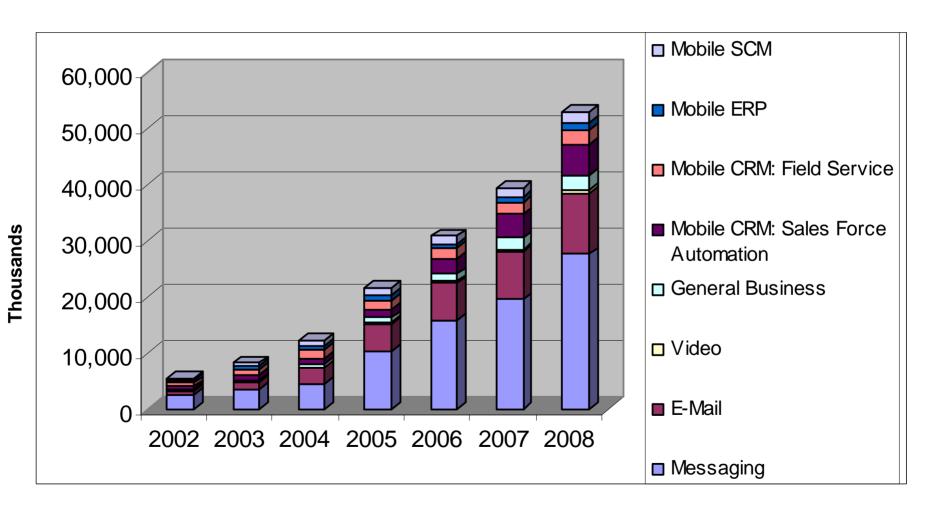


### What Are Enterprises Doing Today?



**Gartner** 

## Over 50 Million Enterprise Data Users in North America by Year-End 2008



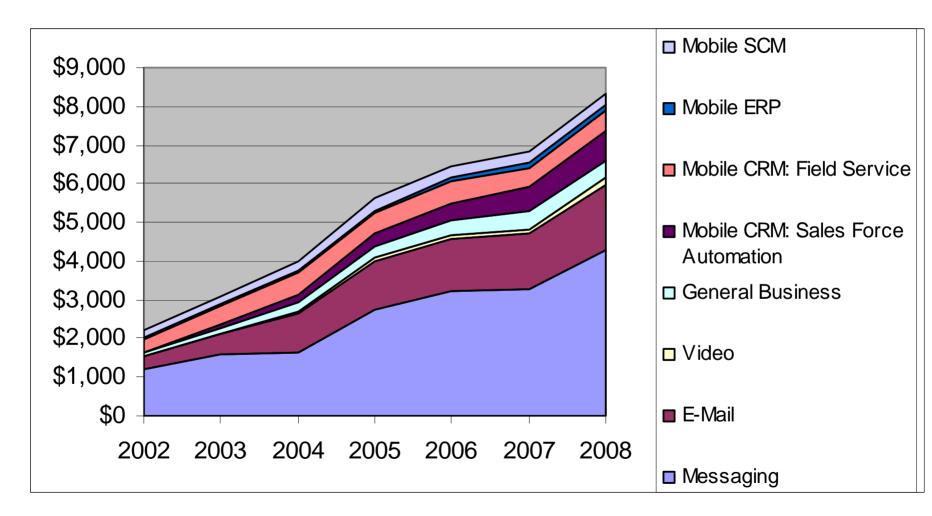
Source: Gartner Report, "Forecast: Wireless Data Applications, North America, 2002-2008"

October 2004

Gartner

## Millions

## Wireless Data Service Revenue Reaches Almost US \$9 Billion North America by Year-End 2008



Source: Gartner Report, "Forecast: Wireless Data Applications, North America, 2002-2008"

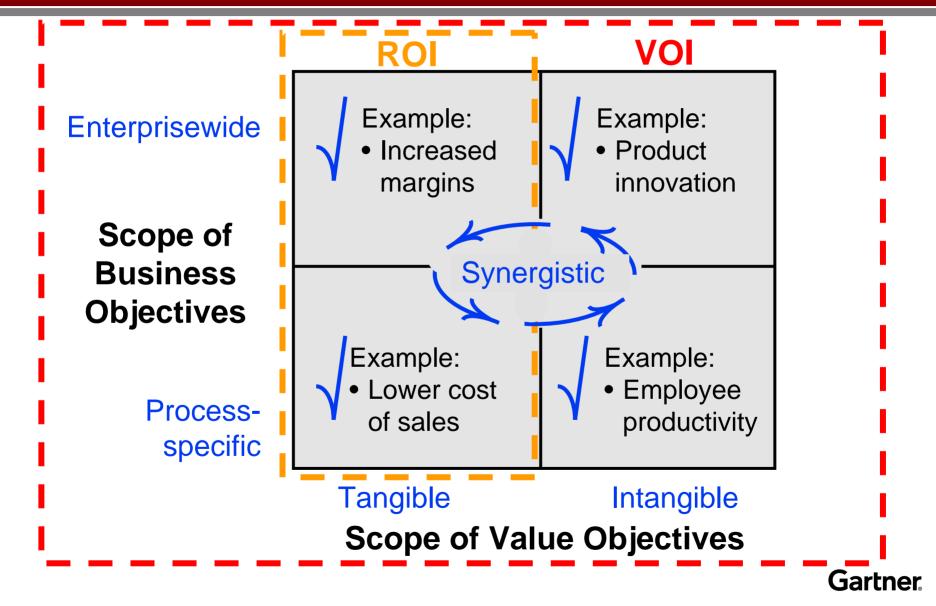
October 2004

Gartner

## Mobile Enterprise Applications: Killer Characteristics

Information-Rich Nice 1	o Have Ease of Use
	Input-Appropriate
Video	Legible Voice-Capable
Digital Images Personalized Must	Have Bookmarkable Untethered
Location Context-Aware	Discoverable Peripherals
Customized Actionable	"Clickable" Unified Messaging Localized
Offline Access Presence	AAA Remote Diagnostics
Instant Synchronized	Remote Updates Session-Secure
Messaging Real Time	Device-Secure OTA- Programmable
Always On	Network-Cost-
Push to Talk	Appropriate
Immediacy	Manageable

# Value on Investment (VOI) Assessment: Finding Tangible and Intangible Value



### Wireless Networking Hype Cycle, 2004

