

Enterprise Wireless Market Opportunity



Phillip Redman

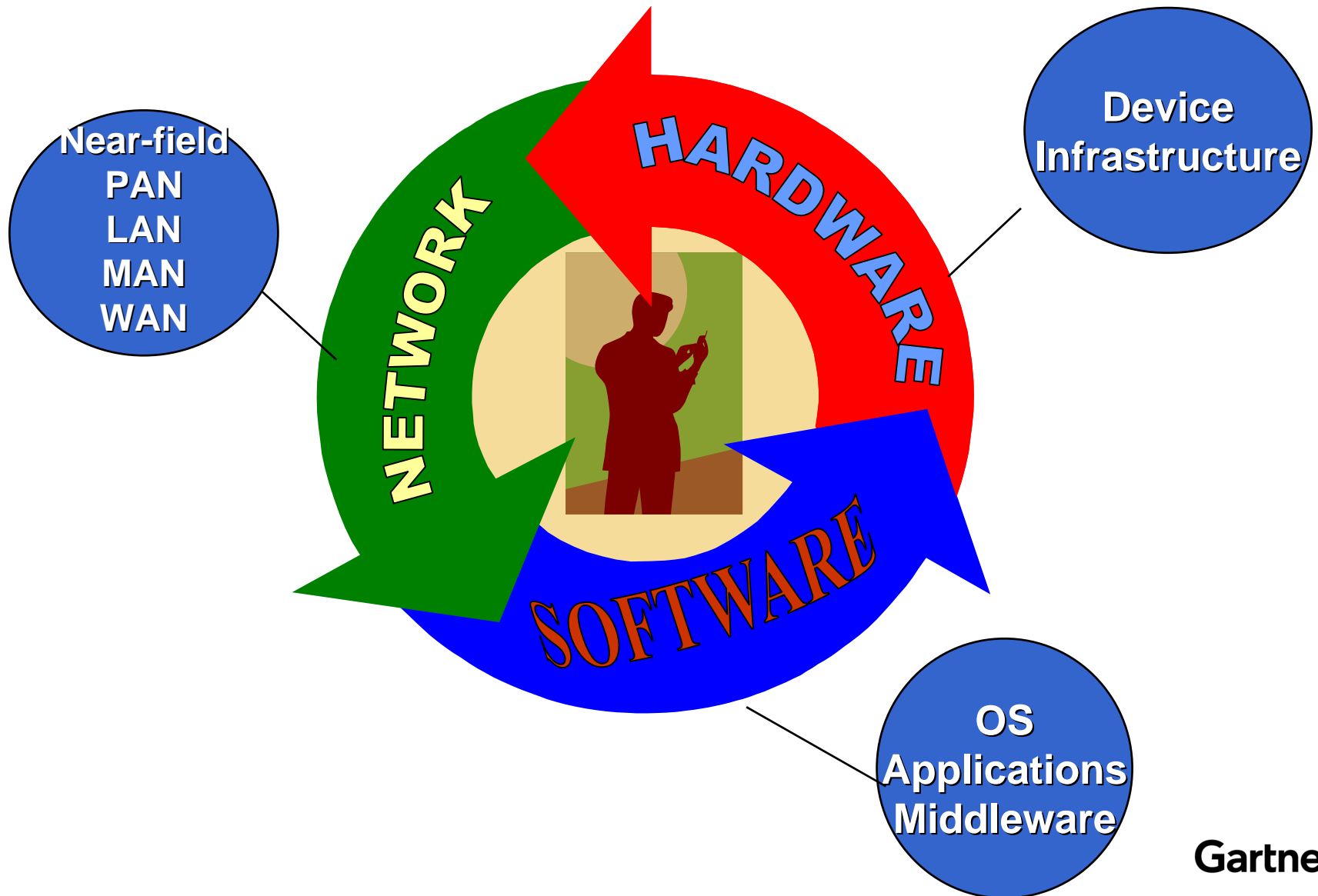
Research Vice President

Enterprise Mobile and Wireless

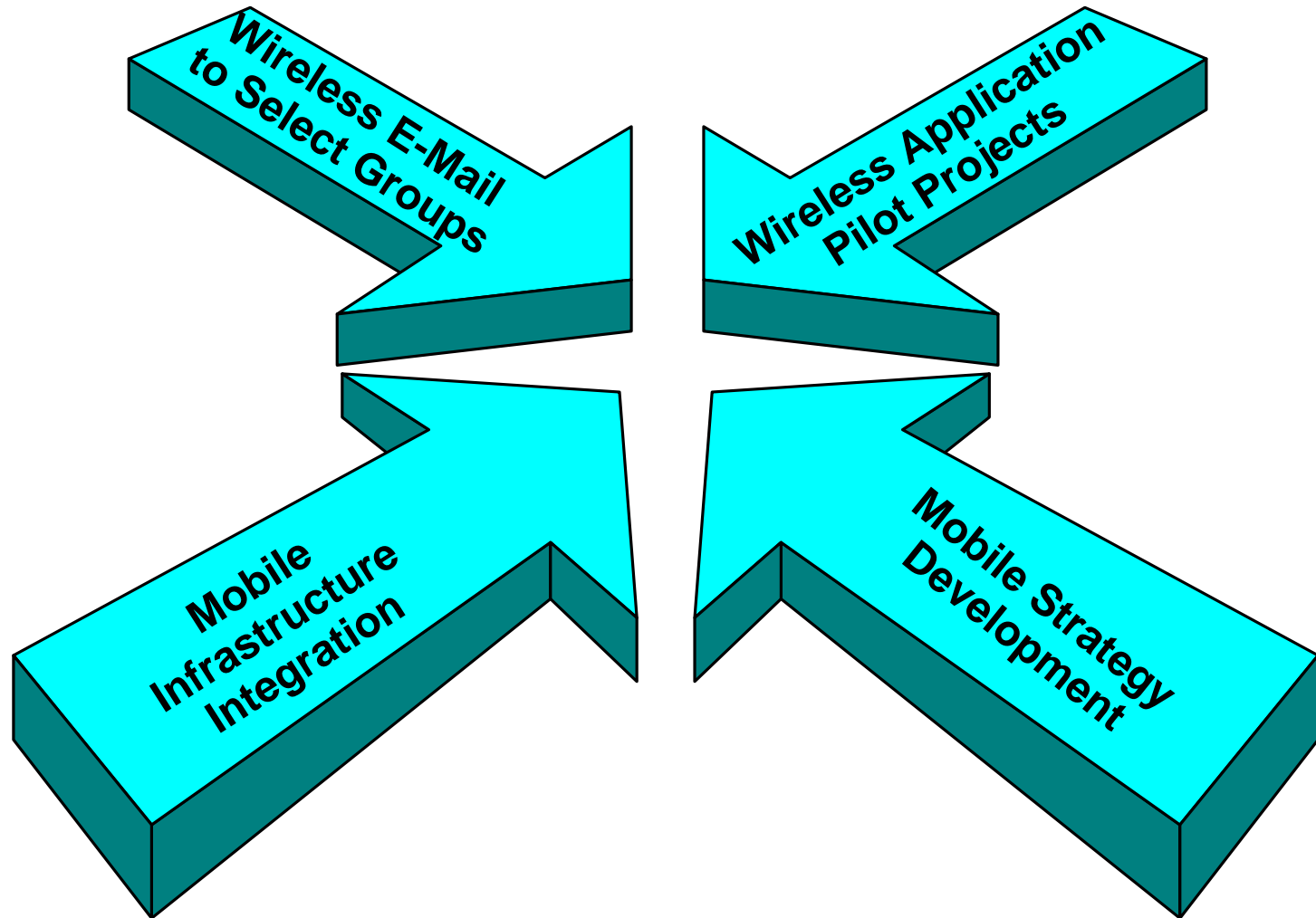
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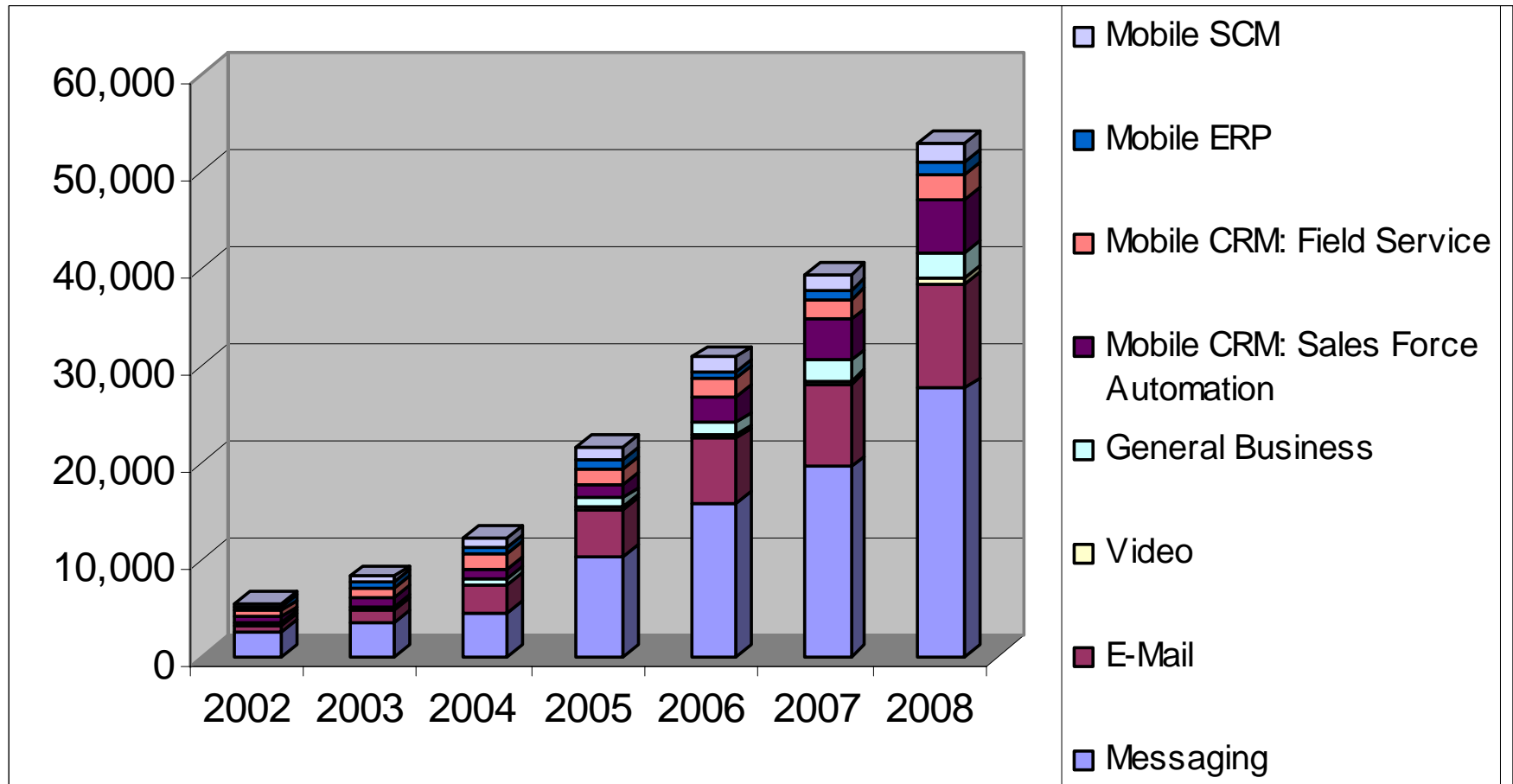
Enterprise Wireless Dimensions



What Are Enterprises Doing Today?

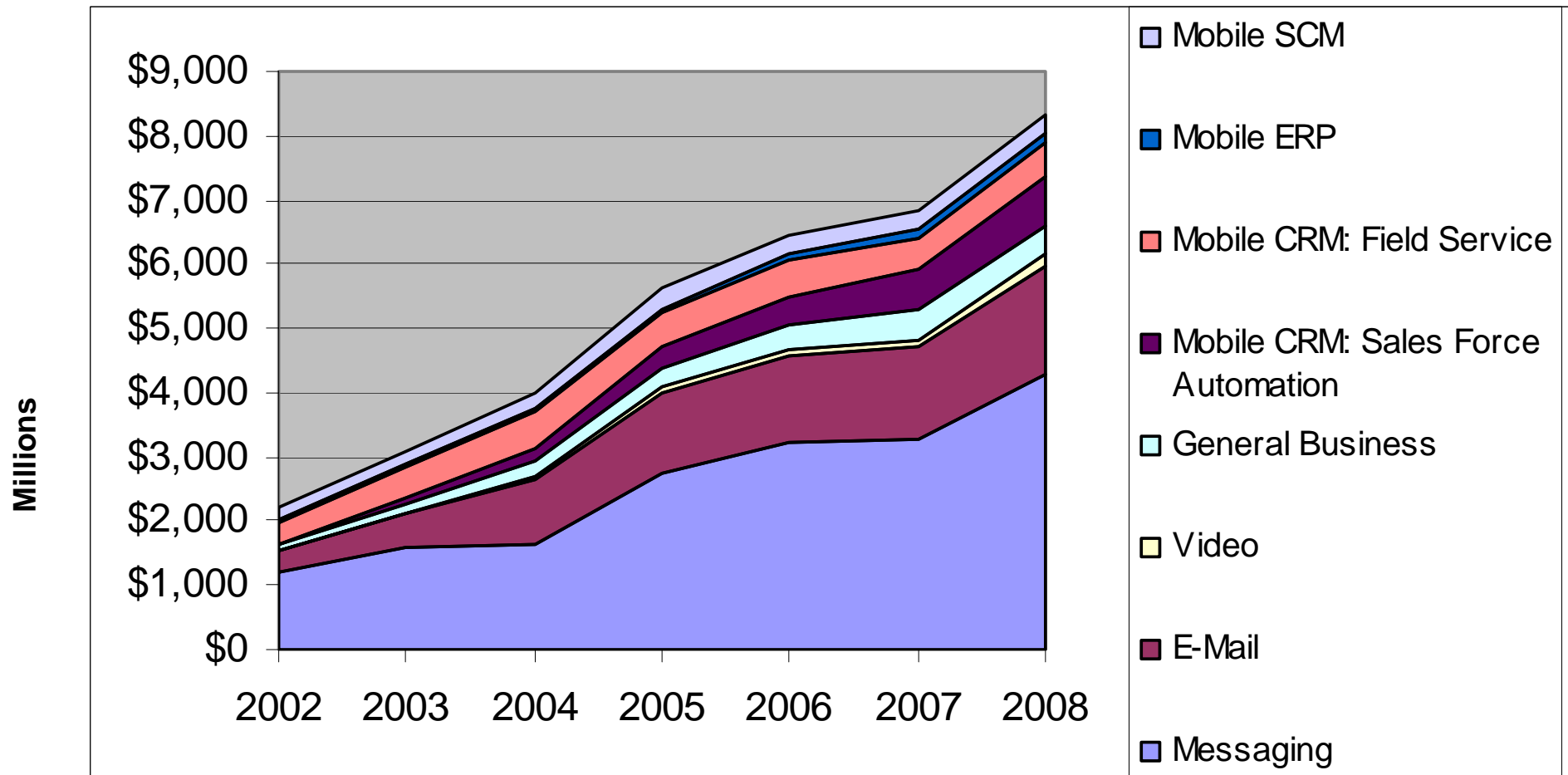


Over 50 Million Enterprise Data Users in North America by Year-End 2008



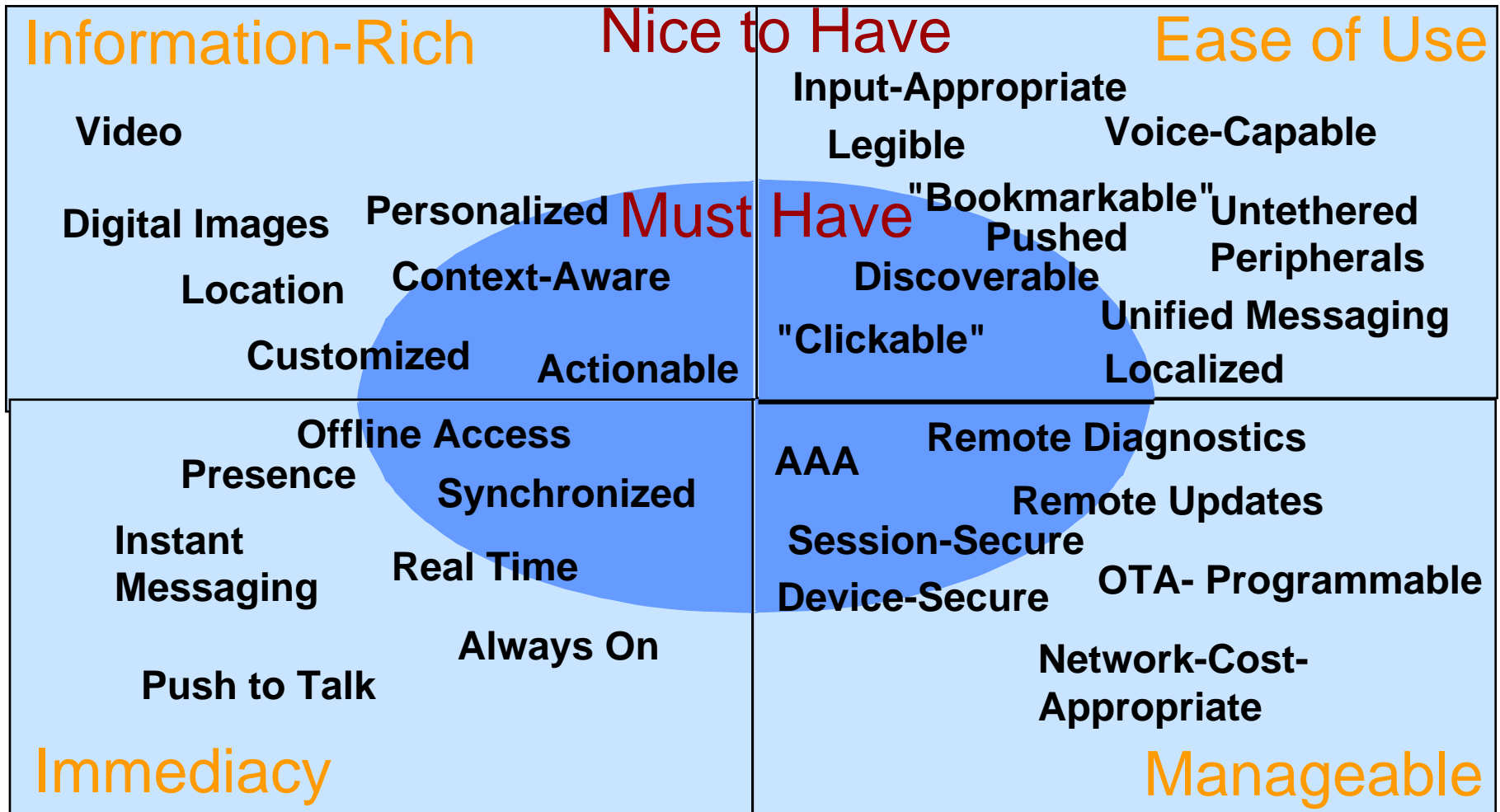
Source: Gartner Report, "Forecast: Wireless Data Applications, North America, 2002-2008"
October 2004

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

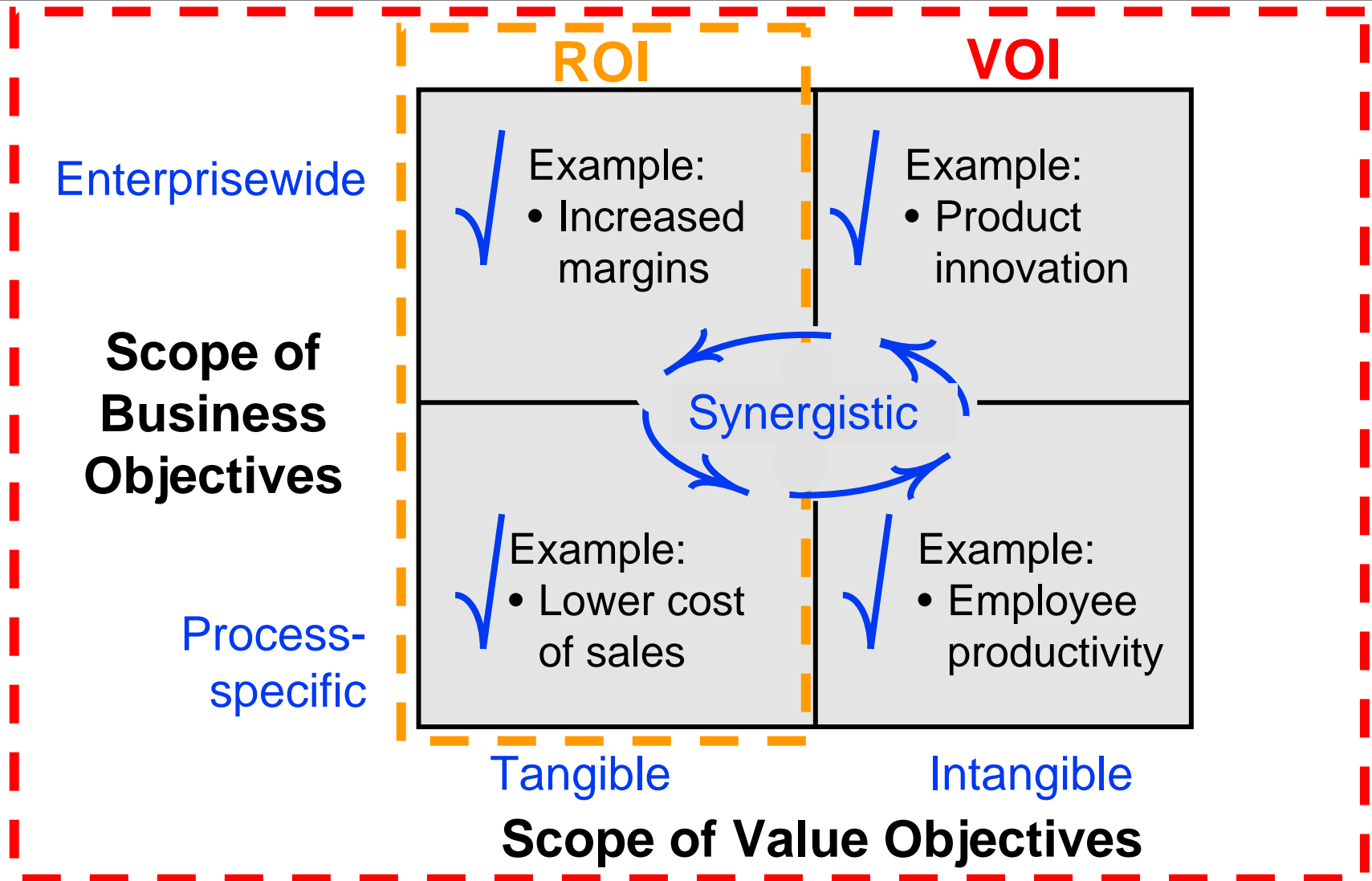


Source: Gartner Report, "Forecast: Wireless Data Applications, North America, 2002-2008"
October 2004

Mobile Enterprise Applications: Killer Characteristics



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



Wireless Networking Hype Cycle, 2004

