

WIRELIN AND WIRELESS CONVERGENCE – THE NEW CHALLENGE IN EXTENDING THE ENTERPRISE

A Branham Multi-Client Research Initiative: Prospectus



INTRODUCTION

Mobility is no longer an exception but a common reality in today's business environment. People are on the move and the need for seamless communications anytime and access to mission critical IT systems wirelessly has never been in more demand.

The world of information and communication technology has experienced many waves, each having a dramatic effect. One such wave was the emergence and democratization of the Internet which changed the global landscape forever. For individual consumers and organizations alike, the Internet accelerated the acquisition and delivery of information, and enhanced communications in ways not envisioned on a global scale. The world became instantly connected and geographic distance was removed as a barrier. For organizations, the Internet offered new opportunities to extend their enterprises to their customers, suppliers, partners and employees around the world through e-Business and e-Commerce.

Today, there is another technological phenomenon in the marketplace that is, and will continue to, impact individuals and organizations in a plethora of ways. That trend is Wireless. Now, in reality, wireless communication has been around for decades. But like the Internet, the pace of wireless adoption has accelerated at an unprecedented rate in the last few years. Wireless communications and connectivity used to be limited; today the demand is insatiable.

Not unlike the Internet and e-Business, Wireless is now presenting new opportunities to extend the enterprise. With more and more organizations utilizing a virtual model, there is a growing need to provide wireless access to applications and data, which we have been so accustomed to using at the office in a "wireline" environment, from our PDAs, laptops and mobile phones. The adoption of wireless is and will continue to change business models.

Branham's multi-client study entitled *WIRELIN AND WIRELESS CONVERGENCE – THE NEW CHALLENGE IN EXTENDING THE ENTERPRISE* will deliver new insight

on how organizations are extending their *wireline* information technology environment to *wireless* users.

SCOPE AND OBJECTIVES

The primary objective of *WIRELIN AND WIRELESS CONVERGENCE – THE NEW CHALLENGE IN EXTENDING THE ENTERPRISE* study is to identify, investigate and document best practices regarding the convergence of wireline and wireless environments in small, medium and large North American enterprises from a range of vertical industries.

Specifically, Branham will identify and survey organizations that have successfully extended their wireline corporate environments through robust wireless technology. The broad lines of inquiry will include:

- ✦ What are the Corporate Information Technology and Wireless Expenditures (Past, Current and Planned)?
- ✦ What are the Wireline and WirelessConvergence Market Trends?
- ✦ Which Wireline Applications are Currently Extended to Wireless Devices in Organizations? Which Applications Will Be Extended in the Future?
- ✦ What are the Key Wireline and WirelessTechnology Architectures?
- ✦ What are the Security Implications of Wireline and WirelessConvergence?
- ✦ What are the Costs of Implementation? What is the Return on Investment (ROI)?
- ✦ What are the Key Drivers for Implementing Wireline and Wireless Convergence?
- ✦ What are the Key Metrics Determining Success in Wireline and Wireless Convergence?
- ✦ Who are the Key Information Technology Vendors and What are their Wireline and Wireless Market Strategies?
- ✦ What are the Current and Future Opportunities?
- ✦ What are the Best Practices in Wireline and Wireless Convergence?

WIRELINE AND WIRELESS CONVERGENCE – THE NEW CHALLENGE IN EXTENDING THE ENTERPRISE

A Branham Multi-Client Research Initiative: Prospectus



TARGET BUYERS

Branham's study entitled *WIRELINE AND WIRELESS CONVERGENCE – THE NEW CHALLENGE IN EXTENDING THE ENTERPRISE* will be invaluable to any organization interested in keeping on top of this wave. Specifically this report will be an essential tool for:

- ✦ Vendors currently and/or planning to deliver products, services and solutions in the Wireline and Wireless convergence marketplace;
- ✦ End-users who are currently extending and/or planning to extend their wireline environments using wireless and who wish to accelerate their implementations; and
- ✦ Government departments, economic development agencies and non-profit organizations with responsibility for or an interest in developing core information technology industrial capability in the Wireline and Wireless arena.

DELIVERABLES & PRICE

The subscription price for *WIRELINE AND WIRELESS CONVERGENCE – THE NEW CHALLENGE IN EXTENDING THE ENTERPRISE* study is \$20,000 Cdn*.

Each subscriber will receive the following:

- ✦ Input into the design of the study questionnaire;
- ✦ Review of draft report;
- ✦ A copy of final report in PDF format;
- ✦ Unlimited attendance to a web cast presentation of the findings of the report and a copy of the presentation;
- ✦ Access to a Branham research analyst (max. 10 hours on-call access);
- ✦ Acknowledgement of subscriber through prominent display of corporate logo on questionnaires, project communications, draft and final reports, and announcements in all media deliverables; and
- ✦ Discount privileges to all future related products and services.

(* Companies who subscribe before March 31, 2007 will receive a 25% discount.)

APPROACH & METHODOLOGY

The approach and methodology for the study is as follows:

- ✦ Branham will use a combination of web surveys, personal telephone surveys, focus groups and literature reviews to collect the data required for a comprehensive analysis of the Wireline and Wireless phenomena and build case studies of best practices;
- ✦ Branham will target 50 small to large organizations based in North America who have successfully implemented robust Wireline and Wireless environments;
- ✦ Branham will survey the key stakeholders including C-level executives, IT project personnel, line management and internal end-users to assemble of the most comprehensive picture; and
- ✦ Branham will contact leading vendors in this space to obtain the vendor perspective on the user experience and opportunity.

ABOUT BRANHAM GROUP

Based in Ottawa, Canada, Branham Group Inc. (www.branhamgroup.com) is a management and marketing consulting company servicing the global information technology market and industry. Branham Group assists information technology companies and related institutions in achieving market success through its planning, marketing and partnering services, and through the delivery of unique multi-client research programs. Branham also has other ongoing multi-client research programs in eHealth and Global Outsourcing.

For more information please email Branham at wireless@branhamgroup.com

Or contact Wayne Gudbranson, the President & CEO of Branham Group Inc., directly at 613-745-2282 ext. 113 or wayne@branhamgroup.com