



**It May Be Far Out,
But It's Not Far Off.**

**Implementing New Business Models
Today**

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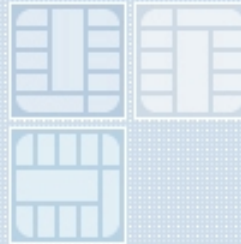
Agenda

- Acceptance of Wireless
- Mobile Workforce/B2E
- Machine-to-Machine Communications
- Mobile Money and its Implications
- High Speed WLAN and its Implications
- It's not far off ... the future is now



There are 6 key inhibitors to the widespread acceptance of wireless technology:

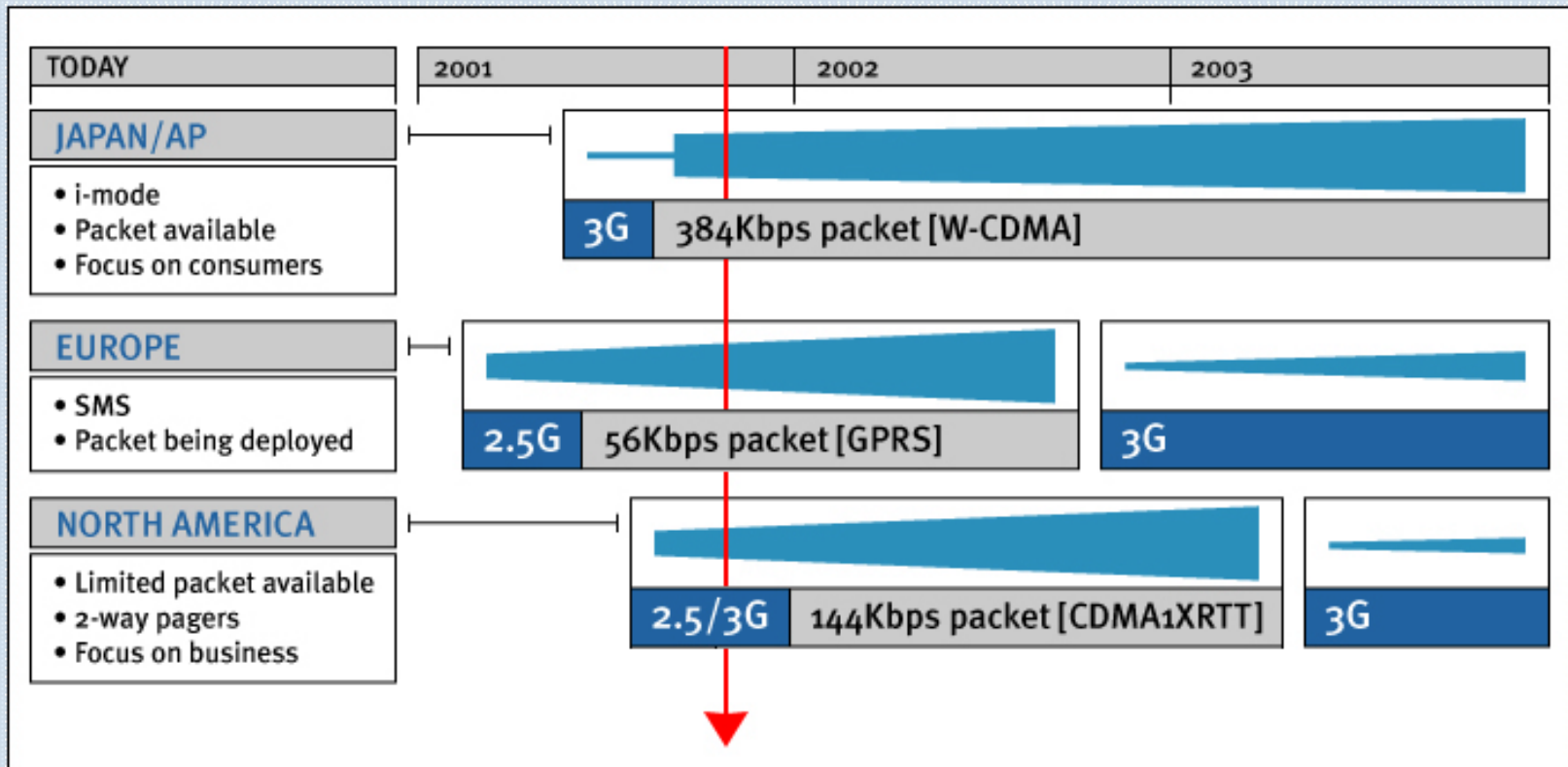
- Speed of data transfer
- “Always on” capability
- Cost of service
- Usability
- Applications
- Security



Wireless e-business is happening NOW, but a non-linear surge is coming with GPRS!



The catalysts will be: Speed, Always On, Cost, Usability and Security



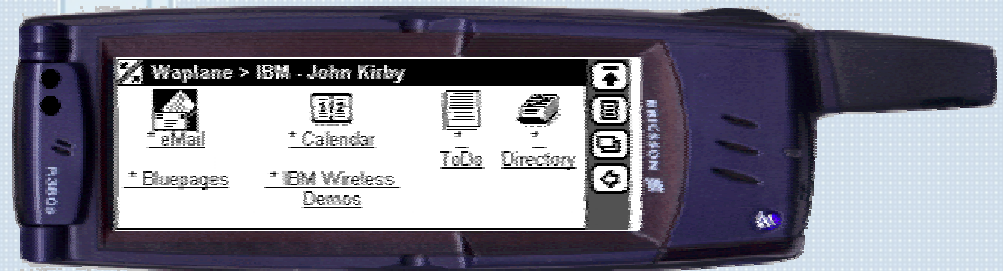
Applications - they are up to us . . .

The Connected Workforce

Mobile people want:

- email
- Customer information
- Personal calendars/scheduling
- Company databases

From survey by AVT Corp. Dec 2000



We have already seen results...

- 30% increase in field force productivity
- 26% increase in repair volume
- 35% increase in productivity on accident reports with 100% accuracy on back end
- 1 touchpoint for increased efficiencies
- Reduced outage duration and frequency
- Better overall customer satisfaction



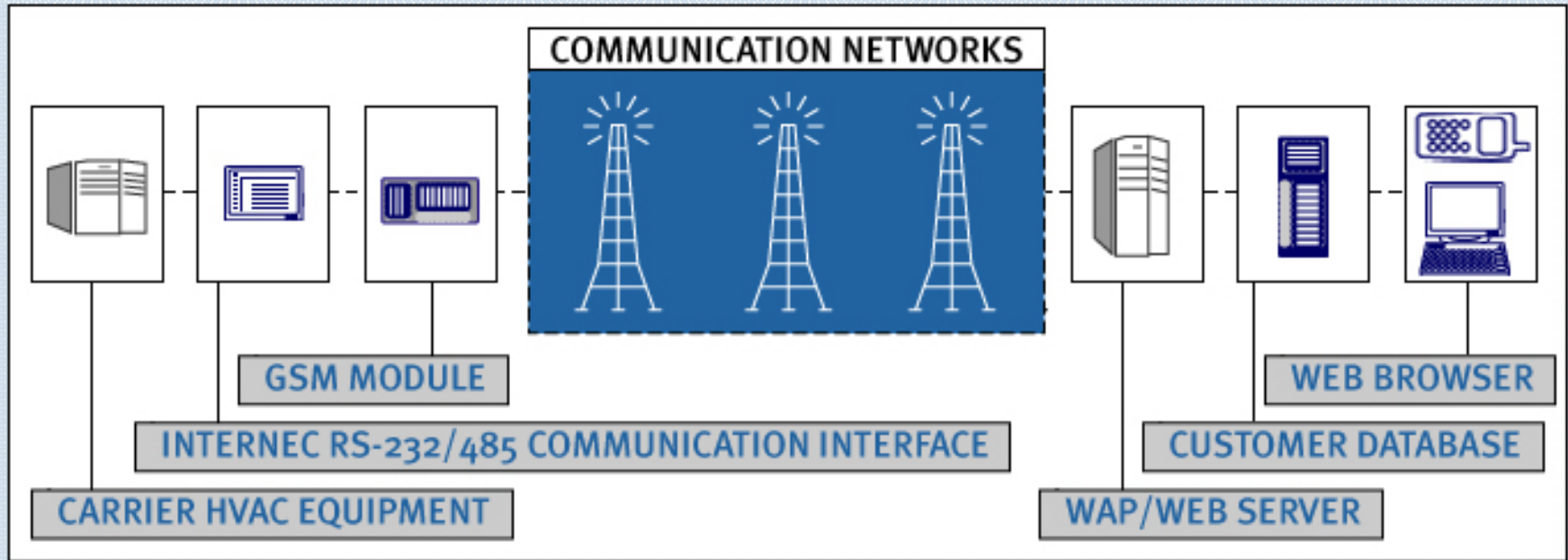
Can only people call for repairs ...
... or can a machine do it?

Benefits of Machine-to-Machine Communications:

- Faster response time and more efficient scheduling
- Remote diagnostic capability improves the success rate of “first time fixes”
- Improved access to customer data
- Improved customer service



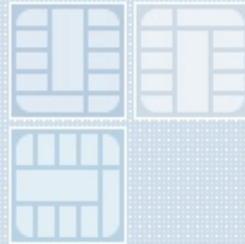
The Carrier MyAppliance.com Solution





Mobile Money

Increased flexibility,
affordability, and security
for buyers and sellers.



What are the implications of Mobile Money?



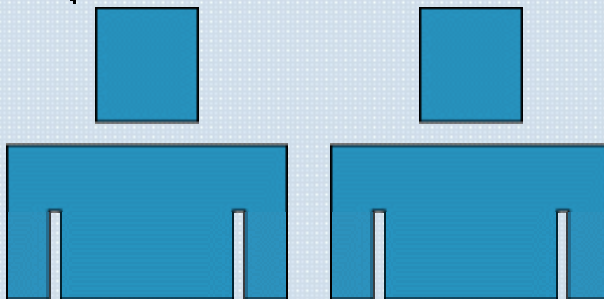
INDUSTRY CHANGING DYNAMICS: How will the role of banks and telcos change?



What are the implications of Mobile Money?

INFRASTRUCTURE: What are the revenue models and who makes money?

INDUSTRY CHANGING DYNAMICS: How will the role of banks and telcos change?

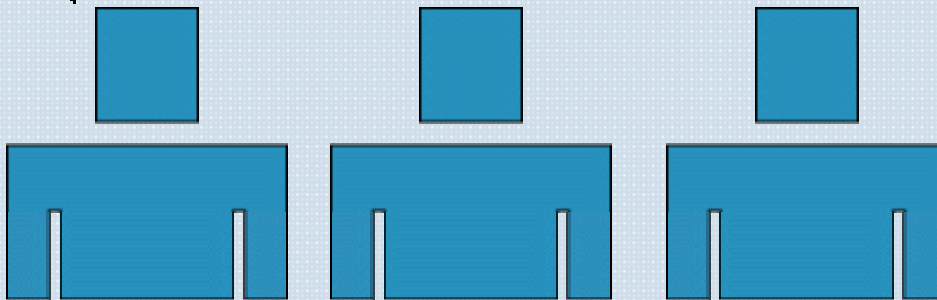


What are the implications of Mobile Money?

SECURITY: What are the issues I need to address?

INFRASTRUCTURE: What are the revenue models and who makes money?

INDUSTRY CHANGING DYNAMICS: How will the role of banks and telcos change?



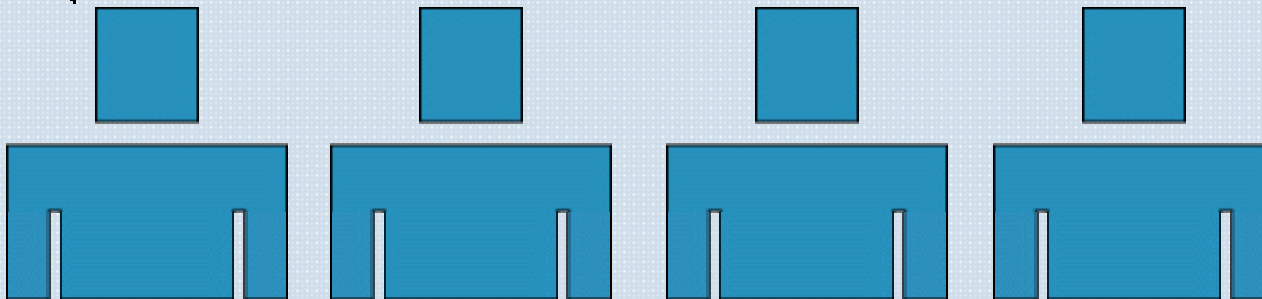
What are the implications of Mobile Money?

WIRELESS COMMERCE: How can I enable my existing Internet payment scheme in a wireless environment?

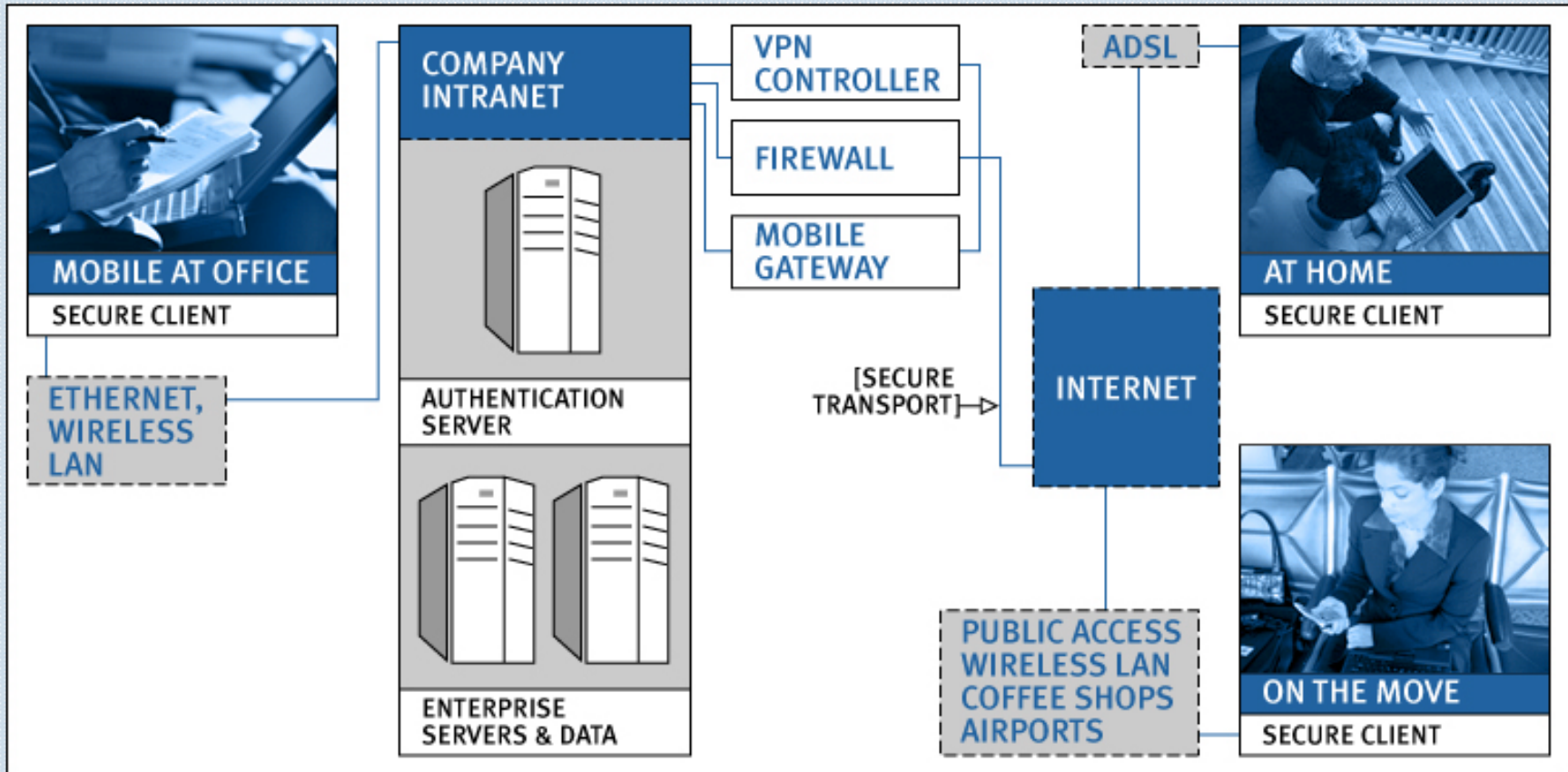
SECURITY: What are the issues I need to address?

INFRASTRUCTURE: What are the revenue models and who makes money?

INDUSTRY CHANGING DYNAMICS: How will the role of banks and telcos change?



What if you need high speed in your mobile environment today?



It's not far off ... the future is now.

- **How will these new technologies effect my company?**
- **If not done correctly, security breaches could undermine brand image, customer confidence and market penetration.**
- **Complexity of multiple devices and operating systems, sheer number of parties involved.**
- **Understand and address the issues of security before realising the full opportunities of wireless**

