

Survey highlights the 3G myth that is holding back business deployment of smartphones

Submitted by: Pleon

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Intuwave calls for industry action to convince 71 per cent of corporate telecommunications managers to think again

The majority of UK corporate telecommunications infrastructure managers are intent on delaying deployment of mobile data applications until 3G networks are fully established, according to survey findings released today by Intuwave, a leading developer of mobile middleware software and services.

Nearly three quarters (71 per cent) of those polled felt that the lack of next-generation networks was either a 'significant' or 'very significant' deterrent in deploying smartphones as business tools. This is despite the current widespread roll-out of 2.5G technology that has many of the advantages claimed for 3G but is available 'right here, right now', according to Intuwave.

Intuwave called on all elements of the industry to unite in the education of the business community as to the features and effectiveness of existing network technologies in order to prevent further delaying the growth of mobile data and stymieing its positive effect on economic growth.

Andrew Wyatt, Vice President of Strategic Marketing, Intuwave, said, The myth that serious deployment of mobile data solutions must wait for 3G is clearly well-established. This belief, combined with ongoing delays in 3G network deployment, is a recipe for an industry that at best treads water and at worst declines - with a direct impact on the UK's global competitiveness.

Today's 2.5G networks based on GPRS are largely complete and already provide the features associated with 3G - always-on connectivity, higher bandwidth rates and compelling billing models. This makes the opportunity for serious business use of mobile applications a reality - today. We as an industry must do more to make sure this is properly understood and ensure that UK plc benefits.

The survey was conducted on behalf of Intuwave in December 2002 by research specialists Vanson Bourne who interviewed 100 IT managers in companies with turnovers in excess of \$100 million, with half of all respondents having turnovers in excess of 250 million.

Wyatt continued, The eventual arrival of 3G will not be like European Monetary Union, when people went to bed on January 31st using existing national currencies and woke up the next day using Euros: 2G, 2.5G and 3G technologies will co-exist for many years. GPRS can bring benefits immediately but can also provide an ideal testbed for mobile solutions, even if large-scale rollout waits for 3G. Those companies that simply wait for 3G to appear before implementing mobile strategies will find themselves at a competitive disadvantage. The time to act is now.

"IT managers are well aware just how complex wireless technologies still are and this is obviously a source of trepidation," said Jessica Figueras, senior e-Infrastructure analyst at Ovum. And no one should make a decision to invest in wireless-enablement on the believed strengths of a particular

technology alone. It ultimately comes down to the business case.

About Intuwave

Intuwave is a leading developer of middleware software and services that enables the rapid creation and deployment of applications for smartphones. Intuwaves m-Network is an application framework that allows the building of applications which realise the benefits of a XML service based architecture in a pervasive environment, and exploits the benefits of the new rich, mobile devices and packet-data wireless networks. Further information is available at <http://www.intuwave.com>

Notes to editor

The survey was conducted for Intuwave by market research firm Vanson Bourne Ltd. The survey results were based on 100 telephone interviews with IT managers evenly employed across Manufacturing, Retail/Distribution/Transport (RDT), Finance and Other Commercial (Business Services, Telecoms, Utilities and Construction) companies based in the UK.

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