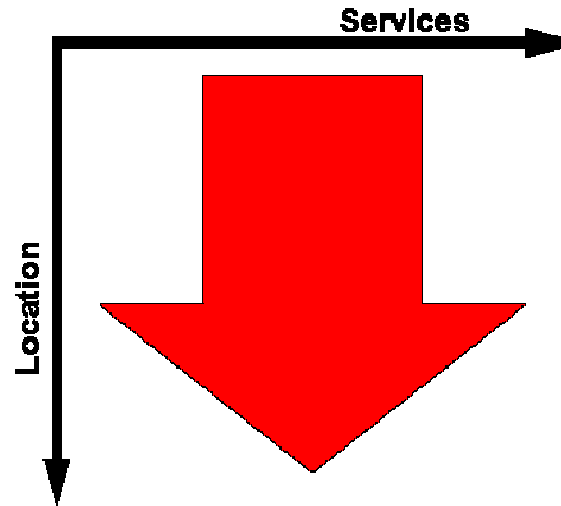
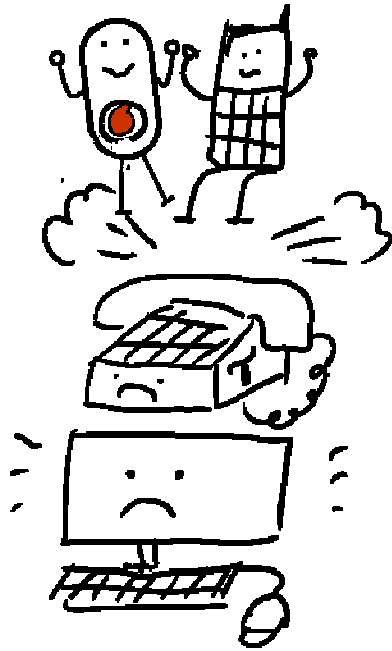


Making Small Business Grow: Grabbing the IT Opportunities

Kurt Camilleri



The future in communications is to mobilize applications in order to achieve UBIQUITY.



Any service, any place, any device



Mobility makes Business more Competitive

PRODUCTIVITY
(cost)

Employee Productivity

Process Optimization

L'ORÉAL



DHL



INNOVATION
(revenues)

New Products

New Services

SECURITAS

Direct

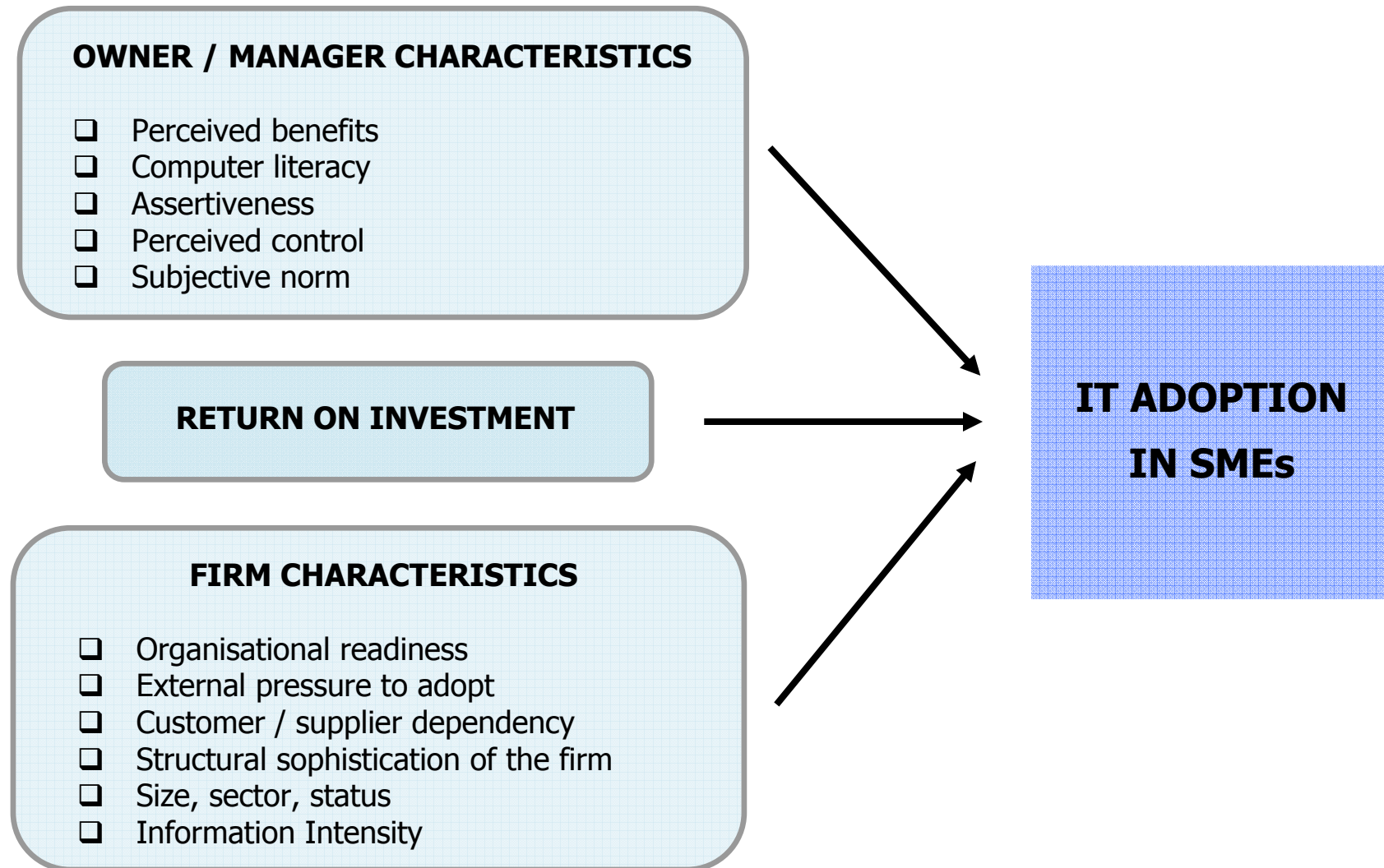


BROKER
BANKINTER

Todo un broker en su móvil



IT Adoption in Small to Medium Business



Source: Mobile Data Technologies & SME Adoption & Diffusion, van Akkeren J, Harker D



Mobile Data Technology benefits

Clearly understood propositions that have real business benefits...



Easy Communication through Email

Real-time email, live synchronisation of Outlook calendar, contacts & tasks with your mobile



Ready Access to Information

Reading news, stock quotes, remote access of home & business sites, real-time order processing



Improved Lifestyle

E-commerce, home banking, making purchases on a device that you feel comfortable with



Entertainment

Music, videos and much more

... devices that provide efficient access & communication applications personalized to individual needs.



p12



Mobile Email

“ I want to carry a **single device** that **combines email and a phone** along with messaging and the web.

If it had **Windows Mobile**, then I could run the applications I need, like Mobile Word, Excel, and PowerPoint. That would give me time to get more out of life.

It's got to be **easy to use** — and a **fast network** wouldn't hurt, either ”



Slide 6

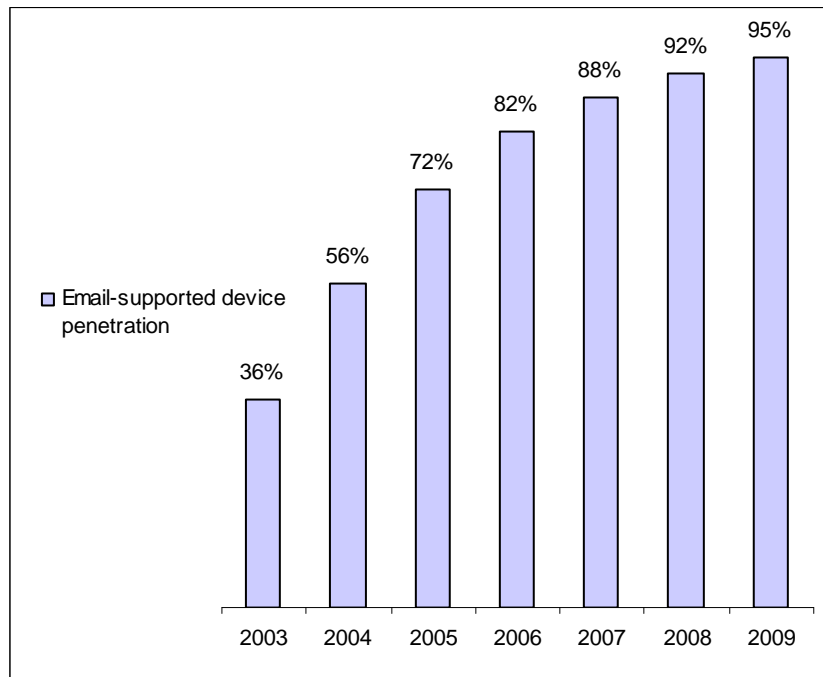
pI2

Not sure the female picture reinforces target consumer.... I'd have young male or female in more of a work type setting

palmOne, Inc., 09/06/2007

Mobile Email

Mobile Email Device Penetration,
Western Europe, 2003-2009, %



Source: Cap Gemini: "Trends in Mobile Data Business", November 2006

- **Software and device players recognise the potential of mobile email:**

- Microsoft, licensed its email technology to rival Symbian in March 2005, enabling Symbian devices to send and receive emails from accounts managed by MS Exchange
- GOOGLE is introducing a custom version of its Gmail email service that can run on any phone with Java software
- Nokia offers Intellisync Wireless Email for a wide range of devices
- Motorola has announced it plans to acquire mobile email provider Good Technology



Mobile Broadband



Get access to the Internet anytime, anywhere enabling you to work online when you are outside the office

Access 3G Broadband by plugging modem in USB slot of your computer

Award-winning USB Modem, designed for users of computers, laptops and Apple MacBooks



Mobile Broadband Growth

“As consumer demand for mobile broadband services reaches critical mass ... expect that **50 percent of the European population** will access the internet through broadband on their mobile phones by 2012.”

Seventh annual research report, Exane BNP Paribas and Arthur D. Little.

“As at the end of the first quarter of 2008 there were around 1.71 million users in **Portugal** with mobile Internet access and around 1.58 million fixed internet accesses ... for the first time the number of mobile broadband users surpassed the number of fixed broadband customers.”

“In **Mauritius and South Africa**, 3G subscribers already outnumber fixed broadband subscribers... Vodacom reported that over 10 per cent of its 3G subscribers used data cards for connections to laptops.”

www.cellular-news.com



Machine-to-machine (M2M) applications

Fleet management

Vehicle Tracking

These services enable fleet location tracking, arrival status updates, vehicle diagnostic data such as fuel status, delays and/or stops

Point of Sale & Order Processing

Order processing & credit card payments

The portability of the solution widens the scope to redefine point-of-sale locations e.g. couriers & taxis are some of the possible new locations for processing payments by credit cards

Remote Monitoring & Surveillance

Remote monitoring and surveillance systems

Keeping tracking of status and progress of projects in real-time and managing the security of property and assets

Automatic Meter Reading (AMR)

Automated Meter Reding

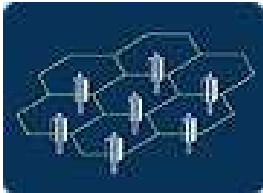
AMR enables remote reading of energy meters through wireless communications enabling demand forecasting and supply based on ongoing consumption monitoring



Your mobile device as a Productivity Tool



CHANGE THE MINDSET – from communications appliance to **information appliance** ... treat mobile phones as part of your IT estate.



STRETCH THE BOUNDARIES – mobile phones are a great productivity tool now that applications have been extended. Deliver **upside** to your business.



INNOVATE – empower IT units to **experiment** with mobile phones in similar ways to servers and PC software. Early adoption often leads to innovation.



GET SOLUTIONS – engage mobile operators as **business partners** and systems integrators.



Thank you

