



It's time for a better approach to reach wireless buyers



How This New Approach Benefits You

- A lead generation website used by business and government buyers of wireless products & services
 - Educationally-focused, offering more information about your company than a simple buyer's guide
- Purpose
 - Vendors: influence ready buyers. Discover new sales channels via wireless products dealers.
 - Buyers: find solutions for their business. Find new vendors.



SALES

Reach More Buyers

New sources of
business

Better sales leads

Higher company
visibility to buyers

More sales!

- Influence buyers who view your company's profile and content (white papers, product information, articles, case studies, etc.)
- Reach your target buyer and educate them with your branded content
- Get included in RFIs/RFPs through EWA
 - EWA members and customers seeking assistance
- Drive traffic to your website

Value for Vendors

- B2B prospects shifting their research methods
 - Seeking more detail than simple buyers guides
 - All text in your collateral drives the search results produced when site visitors search by key words
 - Online search means you need greater exposure
 - B2B search has increased 139% *
 - 52% of small businesses start first with online search*
 - Search marketing requires digital asset optimization, being found on multiple websites



Join These Industry Leaders



Bearcom

- World's Largest Wireless Equipment Dealer



Mobilcomm, Inc.

- Pre-configured IP video & alarm systems



Critical RF

- Unified Communications



Radio One

- Motorola solutions for enterprise & government



ICOM

- Analog and Digital Solutions, Right Now



Raytheon Network Centric Systems

- Customer Success Is Our Mission



Kenwood USA Corp., Communications Sector



SpaceData

- Taking ingenuity to new heights



Lockard & White

- Connecting our Customers since 1984



Day Wireless

- Voice, Video, and Data Since 1969



M4D

- The new face of dealer co-op marketing



TuWay Communications

- Always make it work.™



Motorola

- North America Government & Commercial Markets

Partial list

Powered by the Enterprise Wireless Alliance

- A trade association known for helping enterprises and government agencies of all sizes with their wireless spectrum needs
 - An advocate before the FCC and Congress for enterprises, sales/service providers, and technology vendors and manufacturers
 - Trusted authority for spectrum licensing, frequency coordination, and wireless solutions enablement



- Over 5,000 companies rely on EWA, including:

Transportation

- Delta
- Amtrak
- SuperShuttle

Government

- State of California
- L.A. Metro Transp. Authority

Education

- Yale University
- Florida State University

Energy

- PG&E
- ExxonMobil
- Chevron

Retail

- Home Depot
- Target
- Costco

Hospitality

- Marriott
- Four Seasons Hotel

Entertainment

- NBC/Universal
- Warner Brothers

Construction

- Bechtel
- Readymix

Healthcare

- University of Michigan Hospital

Manufacturing

- Alcoa
- Georgia Pacific

Agriculture

- Del Monte
- Cargill

Telecom

- AT&T
- Sprint/Nextel

How Does It Work?



1. Vendors sign up with EWA

- Eligible vendors provide wireless applications, technologies, products, and/or services for business and government users.
- Vendors chose 1 of 3 participation levels (increasingly more visibility).
- Vendors provide content such as white papers, case studies, articles, product info, etc., plus information about their companies.



2. Buyer needs a wireless solution

- Buyer is looking for a better way than a buyer's guide to learn about and discover solutions, vendors, and service providers.
- Solution search may be for one of dozens of wireless applications or technologies.
- Buyer may search also by industry, e.g., construction, education, government, healthcare, transportation, utilities, etc.



3. Buyer turns to EWA, found via:

- One of 5,000 + EWA member/ client companies
- Other organizations receiving EWA promotional material
- Search engines
- Trade association and technology publication ads, blogs, articles, and links
- Trade shows



6. Prospect contacts vendor

- Interested prospects contact vendor directly.
- Vendors content and links may be updated as often as desired.
- EWA provides summary reporting to vendors about user activity and content consumption.



5. Buyer searches for, finds info

- I need help finding the right solution: I'll enter some keywords.
- I know what I want: who offers it?
- I need help preparing, reviewing RFPs, or I need help with payback analysis.
- Vendor-supplied content is presented, can be filtered by solution type or industry.



4. Signing in

- Initially, EWA will permit unrestricted access to site by all visitors
- Ultimately, new users will register, provide basic contact details and buyer demographics.

Choose the Level Right for Your Company

Information to promote your company	Level 1	Level 2	Level 3
Company name, mailing address Your company's name and optional mailing address.	✓	✓	✓
Sales contact information Contact details, e.g., email, phone for one Sales/Marketing person or function.	✓	✓	✓
Company profile Company background or marketing message,	40 words	100 words	200 words
Website address Website address, option to be linked to your site.	Non-linked	Linked	Linked
Number of application/solution categories Associate company with up to 15 solutions categories , e.g., asset tracking, security, etc.	3	6	Up to max.
Number of industries/market segments Associate company with up to 20 industries , e.g., healthcare, retail, transportation, etc.	6	9	Up to max.
Company-branded files Number of informational files (e.g., case studies, product info).	2	4	3 per cat.
Company logo Logo shown on vendor profile, linked to your website.		Non-linked	Linked
Webinar participation Participation in one webinar per year. Additional webinars optional.		Option	Included
Hyperlinks to company website Imbed links in your company profile, e.g., to rich media files, to enable user to further research your company, products, and services.		✓	✓
Enhanced vendor profile Options to display graphics/logos with your uploaded files; provide bios, photos for up to 3 executives; provide brief list of reference clients; highlight industry awards, other info. (Future feature.)			✓
Premium ranking in search results Company information presented top of page, before Level 1 or 2. (Future feature.)			✓
Rotational banner appearance Banner ads displayed on home page on a rotational basis. (Future feature.)			✓
Annual rate:	\$595	\$1,400	\$2,900

Ensure prospective business and government customers find your applications, products, and services via the business solution they seek. Further highlight your offerings by specific industry/market segment.

- Solutions:**
- Asset tracking & product inventory
 - Backhaul & wide area networks
 - Intelligent transportation & traffic
 - Messaging: texting, alerts, signage
 - Point of Sale, vending, payments
 - Remote monitoring, control, mgmt
 - Security: surveillance, control, mgmt
 - Voice, commercial systems
 - Voice, private systems
 - VoIP, RoIP, & Interoperability
 - Workforce mobility management
 - Sales, service, engineering, support
 - Subscriber devices & accessories
 - Installation, test, maintenance
 - Network, infrastructure equipment

Industry:	Wireless Applications										Products & Services				
	Agriculture, Forestry, Fishing	•			•		•	•	•	•	•	•	•	•	•
Arts, Entertainment, Recreation	•			•	•		•	•	•	•	•	•	•	•	•
Construction	•		•	•		•	•	•	•	•	•	•	•	•	•
Education	•	•		•	•		•	•	•	•	•	•	•	•	•
Film/Video/Sound and Broadcasting	•	•		•			•	•	•	•	•	•	•	•	•
Finance/Insur., Real Estate/Prop. Mgmt	•			•	•	•	•	•	•	•	•	•	•	•	•
Healthcare and Human/Social Services	•	•		•	•	•	•	•	•	•	•	•	•	•	•
Hospitality: Lodging and Restaurants	•	•		•	•	•	•	•	•	•	•	•	•	•	•
Internet Services and Online Publishing	•	•		•			•	•	•	•	•	•	•	•	•
Manufacturing	•	•		•		•	•	•	•	•	•	•	•	•	•
Mining, Oil and Gas Extraction	•		•	•		•	•	•	•	•	•	•	•	•	•
Non-Profit Organizations		•		•	•		•	•	•	•	•	•	•	•	•
Science & Technology (engineering, consulting)				•		•	•	•	•	•	•	•	•	•	•
Public Admin. (State/local gov't, public safety)	•	•		•	•	•	•	•	•	•	•	•	•	•	•
Publishing: Print and Software		•		•			•	•	•	•	•	•	•	•	•
Retail	•	•		•	•		•	•	•	•	•	•	•	•	•
Telecommunications		•		•		•	•	•	•	•	•	•	•	•	•
Transportation and Warehousing	•	•	•	•		•	•	•	•	•	•	•	•	•	•
Utilities	•	•		•		•	•	•	•	•	•	•	•	•	•
Waste Mgmt, Business Support Svcs	•			•		•	•	•	•	•	•	•	•	•	•
Wholesale Trade	•			•	•		•	•	•	•	•	•	•	•	•

Buyers find vendors based on the solutions and/or industries they have selected

Key:
 Relevant apps for target industry

Find the Solution to your Wireless Needs

Find a Solution
Search

Or

Need Help?
Learn More



Vendors, It's Time

For a better approach to reach wireless buyers

Join Today



Featured Topics

- The Enterprise Wireless Alliance has been helping businesses large and small with choices in wireless technology for over fifty years. Why not join it? EWAs experts to streamline your next wireless solution acquisition and deployment process? [Read More](#)
- Organizations of all sizes are using two-way radio, paging, satellite, cellular, and Wi-Fi networks for: asset tracking, remote monitoring, workforce mobility, security, radio over IP backhaul, messaging, point of sale, and even "old man" voice over private and commercial networks. How to choose your next wireless solution? [Read More](#)
- Three simple questions to ask before you buy your next two-way radios... [Read More](#)

Some of our Participating Vendors



To view information about these and other industry-leading vendors, click the "Find a Solution" button above to get started.

Vendors - Learn about the benefits of joining...

Latest Materials

Which class of SIC 39 units provide the optimal functionality, expandability and performance for a given application? Provided by Motorola Solutions

Reminder of Pending FCC Frequency License Requirements for Narrowbanding Provided by TuWay Communications

Simple Steps to Protect your Wireless Investment will Avoid Expensive Enforcement Actions Provided by Enterprise Wireless Alliance

Find a Solution
From Vendors and Service Providers
[Search Now](#)

Or

Need Help?
Turn to EWA's Advisory Services
[Learn More](#)

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RADIO ONE

Orlando FL United States
<http://www.radio1inc.com>
One of the leading Motorola Solutions Partners in SE
USA

Radio One was founded in 1980 in Orlando Florida by David MacDonald. Radio One is a Premier Motorola Solutions Partner providing authorized Motorola sales and service in Florida and eastern North Carolina. Radio One provides a nationwide two way radio rental service, with supporting offices in Las Vegas, Dallas, and Orlando.

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Industries We Focus On

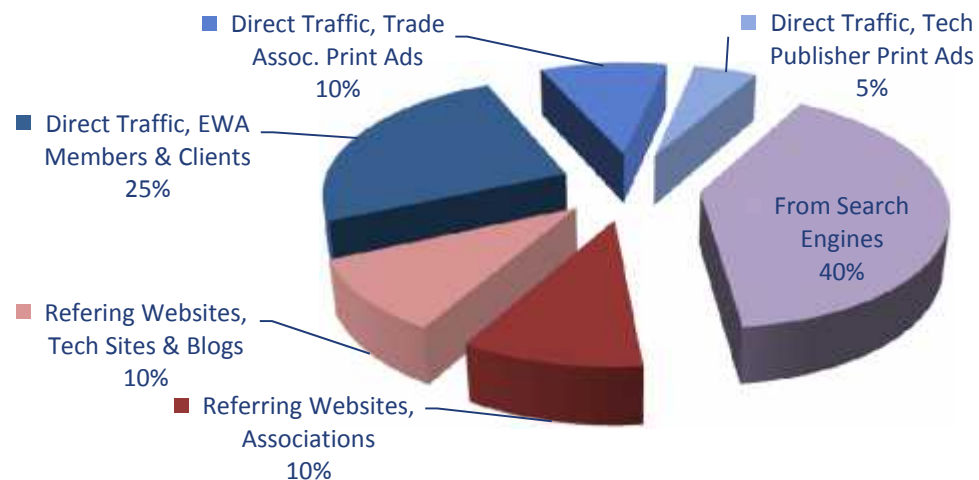
- Agriculture, Forestry, Fishing
- Arts, Entertainment, Recreation
- Construction
- Education
- Film/Video/Print and Broadcasting
- Finance/Insurance, Real Estate/Property Management
- Healthcare and Human/Social Services
- Hospitality, Lodging and Restaurants
- Manufacturing
- Non-Profit Organizations
- Public Administration: state, local government (non-public safety)
- Public Safety: law enforcement, fire svc., emerg. medical, military
- Retail
- Telecommunications
- Transcription and Warehousing
- Utilities
- Wholesale Trade

Vendor
Example
(top of page)

Traffic & Buyer Forecasts (1)

How Buyers Will Find the Enterprise Wireless Solutions Center®

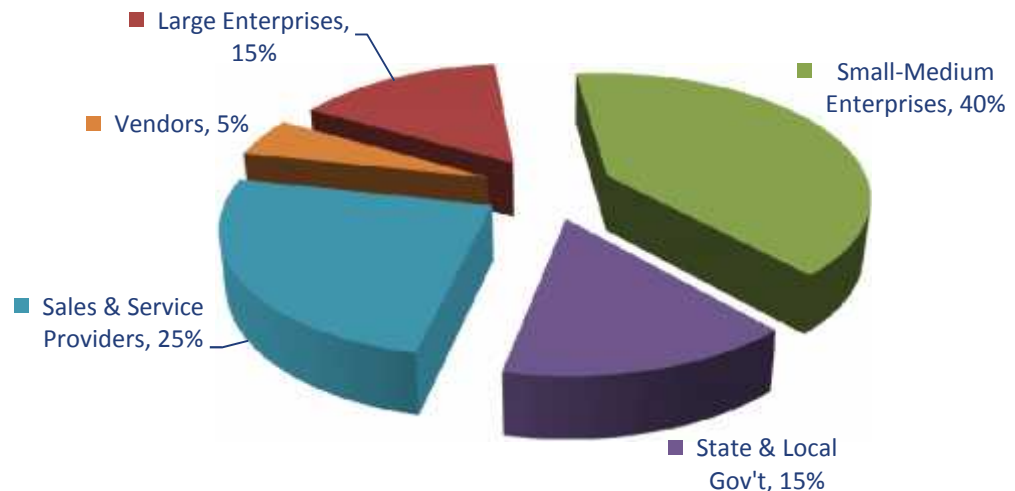
- Primarily via search engines (40%) – partially via EWA paid advertising
- Referrals via other websites (20%)
 - Trade associations with whom we arrange reciprocal links
 - Technology website publishers from whom we purchase advertising
- Clicks to us directly (40%)
 - Valued EWA members and clients with whom we regularly interact via our bi-weekly newsletter, publishing relationships, email campaigns, and conferences, and webinars
 - Systems buyers seeing us in print ads
 - Trade associations
 - Technology magazine publishers



Traffic & Buyer Forecasts (2)

Site Visitors – a Buyer Overview

- Primarily comprised of small-medium size and large enterprise buyers (70%)
 - Including 15% government
- I.T., operations, engineering, and communications managers/directors, CIOs
- Wireless sales and service providers (25%)
 - Dealers , distributors, and manufacturers reps
 - Network and system operators
- Other solutions providers/vendors, suppliers, manufacturers (5%)
- 230,000 visits/sessions forecasted for 2012
 - 55% new visitors, 45% return visitors.



Why It Works

- Get sales leads through EWA
 - Trusted association in the business/industrial and public sector wireless space
 - Representing 5,000+ organizations seeking wireless solutions
- Reach buyers ready to learn more about your business, your company, your value proposition
- Differentiate yourself from your competition
- Ensure your products and services are found in the Enterprise Wireless Solutions Center®
- Sign up today!
 - www.WirelessSolutionsCenter.com
 - Eric.Hill@EnterpriseWireless.org, 703-797-5107

