

Enterprise Wireless™

MAGAZINE

EWA set to launch Wireless Business Solutions Initiative



ALSO IN THIS ISSUE:

- Entering a new era
- EWA membership development and programs
- What you know best ...

EWA set to launch wireless business solutions initiative

BY ERIC HILL

What's the killer app?" is a question some folks like to play with when they talk about and evaluate the feature strengths of gadgets, devices, and other technologies that allow us to interact in and improve our professional and personal lives. Remember the first personal computers and what was considered a killer app in the '80s, allowing us to word process, crunch numbers, and play games? Describe to your kids today the simplicity and joy of those text-based games and tinny speaker noises and you'll likely get back blank stares and "uh, huhs" from these Gen-After-Me's raised on massively multi-player online games with sub-woofered surround sound and wide-screens. Sorry, I digress. Getting back to apps, over the years, especially with cellular, we've seen an abundance of wireless applications competing with voice, facilitating numerous services and benefits to the end-user. Text messaging, e-mail, and content delivery are great applications raising the bar for cellular. Similarly, two-way, paging, satellite, and Wi-Fi networks are carrying substantially more traffic for services not envisioned when those networks were originally deployed, with increasing visibility throughout the enterprise, public safety and critical infrastructure markets. Digital technologies, for many years the application technology path for cellular, are increasingly being deployed in the private land mobile radio industry, offering an abundance of applications. For all the advances in wireless, we still sometimes hear the "What's the killer app?" question, keeping us on the lookout for a single great application to become the next big revenue maker and industry shaker.

For enterprise customers who are key constituents of the Enterprise Wireless Alliance (EWA), the "what's...?" question might best be changed to "What are...the killer apps?" since there are as many fantastic applications as there are market segments. For example, asset tracking applications allow enterprise users in market segments such as construction, healthcare, and transportation to take advantage of Radio Frequency Identification (RFID) and Global Positioning Service (GPS) networks and device technologies to monitor equipment and vehicles as they move about a facility or larger geographic area. Product inventory applications for the retail, warehousing and transportation markets also take advantage of RFID technologies.

Then there are telemetry applications, part of a broader set of machine-to-machine capabilities, allowing wireless monitoring of conditions, people, systems, and machinery



Market Segments:	Business Applications:											
	Asset tracking & product inventory	Backhaul	Management & control systems, SCADA	Messaging, text	POS, billing, ordering	Security, perimeter	Security, personnel	Signage, billboards & traffic	Telemetry/telematics	Voice, commercial	Voice, private	Voice, VoIP & RoIP
Agriculture	•											
Construction	•	•	•	•	•	•	•	•	•	•	•	•
Education			•	•	•	•	•	•	•	•	•	•
Entertainment, Film & Video	•		•	•	•	•	•	•	•	•	•	•
Entertainment, Events			•	•	•	•	•	•	•	•	•	•
Government, State & Local	•	•	•	•	•	•	•	•	•	•	•	•
Healthcare	•	•	•	•	•	•	•	•	•	•	•	•
Hospitality			•	•	•	•	•	•	•	•	•	•
Manufacturing, durable & non-durable	•	•	•	•	•	•	•	•	•	•	•	•
Mining	•	•	•	•	•	•	•	•	•	•	•	•
Retail & Food	•	•	•	•	•	•	•	•	•	•	•	•
Transportation (Air, Roads, Rail, Water)	•	•	•	•	•	•	•	•	•	•	•	•
Utilities & Energy	•	•	•	•	•	•	•	•	•	•	•	•
Waste Management	•		•			•			•	•	•	

Key:
 High demand apps •
 Possible future target □

for the agriculture, healthcare, retail, and manufacturing market segments, to name a few. Personnel and perimeter security applications are increasingly deployed wirelessly, providing solutions to nearly every enterprise market segment imaginable. Similarly, billboard, traffic, and corporate signage applications are increasingly wireless based, as are point-of-sale and billing applications. One of my favorite applications for wireless is Radio over IP (RoIP), essentially voice over IP for the two-way radio industry. RoIP allows an end-user anywhere in the world to communicate with his or her workforce on their private land mobile radio network, as long as the traveler has access to the Internet.

Business owners, managers, and information technology professionals alike are ever-vigilant for solutions to give them an edge over their competitors. For most market segments, there are dozens of wireless applications giving enterprises an edge to grow their market share and drive new opportunities, cut costs, manage their operations, and protect their assets. For the many applications to solve simple and complex enterprise needs there is an abundance of application developers and solution suppliers to help. Some of these suppliers are developers only, some also install and integrate, and some are more capable and industry-focused than others.

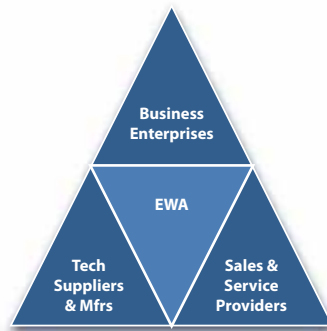
Getting back to the increasingly immaterial question of "What's the killer app?" (there are so many!), the more pressing question may be "Who's got the killer apps?" Extending from there, "How do the applications work?"; "What's the value proposition and return on investment?"; "Who's tried them and what do they think?"; "Who's best at installing them?"; and "What does it take to implement them?" With all these questions, we need to make sure the search for the right app isn't the killer!

With valid questions and uncertainty about wireless solutions source, costs, fit, other's experiences, vendor qualifications, and return on investment, there is an understandable apprehension about moving forward with the acquisition and deployment process. However, lack of awareness, confusion, and concerns about technology obsolescence can ultimately lead to increased costs and delays in realizing the application and technology benefits.

Wouldn't it be great if there were a trusted third party you could turn to for help? There is: EWA!

EWA introduced a Wireless Business Solutions Initiative in January 2009. The new subscription-based initiative will help members with questions such as those above, and it features two services:

- The *Wireless Solutions Center*, a web-based virtual library and exhibitor mall of supplier and EWA-provided information about wireless business applications, solutions, deployment options, use cases, business and financial models, best practices, case studies, lessons learned, sample Requests For Proposals/Information (RFPs, RFIs) and Service Level Agreements, and more. Wireless Solutions Center members will be able to find educational information and vendor product and service information through simple searches.
- *Wireless Solutions Consulting*, a range of services for companies with unique requirements looking for in-depth assistance researching applications, alternative solu-



tions, and vendors, and deploying chosen technologies. EWA will also offer assistance with formulating and conducting the RFP/RFI process. Services will be offered à la carte or turnkey.

The Wireless Business Solutions Initiative is rolling out in two phases, with Wireless Solutions Consulting available January 2009, and the Wireless Solutions Center virtual library and mall coming online during second quarter 2009.

EWA, as *Enterprise Wireless* readers and members know, is the industry home to the largest number of enterprises deploying wireless communications solutions that promote corporate productivity and business results.

Valued EWA members also include sales and service providers, technology suppliers (application and software developers and hardware and device manufacturers). The Wireless Business Solutions Initiative puts EWA in a centrally-focused assistance role between members of our three key groups: Enterprises, who seek assistance understanding and sorting through the numerous applications, solutions, suppliers, and deployment options; suppliers, needing greater and more focused enterprise customer visibility for their products and services; and sales and service providers looking for opportunities to connect with both enterprises and suppliers on procurement, installation, and service opportunities.

There are many "killer" wireless business applications available and under development to enterprises of all sizes, each taking advantage of specific wireless networks, protocols, and a host of associated technologies. The challenge, however, is sorting through the number of applications, suppliers, and network and device technologies, and understanding if and how they can solve your particular business needs. EWA's new Wireless Business Solutions Initiative aims to help its members solve that challenge and align with their needs for assistance with and information about today's many "killer apps" and great wireless solutions. |



Eric Hill is Business Technology Vice President for the Enterprise Wireless Alliance. He can be reached at eric.hill@enterprisewireless.org or 703-797-5107.