

Enterprise Wireless

MAGAZINE™

Finding the right wireless solution

New, easy ways to source innovative
wireless solutions

Wireless tools to fit your needs

Also in this issue:

||| CII: Seeking relevance

||| Bigger and better broadband

||| The paging industry and international cooperation

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manufacturers in the deployment of
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that promote corporate productivity
and business results in the enterprise
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Looking for qualified leads?

The unique Enterprise Wireless Solutions Center will educate, inform and assist buyers so you can:

- Capture knowledgeable and motivated prospects
- Reach ready buyers of wireless systems and solutions
- Demonstrate your unique expertise, leadership, and value proposition

Buyer's guides are for buyers who already know what they want and are happy with a list of vendors to contact, but sellers don't have an opportunity to educate or otherwise influence those buyers.

Educate the buyer

The Enterprise Wireless Solutions Center will educate and guide buyers through the major industries and wireless applications. Buyers will use this highly searchable resource center of company-branded materials to find just what they are looking for. Your online demos, case studies, white papers, product guides and other content will be available 24/7 via an interactive and instructive website.

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If you offer any of the following wireless voice and data solutions via hardware, software, and/or technology products and services, you belong in the Enterprise Wireless Solutions Center:

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To reserve your spot in the Enterprise Wireless Solutions Center, please contact:

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MARK E. CROSBY
EWA PRESIDENT

There are simply too many other worthwhile activities not included in the CII equation that fall somewhere between tow-truck operators and commercial mobile networks.

CII: Seeking relevance

A WHILE BACK, the term Critical Infrastructure Industries (CII) was created in an attempt to meaningfully categorize a class of wireless licensees who are special to the American public, but not quite as special as public safety. Originally, those eligible under the CII classification were limited to petroleum, utility, railroad and non-profit tow-truck operators. The definition today is somewhat more expansive and, as noted in the FCC Rule Section 90.7, includes: "State, local government and non-government entities, including utilities, railroads, metropolitan transit systems, pipelines, private ambulances, volunteer fire departments, and not-for-profit organizations that offer emergency road services, providing private internal radio services provided these private internal radio services are used to protect safety of life, health, or property; and are not made commercially available to the public."

I have never quarreled with the notion that these entities are critical to the welfare of the public. If there is a major disaster, police should be the first to show up to make sure order is maintained, as well as fire service personnel to prevent or put out fires. Utilities should show up next to restore power and light. If it's a massive disaster, railroads will be needed to transport goods, petroleum companies to generate fuel, municipal transit systems to move dislocated citizens, and maybe tow-truck operators to remove abandoned vehicles from major roads (although I understand that didn't quite work out

after Katrina). Federal agencies show up at disasters as well, but it's a given that they are critical.

I do believe, however, that the definition of CII is nowhere near inclusive enough. In a disaster, wouldn't we want trucking and airline companies to receive at least an honorable mention, since they are likely to be delivering equipment that is crucial for recovery efforts? What about the heavy construction operators to excavate property, clear roads or erect temporary communication towers?

Has the FCC ever allocated spectrum exclusively for CII eligibles? Not really, but they have been provided some residual benefits. For example, if a non-CII entity seeks to access spectrum allocated below 470 MHz designated for primary petroleum, utility and railroad use, that entity must first receive concurrence from the frequency advisory committees with original jurisdiction for those frequencies under the now long-abandoned individual radio service coordination procedures. And at 800 MHz, public safety eligibles were provided an exclusive three-year period to access the Sprint-vacated spectrum. For the two years following, CII entities are afforded access along with public safety. In other words, if you are producing corn for either consumption or fuel, you need not show up for five years.

Back in 2008, the Utilities Telecom Council (UTC) filed a Petition for Rulemaking to provide for shared, secondary terrestrial fixed service use of the 14-14.5 GHz

band for critical infrastructure industry communications. Why not? It's not as if UTC asked for an exclusive allocation—they just sought to access this band on a secondary basis and hoped the CII card would help their cause. But it seems others have issues with the current CII definition as well.

In response to UTC's initiative, this August the National Spectrum Management Association (NSMA) suggested that the definition of CII "is too narrow for the present times and needs reform." NSMA specifically recommended that "microwave radio/wireless and satellite telecommunications systems, which support public safety networks, e911 calls, and commercial mobile networks which serve governments, hospitals, and other essential services, certainly seem to fall into this 'CII' category."

As one might expect, UTC responded with the statement that NSMA's filing is a "development threatening to dilute the meaning of CII." Of course it does, but that assumes the definition was perfect from the beginning. It wasn't, as it excludes far too many critical endeavors that also happen to use spectrum resources for the benefit of the public.

If the FCC agrees with NSMA and includes telecommunication carriers in the 14-14.5 GHz discussion, the definition of CII will become immediately irrelevant. Like I said, there are simply too many other worthwhile activities not included in the CII equation that fall somewhere between tow-truck operators and commercial mobile networks. |

Save the Date!

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2009

NOVEMBER 4-6 ATLANTA GA

Wireless Buyers and Sellers will be at Enterprise Wireless 2009

Major wireless sales and service providers are members of Enterprise Wireless Alliance (EWA), the USMSS and the American Association of Paging Carriers (AAPC). Together, these leaders in American wireless are responsible for millions of dollars a year in wireless product sales and service for critical infrastructure, government agencies and private enterprises and they will hold their annual national meeting during Enterprise Wireless 2009.

This is the one event a year for wireless suppliers, in an intense two-way event, to exhibit to, network with and offer training for these key buyers, the professionals who will get your product in front of buyers at major companies across the U.S.

If you are a wireless sales and service provider, make plans to attend Enterprise Wireless 2009, November 4-6, 2009 at the Westin Buckhead in Atlanta, GA. The program will focus on the business strategies and technology innovations you need to succeed in 2009 and beyond.

If you are a wireless supplier looking to reach these essential partners in your success, lock in your exhibit space today.

Call Conference Director Elaine Walsh at 520.620.0063 or email to elaine@enterprisewireless.org.

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ELIZABETH R. SACHS, ESQ.
EWA REGULATORY COUNSEL

Who doesn't believe that broadband access will help create economic opportunities and provide services that otherwise would not be available to many citizens?

Bigger and better broadband

UNLESS YOU HAVE been living in a cave for the last six months, you must have noticed that providing ubiquitous broadband Internet access is one of the key objectives of this administration. Broadband is seen as a primary vehicle for bringing all the wonders of life in 21st century America to rural and lower income communities. There are very few ills that broadband can't at least help to cure. It can allow students on Indian reservations access to the finest libraries and educators. Patients in rural communities can be examined remotely using advanced medical tools that otherwise would not be available. The smallest business in the most remote town in Wyoming can sell products to customers around the world.

Broadband is such a hot commodity that more than \$7 billion in stimulus funding has been made available for just that purpose, divvied up between two government agencies for distribution through loans and outright grants. Actually, \$7 billion sounds like a lot until you start to calculate the cost of delivering broadband service to the hinterlands. No matter what delivery mechanism(s) you choose, you are likely to run out of dollars well before you run out of unserved or underserved geography. As explained on the official Broadband USA Web site: "The American Recovery and

Reinvestment Act of 2009 appropriated \$7.2 billion and directed the Department of Agriculture's Rural Utilities Service (RUS) and the Department of Commerce's National Telecommunications Information Administration (NTIA) to expand broadband access to unserved and underserved communities across the U.S., increase jobs, spur investments in technology and infrastructure, and provide long-term economic benefits."

The idea is great. Who doesn't believe that broadband access will help create economic opportunities and provide services that otherwise would not be available to many citizens? The problem is setting up a rational process for getting those funds into the right hands for use in the right projects, particularly when the entire undertaking had to be conducted at warp speed.

NTIA and RUS have been scrambling from the outset. They first had to issue a Notice of Funding Availability, for both the RUS Broadband Initiatives Program and the NTIA Broadband Technology Opportunities Program, known respectively, and affectionately, as the BIP and the BTOP. This 120+ page document described the information that would be required in the application used to request funds from the two programs and was released less than 60 days before the initial application filing date

(more on that later). The electronic application itself could not be accessed for another 30 days and required the submission of innumerable complex and highly detailed attachments intended to keep out bogus requests while still encouraging "creative partnerships" and other out-of-the-box approaches. Adding to the degree of difficulty was the lack of a national database that defined which geographic areas were unserved or underserved for purposes of broadband Internet access. That information had to be cobbled together from who knows how many different sources so that applicants—and presumably NTIA and RUS—would know whether the service area proposed in an application met that critical requirement.

But lest there be a question about whether improved broadband access is needed, the BIP/BTOP filing process eliminated any such doubt. The original filing deadline had to be pushed back a week because the volume of applications brought even the Federal government's ability to accept these electronic filings, if not to a halt, to an excruciatingly slow crawl. The date had to be postponed and the technical capabilities of the system had to be upgraded to permit the acceptance of applications to improve broadband Internet access in the rest of the country.

You simply could not make this stuff up. |

DOES THIS SOUND FAMILIAR TO YOU?



I don't have time to:

- ...research the best wireless solutions for my company
- ...figure out the return on investment when acquiring a new technology
- ...develop an RFP
- ...interview potential vendors

If this does sound familiar, now is the time to turn to the EWA

Wireless Solutions Advisory Service.

Streamline your wireless acquisition process and be assured of the right choice, according to your unique situation. Businesses have been working with EWA for more than 50 years on their wireless solutions. We can bring clarity to your requirements, recommend solutions, evaluate vendors and help you make a cost-effective choice.

Whether you are creating a mobile application for your field sales force, using wireless telemetry for asset monitoring, tying together a wide area network with voice or data, or implementing one of dozens of other wireless applications or solutions, trust our Wireless Solutions Advisory Service.



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Wireless
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Call Eric Hill today at 703-797-5107 for a no-obligation evaluation of your requirements.



RON FRANKLIN
VICE PRESIDENT

In 2009, EWA was on the road. In January, Mark Crosby, EWA president and CEO, set things off with a presentation attended by Icom America dealers regarding the FCC narrowbanding mandate and changes at the FCC.

Time well spent

A MEMBER ASKED the other day if EWA had been busy. Looking back, the answer is—emphatically—yes. For the first time, the year started with EWA's Spectrum Management department coordinating and submitting Public Safety 800 MHz applications, due the fact that in December 2008 the FCC released the Sprint Nextel vacated spectrum that became available through the 800 MHz rebanding initiative. As of August 2009, the Spectrum Management department had submitted over 3,000 coordinated applications in the industrial/business pools to the FCC, and completed over 1,250 applications for public safety and industrial/business licensees. These included applications for licenses in the 1.4, 4.9 and 3.65 GHz bands as well as the 150–170, 450–512 and 800/900 MHz bands.

In 2009, EWA was on the road. In January, Mark Crosby, EWA president and CEO, set things off with a presentation attended by Icom America dealers regarding the FCC narrowbanding mandate and changes at the FCC. In April, Mark provided a presentation on current spectrum initiatives at the FCC attended by customers of RCS Wireless Technology in Winston-Salem, NC, as well as Day Wireless Systems in Seattle.

Nancy Gruen, Cheryl Slaybaugh and Donald Vasek continued EWA's outreach with presentations at the EDMSS, SEMSS, GLMSS conferences, as well as the Luttamus Communications Security & Communications Expo. Through these presentations, EWA continues to provide answers to questions concerning spectrum management, coordination and FCC actions.

In March, the development of the Enterprise Wireless Solutions Center® was announced at the IWCE event. Eric Hill, vice president of business technology, moderated the "Killer Apps in Wireless" session to emphasize the correlation between cutting-edge products and services on display at the conference and the goals of the Wireless Solutions Center.

The Wireless Solutions Center was developed to provide information about wireless applications that will increase effectiveness, protect assets, and improve operations while lowering costs. It will feature information on how applications and technologies work, and will also help buyers find solutions providers, such as application developers, equipment and device manufacturers, technology engineering firms, sales and service providers, and

other industry supporting suppliers. The Wireless Solutions Center is complemented by the Solutions Advisory Service, featuring fixed-rate services to help wireless solutions buyers quickly evaluate both vendors and the financial impact of acquiring new wireless products and services. Both programs are tailored for busy IT, communications, and operations managers.

EWA participated in three additional IWCE conference sessions and attended and made other presentations at IWCE and the Channel Partners Expo.

In July, EWA teamed up with Wiley Rein, a leading telecommunications law firm on a teleconference call about applying for the \$7.2 billion allocated for expanding broadband access under the 2009 American Recovery and Reinvestment Act (ARRA). The event, "Deciphering the NOFA: How to Get Broadband Stimulus Funding from NTIA and RUS," was the first of many stimulus funding updates and had 100 attendees.

EWA's momentum continues as we look forward to Enterprise Wireless 2009 in Atlanta. Visit www.enterprisewireless.org and register today. I look forward to the opportunity to speak with you about how we can keep each other busy in 2010. |

New, **easy** ways to source innovative



wireless solutions

BY ERIC HILL, VICE PRESIDENT OF BUSINESS SOLUTIONS FOR EWA

Your company has a need—to manage or protect inventory, communicate more effectively with employees or track assets, among countless other applications. Looking at the specifics and budget, you’ve determined that wireless is the technology with the best fit.

Let’s fire up your favorite search engine, for example, Google. And type in the word “wireless.” You’ll end up looking at more than 228 million results. Daunting, right?

Realizing that the key to success may lie in being even more specific with your search terms, you try for “custom wireless solutions” because that is, after all, what you really need. And there you have it, a reasonable number of results. Reasonable in the context only of prior searches because you will see three million, four hundred thousand and a change in individual results facing you on your monitor. If you spend just 10 seconds per entry checking for what you need, that will still be a considerable chunk of your future. Actually, at ten seconds per entry, you’ll be researching, on a full time basis starting now, for 238 weeks without stopping. You will be able to stop, and perhaps take your next vacation, in time for Super Bowl XLIX in 2015.

While this example may be far-fetched and unreasonable, a somewhat similar

situation faces many company IT executives, operations managers and other technology solution buyers every day. After determining, for economic or site-specific reasons, that a wireless solution to a personnel, data or resource issue is going to be best, you still need to find the right solution, at the best price from the most reliable vendor. Where do you turn?

When faced with these kinds of sourcing and technology questions over the years, many enterprises have called the Enterprise Wireless Alliance for answers. A call we received a couple of months ago was typical. An IT manager in the retail industry called and explained that his company belonged to a trade association with a reciprocal agreement with EWA so, when he needed a wireless solution, he made the connection to EWA. The wireless security solution he needed would not, he knew, be an off-the-shelf product and would need to be customized to his business. Among several other voice and data requirements, he needed to monitor video and audio in

retail locations in several states and have all of that input funneled back to a central monitoring location, where he could perform video analytics and other investigative tasks. Because many of his sites were in historic or old buildings where cabling was too expensive, wireless became the preferred technology.

This company, while successful in its field, did not have the budget for bringing in pricey consultants to analyze his requirements and advise on a custom solution. And even if they did, the IT manager explained, he didn’t have the technical expertise in wireless to be assured that the consultants weren’t limiting the solutions to a particular vendor or technology. An outside, impartial and vendor-neutral advisor was needed. This organization turned to EWA and our Wireless Solutions Advisory Services.

When creating a solution for those who contact us, EWA looks first for ideas from companies with listings in the Enterprise Wireless Solutions Center®. Our vendor and

EWA’s members and clients asked for a timely, low-cost way to find answers to their wireless solution needs.

wireless sales and service provider members are always—as they were with this particular situation—generous with their expert advice to help lead us to a fuller understanding of all the parameters involved with this company’s security requirements. They are also the most renowned in their areas of expertise.

Comments about the Solutions Center concept have been positive from participating vendors.

“Motorola is looking forward to participating in the Enterprise Wireless Solu-

tions Center,” Ken Notter, VP at Motorola, Schaumburg, IL, said. “This allows us to showcase our business products and services via EWA in a way that educates the buyer about what Motorola solutions can do for them.”

“We’re a big fan of EWA and are looking forward to participating in the Enterprise Wireless Solutions Center,” Kent Huffman, Chief Marketing Officer of BearCom, Dallas TX, said. “This is a good opportunity to complement our existing marketing programs and promote our wireless communi-

cations equipment, solutions, and service offerings to the enterprise buyer in whichever industry they serve.”

In the beginning, our phone interview method gave us a good understanding of this company’s broad requirements, functionalities and budget. These initial conversations form the cornerstone for all six levels of the Advisory Services available from EWA (see sidebar). We provide a proprietary needs assessment tool, similar to a financial advisory plan, to thoroughly explore all aspects of the wireless solution the enterprise seeks. With this, and on-site visits if necessary, we create the parameters for technology and vendor exploration and selection.

Every wireless solution relies on spectrum, an area core to EWA’s expertise, and one that many wireless consultants may not consider. Solutions can ride on land mobile radio, cellular, paging, satellite, WLAN, near field, licensed or unlicensed spectrum, which allows for a wide variety of approaches. Most enterprise users don’t have a preconceived desire for a particular band, which gives us more flexibility in deriving a solution. The solutions we bring to clients are a perfect match, simply based on what works. For example, Wireless LANs or cellular can contribute to a great solution, unless the client’s requirements require exclusive use and critical needs that shared spectrum can’t offer. Generally speaking, we look at the client’s requirements and in narrowing those down they naturally divide into licensed and unlicensed spectrum solutions. The decision tree for products goes out from there.

EWA has about 56 years of spectrum assignment, coordination and conflict resolution, as well as spectrum availability expertise. We have been doing everything for our enterprise clients and members during that time from the standpoint of helping them find the right spectrum for their requirements. We have now formalized that process with our Wireless Solutions Advisory Services and the Enterprise Wireless Solutions Center. The Advisory Services provide companies with complete assistance in analyzing their needs, finding solutions via formal proposals process, and

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The cutting-edge of automatic vehicle location and mobile asset tracking technology is found in goTrAVL from Trident Micro Systems. The goTrAVL system gives you Interactive Google™ Mapping, Dynamic Telemetry, and Unit/Fleet Report Generator, all through your browser window.



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- Delivery/Courier
- Rental Equip.



Enterprise Wireless Solutions Advisory Service

It's time for a simpler approach to implementing wireless solutions

Does this sound familiar?

I don't have time to...

...research the best wireless solutions

...figure out the payback for acquiring new technologies

...develop an RFP and interview vendors

We've been helping businesses, large and small, with choices in wireless technology for more than 50 years. Why not let the Enterprise Wireless Alliance use its expertise to streamline your wireless solution acquisition process?

Solutions Advisory Service	Delivery*	Member Fee**	Non-Member Fee**
<p><i>Advisory Service I - Technology Solution Assessment</i></p> <p>EWA staff will interview your personnel to determine business requirements; prepare a written summary of needs; and select 3-5 solution vendors that meet your requirements. The recommendations will include detailed vendor information, local contact information, product or service description, general capital acquisition costs, vendor experience, rationale about the solution match, and customer references.</p>	5-10 Days	\$2,700	\$4,000
<p><i>Advisory Service II - Financial Analysis</i></p> <p>EWA staff will prepare a detailed financial analysis (e.g., payback period analysis, accounting and internal rates of return, net present value) of the capital and recurring costs necessary for product acquisition, installation, maintenance and other fixed costs associated with the technology solution. May require Advisory Service I, depending on your research to date.</p>	5-10 Days	\$1,800	\$3,000
<p><i>Advisory Service III – RFI Preparation</i></p> <p>EWA staff will prepare a complete Request for Information to be submitted to prospective vendors consistent with the customer's Technology Solution Assessment. Customer sends RFI and manages all vendor inquiries and follow-up. Pre-requisite is Advisory Service I.</p>	30-45 Days	\$3,600	\$5,000
<p><i>Advisory Service IV – RFI Preparation and Results Analysis</i></p> <p>EWA staff will prepare a complete Request for Information to be submitted to prospective vendors consistent with the customer's Technology Solution Assessment. EWA manages inquiries and responses from vendors, and produces a report summarizing information gathered, possible solutions and recommended next steps. Pre-requisite is Advisory Service I. Includes Advisory Service III.</p>	45-60 Days	\$6,100	\$7,900
<p><i>Advisory Service V – RFP Preparation</i></p> <p>EWA staff will prepare a formal Request for Proposal to be submitted to prospective vendors consistent with the customer's Technology Solution Assessment. Customer sends RFP and manages all vendor inquiries and makes technology acquisition decision exclusively. Pre-requisite is Advisory Service I.</p>	30-60 Days	\$4,500	\$6,100
<p><i>Advisory Service VI – RFP Preparation and Results Analysis</i></p> <p>EWA staff will prepare a formal Request for Proposal to be submitted to prospective vendors consistent with the customer's Technology Solution Assessment. EWA manages inquiries and responses from vendors, produces proposals summary, vendor recommendation and rationale. Pre-requisite is Advisory Service I. Includes Advisory Service V.</p>	60-90 Days	\$12,000	\$14,700

* Delivery timeframes may vary, depending on project scope.

** Travel costs additional, for engagements involving onsite meetings.

The Enterprise Wireless Alliance (EWA) is a non-profit trade association and FCC-certified frequency coordinator devoted to preserving spectrum rights and promoting access for enterprises with wireless technologies, applications, and users. We provide advocacy, education, frequency coordination, spectrum planning, research, and solutions advisory services for our members and clients. EWA helps enterprises, dealers, service providers, and technology vendors and manufacturers develop, discover, procure, deploy, and manage wireless voice and data solutions that promote corporate productivity. We manage the Enterprise Wireless Solutions Center[®] to help businesses save time discovering the latest wireless applications and solutions and technology vendors.

Please contact Eric Hill, Vice President of Business Solutions, to discuss your wireless requirements. 703-797-5107 or eric.hill@enterprisewireless.org

After determining, for economic or site-specific reasons, that a wireless solution to a personnel, data or resource issue is going to be best, you still need to find the right solution, at the best price from the most reliable vendor. Where do you turn?

evaluating financial payback. The Solutions Center is for do-it-yourselfers who wish to explore how wireless technologies work, to learn which applications and solutions offer the best fit, to find which vendors supply products and services and discover who can help with installation and maintenance of those solutions.

Earlier in this article, we looked at and saw the deficiencies in using Google Search for vendor identification. A similar inefficient and fruitless experience awaits if you use Yahoo or Bing. In creating the Solutions Center, we also looked at the buyer's guide

model. Buyer's guides, in general, create a situation where the potential buyer needs to know what technology they want first. With that knowledge, the buyer's guide helps them create a list of vendors that supply that technology. While, unlike the referenced Google search, the next step will not take years, it's still a time-consuming process to review individual vendors and their products. We also looked at trade shows, which can be a great source of information and networking, but the timing, travel costs, and sore feet can put a crimp in any buyer's plans.

EWA's Solutions Center combines the best of those models and provides an educational experience for the buyer, including information about how the technology works and a view of the company's philosophy, management, educational material, and key contacts. It's Google, Wikipedia, buyers' guides, and trade shows wrapped into one resource. Companies who want to do the research themselves, who have a general sense of the technology solution they seek and want to learn about alternatives beyond the confines of a standard buyer's guide, will find the Solutions Center to be a vital resource. We are committed to making sure companies are showcased so that a prospective customer really understands what the company is all about, in addition to the products and services they provide and the technologies and solutions they promote. The wireless applications and solutions that EWA has identified for the Solutions Center are all in high demand and the commercial wireless marketplace in terms of numbers of vendors and options for enterprises is healthy and complex.

That complexity means that there are many who do not have the personnel, time or technology background to use the Solutions Center, such as that retail company that sought EWA's help for a wireless security solution. In that case, as with others, the Advisory Services is the logical choice. Clients for the Advisory Services and technologies identified in the Solutions Center span a variety of industries including construction, education, government, health-care, hospitality, transportation, retail and utilities. These are the industries in which EWA's more than 5,000 clients and members are tracking assets, providing security, messaging machines and people, ensuring reliable voice communications, and performing remote data collection with a variety of wireless technologies.

EWA's members and clients asked for a timely, low-cost way to find answers to their wireless solution needs. From the education and exploration capabilities of the Enterprise Wireless Solutions Center to the outsourcing model of the Wireless Solutions Advisory Services, EWA is now delivering those answers. No search engine required. |



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The Enterprise Wireless 2009 conference and the Enterprise Wireless Solutions Center are both showcases for innovative products. Featured here are some of the participants.



Aeroflex's 3920 Analog and Digital Radio Test Set has Auto-Test II functionality that allows it to test a variety of Motorola radios. This new capability allows users of the 3900 Series to automatically test and align radios with minimum user intervention.



Critical RF, Inc. provides a proven set of software-based voice communication and interoperability solutions for public safety, utilities and other commercial enterprises. As pioneers in ROIP technology, we offer the capability to seamlessly connect LMR systems, computers, smart phones (Blackberry's, Windows Mobile and iPhone) and PDAs into a unified push-to-talk environment.

RADIO ONE is the largest authorized Motorola dealer in SE USA with more locations, more Motorola inventory, more sales and service personnel specializing in Motorola two-way radio systems. RADIO ONE is the only Motorola dealer in SE to be recognized by Motorola fourteen years as a "Pinnacle Club" dealer, Motorola's highest recognition of dealers. You can be assured that RADIO ONE is your best choice for a high quality, high performance Motorola radio communications system. We have a new enterprise mobility solution, featuring unique RFID products for your fleet, warehouse management and other campus venue.



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DAVID ROBISON
CHAIRMAN, USMSS
BOARD OF DIRECTORS

Ever since Motorola restructured its system of service contractors, those of us who have been Motorola service contractors for years, if not decades, have been struggling with our new identities.

Members only?

HUMANS HAVE A need to belong. Historically, they have formed tribes: associations of people who share common commercial, intellectual or cultural interests to enhance the common good, share values and skills or unite against a common enemy to accomplish a particular purpose.

Ever since Motorola restructured its system of service contractors, those of us who have been Motorola service contractors for years, if not decades, have been struggling with our new identities. Where “MSS” was a defined entity, although intangible in many ways, the unifying aspect of the term became the glue that bound us together in a tribe of like-minded individuals with a common purpose, albeit defined by someone else. As MSSs, we felt comfortable with our identities. We covered the range from large and small shops with a strong commitment to service and training as well as shops whose commitment may have waived and expertise had been allowed to decay. We were still all MSSs—Motorola said so!

Today, USMSS and each of the regional associations have wrestled with this question of identity. Who can be a member?

Who is allowed to part of our tribe? Each of the organizations has taken a slightly different approach to the question. One has said members must hold a Motorola service contract, such as a Premier Service Partner (PSP), Motorola Service Partner (MSP), Warranty Service Partner (WSP), etc. Others have taken the approach that only certain categories of Motorola servicers can be members (i.e. PSP, MSP only).

USMSS has taken the approach that PSP and MSP qualify for membership, as well as those who were members and held a Motorola MSS appointment as of December 31, 2008. In any case, there is a common, unifying thread that runs through this discussion. This is the commitment to Motorola service, the participation in the well-being of the organization and a sense of belonging to an organization dedicated to advancing the business interests of its members through educational and communications programs that benefit all members.

Our reality is that members today go well beyond the old MSS model of a dedicated Motorola service shop. It is the rare case that does not involve multiple (often competing)

manufacturers and product sources in the performance of our businesses. Over the years, Motorola has relied on sources beyond its own capabilities to provide product for its traditional customers. Motorola is now also reaching out with multiple products to penetrate non-traditional markets.

USMSS and the regional organizations must be prepared to go beyond tradition and beyond tribalism to attract new members who will enhance our understanding of the huge expanse of opportunity that the future presents.

Tradition is important. Respect for legacy is important. However, we must also think in terms of our own legacy. We need to prepare our organizations and our members for a future that will all too quickly become our past. Including people who share our values and who bring new viewpoints, skills and ideas can only enhance our capabilities. When preparation meets opportunity, things happen. |

David Robison is the Board Chair of the USMSS and President of Communication Service, Inc. in Asheville, North Carolina.



DEREK BANNER
 EUROPEAN MOBILE
 MESSAGING ASSOCIATION
 CHAIRMAN

One of the great things about the GPC was that presenters, U.S.-based and others, seemed to lose their inhibitions and were very free with their information and observations.

The paging industry and international cooperation

I'D LIKE TO use this space as a follow-up to Scott Forsythe's excellent piece in the third quarter issue of *Enterprise Wireless*. In his column, Scott reviewed the first Global Paging Convention organized by both the AAPC and EMMA. It was very well-managed, attended by companies from all over the world, had a fantastic social aspect and featured excellent presentations. And, most importantly, the sharing of information among very senior executives was totally uninhibited. The GPC was a huge success.

But why was it so important for the paging industry to stage this show?

Well, in many ways the paging carrier market is unique. For instance, all of the European public paging carriers run services with national coverage, so most European carriers have no direct competitors. There are only two countries, the United Kingdom and Switzerland, with more than one carrier. This enables carriers to freely share information regarding new services and equipment without the fear of giving away a competitive advantage. Anyone who has attended an EMMA conference will bear witness to the freedom with which the presenters speak and the detailed information they provide.

Things are different in the United States, where most of the public carriers are regional and must compete directly with national carriers for the same customers. Thus, at AAPC conventions presenters are often, understandably, more reserved in the information they provide.

One of the great things about the GPC was that presenters, U.S.-based and others, seemed to lose their inhibitions and were very free with their information and observations. This made for very interesting debate that created some interesting opportunities for non-competing companies to work together. I know of at least three separate link-ups between companies from different countries that were spawned at the GPC. These are good opportunities because if something works in one country then it will probably work in another if it is researched and marketed correctly.

What about the vendors? It is often difficult for them to be quite so free with their information in such a public arena. However, even this did not stop them from making announcements and predictions. What was really fantastic for the vendors, though, was that all of their existing and potential customers were in the same place at the same time. In addition, the social events were numerous and well-managed, so there was every opportunity for vendors and customers from different countries to get together, make new contacts and discuss problems, solutions and commercial opportunities.

So, to the question of why was it so important for the paging industry to stage this show I offer a number of answers :

1. EMMA and AAPC have worked quite closely over the last few years, but only at an executive level. Some, but not many, of our members have attended

each convention. This was the first organized opportunity for vendor and carrier members of each association to meet and discuss issues in detail.

2. Other players in the world of paging could see the value in the convention, and we were extremely happy to welcome colleagues from countries that had never before attended EMMA or AAPC conventions.
3. Many new international friendships were made, and I am sure that many of these will lead to commercial relationships.
4. It came at the right time; the global economy is a mess and there is substantial competition from other technologies. European carriers have successfully faced and overcome the SMS threat through diversification and adoption of new services; they were happy to share their experiences with their international colleagues.
5. There was, and still is, an inherent need for the global paging industry to share their experiences and combine to face new threats to our industry.

I look forward to meeting old and new colleagues at the next GPC. |

Derek Banner has been chairman of the European Mobile Messaging Association (EMMA) since 2005. Prior to this appointment he had served as chairman of the Wireless Messaging Association (WMA) since 2000. Derek has spent over 30 years with British Telecom, almost all of which was in their Mobile Telecommunications business.

What Members are Saying about EWA

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RADIO ONE

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-DWAYNE THOMAS, BECHTEL

"I CANNOT THANK YOU ENOUGH. I GAVE YOU WATER TO WORK WITH AND YOU TURNED IT INTO GLORIOUS BEER!"

-VERNON STEEL,
ALCOA POWER GENERATING

"YOU ALL ARE JUST TOO EFFICIENT. USUALLY NOTHING WOULD HAVE BEEN DONE YET WITH OTHER COORDINATORS."

-DONNA PETZ,
MOBILE RADIO SERVICE, INC.

"THANKS FOR THE CONTINUOUS FOLLOW UP AND COMMITMENT. I HAVE A WHOLE NEW LEVEL OF RESPECT FOR WHAT YOU GUYS HAVE BEEN UP AGAINST WITH 450-470 MHZ SPECTRUM SEARCHES."

-RICK WEBSTER, UNITED RADIO

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-BILL LANDIS,
TUWAY COMMUNICATIONS

"THANKS FOR YOUR EXPEDIENT SERVICE AND FOR BAILING ME OUT OF A ROUGH SPOT."

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RADIO COMMUNICATIONS CO. INC.

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EWA Major Advocacy, Initiatives and Actions On Behalf of Members During 2009

900 MHz Business/ Industrial Pool

EWA AND SPRINT Nextel filed a Joint Request recommending that the FCC accept applications for new B/ILT 900 MHz systems when filed with concurrence from Sprint Nextel.

800 MHz Interstitial Channels

EWA FILED A Petition for Rulemaking with the FCC, requesting the FCC initiate a proceeding to provide for the assignment of new, full-power interstitial 12.5 kHz frequencies between currently authorized 25 kHz bandwidth channels at 854-861/809-816 MHz.

TV White Space

EWA PARTICIPATED IN comments filed by the LMCC opposing the use of any personal/portable devices on channels 14-20 unless and until their interference-protecting technology has been fully proven. EWA further opposed a Petition for Reconsideration filed by IEEE 802 and the Society of Broadcast Engineers that suggested only broadband operations should be permitted to operate with the TV White Space.

Wideband Waiver

EWA RESPONDED TO a waiver submitted by Wayne County Sheriff's Department in Wayne County, Indiana, seeking FCC approval to operate a 20 kHz bandwidth analog voice system on a 173 MHz channel authorized for 3 kHz bandwidths only for use within digital data, telemetry and telegraphy systems. Noting that granting this waiver would establish an unwanted precedent, EWA advised the FCC that it should expressly condition any waiver on the county's obligation to convert its operations to 12.5 kHz narrowband operations on Jan 1, 2013 to conform with existing rules.

National Broadband

EWA RECOMMENDED THAT as the "Commission develops its National Broadband Plan, attention should be given to establishing the foundation upon which all businesses can have the communications tools needed to help regain economic strength" and that would include the "nation's enterprise businesses and critical industries" in comments filed June 8. Noting that essential private internal communications systems also produce "tangible economic benefits for the nation," EWA also highlighted the spectrum allocation disparity between commercial service providers who have over 430 MHz of spectrum and the 30 MHz of spectrum allocated to essential private internal communications systems.

CPNI

EWA FILED COMMENTS with the FCC seeking a modification of Customer Proprietary Network Information (CPNI) rules on behalf of small telecomm carriers, citing potential for significant economic impact. EWA notes that the rules should be modified to exempt telecommunications carriers whose systems are not interconnected with the PSTN and those whose systems do not assign individual telephone numbers to customers with ancillary interconnect capability. In the filing, EWA commented that "If there was ever a rule where small businesses need to be protected from burdensome levels of oversight and paper filing requirements, it's the rules and filing requirements governing the proper use of and the duty of telecommunications carriers to protect the confidentiality of Customer Proprietary Network Information. We

request a reasonable approach to this matter, especially as it applies to small businesses that are not interconnected with the Public Switch Network, and therefore, don't even have access to the type of calling information that the statute seeks to protect in the first place."

MMN

EWA FILED COMMENTS with the FCC in response to a request from the Alfred Mann Foundation (AMF) to allow an allocation in the 413-457 MHz band for multiple network (MMN) implanted broadband wireless devices, noting that the Wireless Medical Telemetry Service has already been created and suggesting that the AMF demonstrate why those bands cannot be used for their technologies. Noting that the 451-457 MHz band is one of the most congested spectrum areas in use by PLMRS, EWA pointed out that there should be a technical basis for concluding that the MMNs will be able to reject interference from primary Part 90 systems and not cause interference before this secondary allocation be considered. EWA stated in their comments that "It is incumbent on the AMF to demonstrate with far greater specificity than has been provided to date why these already allocated bands cannot be used for this particular purpose based on technical requirements, rather than cost of devices or convenience in development." They also stated that they "...applaud the work of the AMF in fostering the advancement of implantable neuromuscular microstimulation devices that hold great promise for individuals, including those injured in defense of this nation. Their work is vital and should be encouraged."



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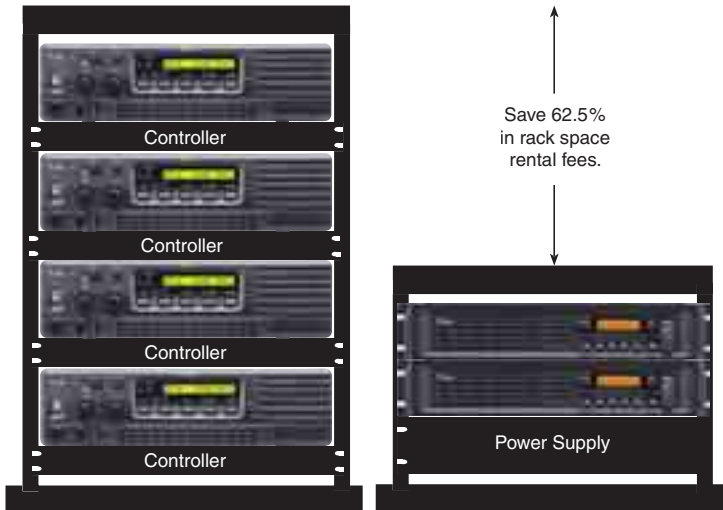


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