

Stratecast is pleased to announce the completion of this week's brand new Stratecast Perspectives & Insight for Executives (SPIE) entitled:

Revisiting the Case for Corporate Cellular Plans

Per your subscription, this research is attached to this email in full, in pdf format.

Introduction

The spiraling growth in wireless usage and associated expenses has precipitated an influx of vendors and solutions in the North American market to help enterprises manage the complexities in their mobility environments. As enterprises struggle to establish and implement wireless policies, control expenses, mitigate risk, increase productivity and optimize process efficiency, they can turn to a number of software and service providers that offer partial solutions to the overall challenge. By and large, the available solutions are fragmented and incomplete.

Yet, in this fragmented marketplace, all providers agree on one point: For an enterprise to effectively address the expenses, productivity potential and risk brought on by cellular usage, it first needs to take ownership of devices and contractual relationships through a corporate-wide cellular plan.

Is this the only option? If so, why is there still so much resistance to adopting a corporate plan? Despite regular warnings in the trade press regarding the risks in failing to adopt a plan, and despite the steady, urgent recommendations to do so from Communications Services Providers (CSPs), device manufacturers and consultants, adoption has been slow, with industry experts determining that fewer than half of all U.S. businesses provide mobile devices to their employees for business use.

In this SPIE, Stratecast examines the decision points associated with implementing a corporate cellular plan, and offers recommendations to vendors that provide managed mobility services.

For additional research topics, please log in to your customized research portal located at:

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Thank You,
Peter

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