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## **New Whitepaper Reveals TCO Advantages of a WWAN & WLAN Combo for Wireless Data**

IntelliClear outlines wireless internet strategies and TCO analysis for mobile workers using notebook PCs

COLORADO SPRINGS, Colorado, August 15, 2005 – IntelliClear today published a new whitepaper and total cost of ownership (TCO) analysis, that demonstrates a strongly favorable economic model for notebook PCs equipped with integrated wireless wide area network (WWAN) and wireless local area network (WLAN, or Wi-Fi) capabilities. The whitepaper incorporates data from IDC, Forrester, Gartner Dataquest, In-Stat, and Yankee Group, providing fresh perspectives and insights into the red hot wireless Internet access space.

"We found that taking a more realistic view of what mobile workers will actually experience delivers a clearer picture of the trade-offs and TCO results of wireless Internet usage," says Eric Shuster, President and CEO of IntelliClear. "The results show an integrated WWAN and WLAN solution not only saved real money in the form of time spent by end-users and IT personnel, but also delivered an ease of use and convenience scenario that sweetened the deal."

The whitepaper, available free from the IntelliClear website, cites maximizing competitiveness, increasing customer responsiveness, reducing costs, and improving personal flexibility as the key drivers of the growth of mobile workers worldwide - a figure that is expected to hit nearly 105 million by 2006 according to research firm IDC. The proliferation of mobilized applications including customer relationship management (CRM), enterprise resource planning (ERP), email, and a variety of vertical applications has generated strong demand for continuous mobile Internet access. This demand is burgeoning not only among commercial users in large enterprises, but also among even the smallest of businesses looking to benefit from mobile productivity.

IntelliClear navigates the reader through the relevant wireless technologies, focusing on the advantages of mobile Internet access via Wi-Fi hotspots, combined with WWAN capability using currently available 2.5G and 3G technologies such as EDGE (Enhanced Data Rates for GSM Evolution) and EV-DO (Evolution Data Optimized). A brief discussion of Bluetooth and WiMax (Worldwide Interoperability for Microwave Access), otherwise known as Wireless Metropolitan Area Network (WMAN), is included to round out the understanding of the full wireless spectrum for commercial users.

"WWAN is ready for prime-time with the deployment of reliable networks with adequate bandwidth and coverage, devices that are capable of delivering a full spectrum of productivity, robust mobile platforms and applications, and greater WWAN economies of scale," says Alex Kalamarides, Managing Director and General Partner at IntelliClear. Within the whitepaper IntelliClear provides a detailed TCO analysis that recommends an integrated combination of WLAN and WWAN, which the up and coming firm projects will generate an estimated annual TCO savings of nearly \$250 over a WLAN or WWAN only solution for notebook PCs.



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## News Release

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The paper concludes with an evaluation of various PC OEM strategies for mobile wireless Internet and offers ideas on solution deployment including security considerations. Shuster suggests “not letting best be the enemy of better” when it comes to selecting a wireless Internet solution. “What’s here today will deliver substantial benefits to businesses large and small – there’s no reason to wait.”

### **About IntelliClear ([www.intellclear.com](http://www.intellclear.com))**

IntelliClear is a market research and business consulting firm committed to the delivery of actionable market intelligence to the global IT community. IntelliClear’s mission is to bring clarity to IT market intelligence by delivering results-oriented research, responsive industry experience, and effective data synthesis - leading to confident go-to-market plans. IntelliClear leverages the experiences of seasoned IT and market research professionals, while utilizing its global network of industry consultants and research partners to execute projects across a broad spectrum of disciplines and geographies.

### **Editors Note:**

The whitepaper, titled *The TCO Advantages of a WLAN & WWAN Combination*, was commissioned by Sony Electronics Inc. and represents the views and opinions of IntelliClear without influence or bias to the views and opinions of any vendor or client.