

**CCG Group** created this decision guide to answer marketing strategy questions for businesses interested in entering this emerging market. A synthesis of both primary and secondary data, our guide is a comprehensive analysis of the sizing, structure, and dynamics of the contemporary market for enterprise mobility.

The Market Decision Guide will inform your strategic and tactical decisions and prepare you for operational decisions regarding product development, channel management, pricing, and messaging.

### This Guide Helps You:

- ✓ Rapidly develop innovative strategy
- ✓ Improve your understanding of the market and accelerate your responses
- ✓ Explicitly link strategy to tactical and operational decisions
- ✓ Make lasting improvements to your strategic capabilities

### Why CCG? Our Reports Surpass Other Solutions



Unlike traditional analyst reports on emerging markets, CCG Group:

**Synthesizes current research** in a systematic way that identifies major trends and the effects of changes in five market influencers

**Defines detailed benefit segments** based on research of user consumption to enable directed, fast market entry

**Positions competitors in context** of end-user consumption, thus expanding the set of competitors to non-traditional market players

**Applies industry analysis** to the strategic, tactical and operational decisions clients must make on a daily basis

**Enhances client capabilities** to address future strategic challenges without reliance on external party recommendations

### About the Research

CCG Group regularly collects primary data from online surveys as well as personal interviews with enterprise users and decision-makers across 16 industry categories, five U.S. regions, and various enterprise sizes. The primary data are augmented by direct observations of users at venues. The current report includes U.S. data from October 2003 and March 2004 and a special report on European venues completed in March 2004.

#### Online Surveys:

Over 200 enterprise users responded to two online surveys examining their enterprise mobility behaviors, especially usage of Wi-Fi hotspots compared to other access methods. Online surveys tracked respondents according to four categories:

- Awareness of technology solutions
- Comprehension of technology solutions that fit enterprise mobility needs
- Preference for technology solutions and analysis of trade-offs respondents are willing to make (e.g., price versus access)
- Willingness to buy technology solutions

#### Interviews:

Personal interviews with users, IT staff, and business decision makers were conducted to gain an understanding of why and how enterprises may adopt enterprise mobility solutions.

#### Venue Observations:

User activities were observed and evaluated at retail and other venues offering wireless access. Venues were rated on the quality of the wireless service, the information provided to potential users, and how appropriate the venue is for specific types of users.

### Questions We Answer

#### Context

- What is the context of the enterprise mobility market?
- What are the routes to market?
- What is a benefit segment?

#### Targeting

- What segments are identifiable, measurable, and sizeable in each route to market?
- Who are stereotypical users in each of these segments?
- What is the size of each segment?
- What is the sales focus for entering and growing reach in each segment?
- What is the best messaging for the decision-making unit of the client organization?
- What is the projected revenue for each segment?
- What metrics can best determine depth of reach in each segment?
- How do you best prioritize the segments into a list of ideal targets?

#### Positioning

- What does the value chain look like?
- What are the important success factors for each route to market?
- What are your strengths and weaknesses in the routes to market you choose to follow?
- Who are your competitors in each route to market? How are you positioned against them?
- What business models are other market players using? What are their pros and cons?

#### Partnering

- For your target routes to market, who has strengths in your areas of weakness?
- What are likely responses from other market players based on your partnering choices?

#### Market Dynamics

- How do you interpret what others are doing in the market?
- How do you influence others' interpretations of your market strategy?
- What should you focus on, beware of, and ignore as the market evolves?
- How do these strategic choices affect your next decisions of product development, pricing, promotion, and placement?

### About CCG Group LLC

CCG Group was founded in 2003 by Melissa Cantrelle, Dr. Mary Ellen Cremer, and Dr. David Gautschi. The group includes over 35 affiliate members from industry and academe in the United States and Europe.

Known for exceptionally rigorous analyses of markets of emergent technologies and trenchant interpretations of management imperatives, we pursue our mission passionately:

**To improve radically how enterprise technology is marketed, selected, and used.**

CCG Group blends primary and secondary data collection and analysis to inform perspectives on emerging markets. Through use of an expansive expert affiliate network, CCG Group primary data response rates have exceeded 90%, a level previously unheard of in the market research industry.

CCG Group clients include carriers, equipment manufacturers, software providers, adopting enterprises, executive education programs, and systems integrators.

### Get the Guide

You can download the 50-page Market Decision Guide directly from the CCG Group Web site ([www.ccggroup.net](http://www.ccggroup.net)).

CCG Group also offers Market Decision Guide one-day workshops. We will indoctrinate your team with the decision guide frameworks and discuss market strategies specific to your enterprise. Contact CCG Group to arrange a pre-workshop interview.

Report only: US \$2,500

Report and custom workshop: US \$30,000  
(based on 10 participants)