

The CCG Group Market Environmental Analysis synthesizes and interprets the flood of available data on the enterprise mobility market, with special emphasis on WiFi hotspot access methods.

Enabling you to identify the market gaps where current technology is not serving user needs, the report aids both your strategic and operational decision-making.

This Report Helps You:

- ✓ Rapidly review and evaluate market analysis
- ✓ Accelerate development of market strategy
- ✓ Interpret the effects of market changes
- ✓ Improve your strategic capabilities

Why CCG? Our Reports Surpass Other Solutions

Unlike traditional analyst reports on emerging markets, CCG Group reports:

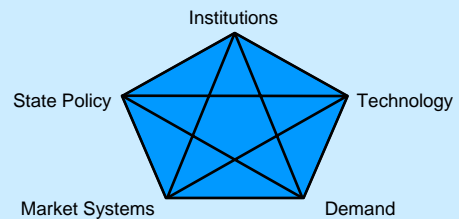
Synthesize current research in a systematic way that identifies major trends and critiques market information

Present technology-driven markets in the context of user behavior to reveal what is most important within the market boundaries

Interpret market trends according to five interactive market influences to anticipate dynamics of the emerging market

Validate market interpretations with longitudinal studies of the market evolution

Enhance your ability to filter what is important for your strategy from new information



CCG Group Market Environmental Analysis Framework (cf. Dagenais and Gautschi, Net Markets, McGraw-Hill, 2001)

About the Research

There is a large and growing amount of data available on the enterprise mobility market. This Market Environmental Analysis saves you the time of combing through volumes of redundant information and resolves inconsistencies. CCG Group clearly and systematically analyzes market reports and presents interpretations of market "truth." The current report was updated in March 2004.

Sample Analyst Sources:

Analysys, Forrester Research, Frost & Sullivan, Gartner, Jupiter Research, Yankee Group

Sample Industry Media Sources:

Wi-Fi Planet, CNET, Enterprise Weekly, FierceWireless, Laptop Magazine, LightReading, Network Computing, Network World, Unstrung, Wi-Fi Networking News

Sample Whitepaper Sources:

Intel, Microsoft, Nextel, Nokia, BT Syntegra

Sample News Sources:

Boston Globe, Los Angeles Times, New York Times, San Francisco Chronicle, San Jose Mercury News, Seattle Times, Washington Post

Questions We Answer

Market Systems

- What types of players interact in the enterprise mobility market system?
- How do these players interact with respect to product, payments, information, risk, and property rights?
- What business models are being tested in the market? What are their pros and cons?
- What products are likely to be introduced based on the current market interactions?

Institutions

- What current conventions induce or inhibit organizational adoption of enterprise mobility solutions?
- What standards of behavior, transaction, and interaction are involved in accessing data remotely?
- What new business conventions are developing as this market emerges?

Demand

- What are the demand predictions for data access methods in the market?
- How are these predictions supported?
- How do these predictions conflict?
- What types of users are most likely to adopt enterprise mobility solutions now?
- What applications do these users need?
- What are the characteristics that distinguish the data access methods?

State Policy

- What regulations should you know?
- How do state policies encourage business?
- How do state policies constrain business?
- What impending policies are likely to affect enterprise mobility?

Technology

- How do the current technology solutions support enterprise mobility?
- What other technologies may compete with the development of enterprise mobility solutions?
- What are the limits of the current technology?
- How are security and privacy issues being addressed by technology?
- What new technical standards are likely to affect enterprise mobility?

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 Report

You can download the 50-page Market Environmental Analysis directly from the CCG Group Web site (www.ccggroup.net).

CCG Group also offers Market Environmental Analysis half-day workshops. CCG Group will indoctrinate your team with the market dynamics framework and interpret market strategies specific to your enterprise. Contact CCG Group to arrange a pre-workshop interview.

Report only: US \$750

Report and custom workshop: US \$5,000
(based on 10 participants)