



Wireless IT Research Group



## **Global Wireless IT Benchmark Report – 2002**

**By**  
**Wireless IT Research Group**  
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**Conducted in Association with:**

**Information Technology Association of America (ITAA)**  
**World Information Technology and Service Alliance (WITSA)**

## **Overview of Global Wireless IT Benchmark Report – 2002**

Global Wireless IT Benchmark Report - 2002 is the first comprehensive study on wireless IT usage across all regions of the world. The study was conducted in association with the Information Technology Association of America (ITAA) and the World Information Technology and Service Alliance (WITSA). Over 40 questions were asked of ITAA and WITSA members about their current and future wireless IT usage, requirements, applications, budgets, and technology.

### **Major Findings**

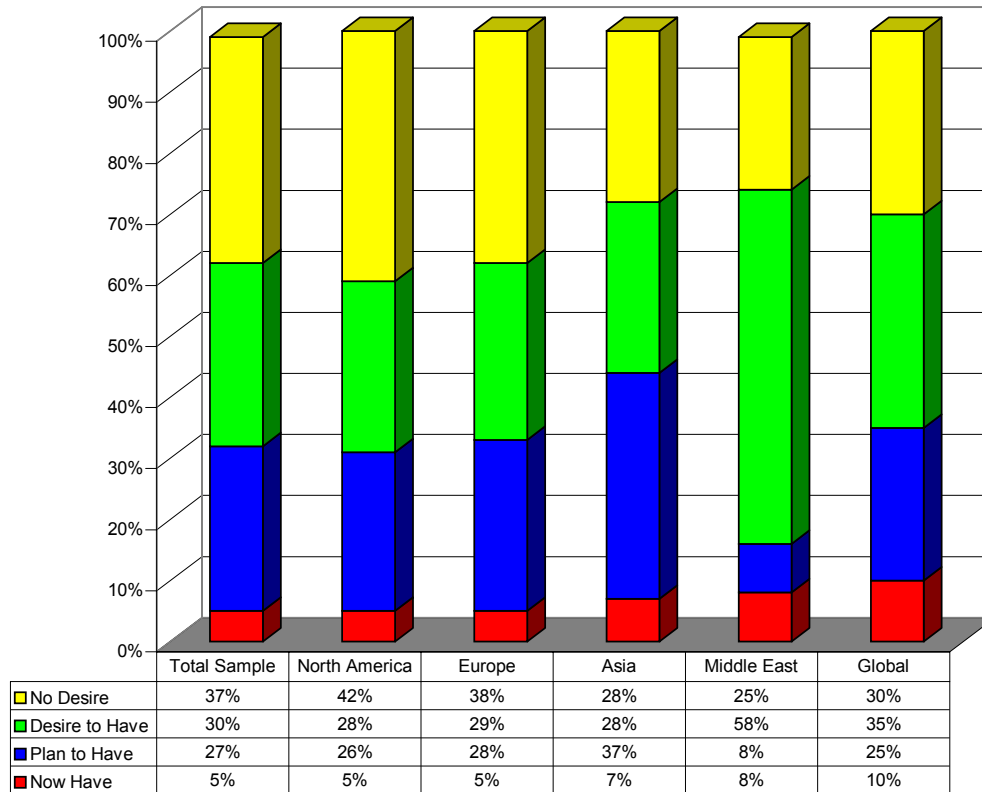
#### **Wireless IT Budgets**

- 2002 will see an increase in spending for wireless IT initiatives. 51% of firms report an increase in 2002 wireless IT budgets versus 2001 budgets. Only 8% of firms will decrease their wireless IT budgets in 2002, with the remaining 41% of firms keeping stable budgets.
- The average wireless IT budget across ITAA and WITSA members almost doubled in 2002, at approximately \$680,000 in 2002 versus \$360,000 in 2001.

#### **Wireless Applications**

- The study examined 10 wireless applications - from basic wireless email to more advanced applications such as wireless multimedia, wireless procurement, sales force mobilization and tracking and delivery systems. Wireless email is the most commonly used wireless application currently, with use by 36% of all firms. An additional 49% of all firms plan to provide it in the future. Next to wireless email, the most popular wireless email application is wireless Internet/Intranet access with 81% of all firms currently using or planning to use it. Streaming media and multimedia fare well with 47% and 46% combined current and future usage, respectively. North America leads the way in current wireless e-mail usage with nearly half (47%) of companies already using it. Companies operating in Asia are currently three times less likely to have already adopted wireless e-mail with a 16% penetration rate.
- Wireless customer relationship management (CRM) is one of the most popular advanced applications with 63% of firms currently using, planning or desiring to have wireless CRM. Global companies were twice as likely to currently have wireless CRM applications with 10% of global companies versus 5% of the total sample. Asian companies are also more likely to implement CRM applications in the future with 37% planning to do so.
- Nearly half (45%) of companies that currently use wireless IM versus 27% of the total sample plan to have wireless CRM applications.

## Wireless CRM Application Penetration by Operating Region



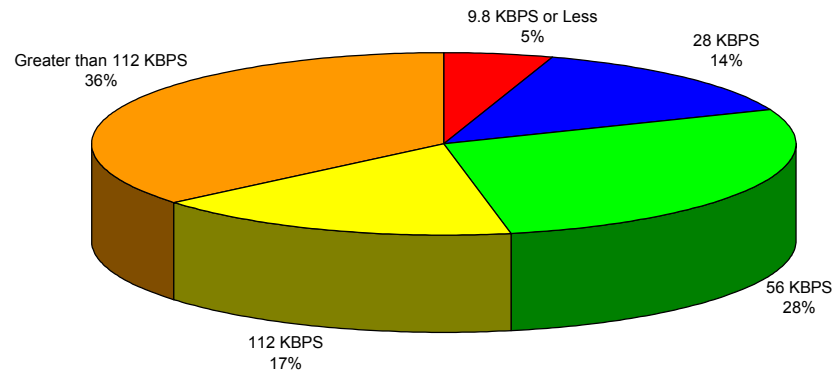
### Important Features When Choosing Wireless Service

- Nearly half (45%) of companies chose security as the most important consideration in choosing a wireless service. In North America, most companies chose coverage as the most important factor, in Europe, speed won, in the Middle East and Asia, security was the most important, and for global companies, price was the key factor. A significant percentage (40%) of larger companies with revenues of more than \$1 billion had security concerns versus 9% of companies with revenues between \$100 million and \$1 billion.

### Bandwidth Requirements

- More than one in three companies (36%) stated that they require more than 112 KBPS. An additional 17% require 112 KBPS and 28% are satisfied with 56 KBPS—the average wire line dial-up modem speed. With data applications already taking off in Europe and Asia, the bandwidth requirements tend to be higher in these countries than in North America. For example, 68% of companies operating in Asia require 112 KPBS or more versus 48% of companies operating in North America.

## Wireless Bandwidth Requirements (Total Sample)



### Preference for Operating Systems

- More than 3 in 4 (80%) of companies are not committed to a particular operating system. Of those that are committed to a particular system, 8% use Microsoft's Pocket PC and 7% use Palm OS.
- Reviewing operating systems by type of company, nearly one in five software companies are committed to using Microsoft's Pocket PC, while 15% of IT consulting companies are tied to Palm OS.

### Satisfaction with Wireless Solutions

- Companies were pleased with the results of their wireless applications as approximately only 1% of the total sample said that they would not re-invest in their current wireless applications.

## About WIRG and the Global Wireless IT Benchmark Report - 2002

The Wireless IT Research Group (WIRG) is the global leader in wireless IT research and consulting. WIRG provides proprietary consulting services to enterprises, vendors and carriers regarding wireless IT usage and market trends, technology service offerings, and enterprise needs assessment.

The Global Wireless IT Benchmark Report – 2002 is a 100-page report with detailed analysis on all questions in the survey. In addition, complete cross-tabs are provided for every question. Copies of the complete Global Wireless IT Benchmark Report – 2002 can be purchased on ITAA ([www.ita.org](http://www.ita.org)) and WITSA ([www.witsa.org](http://www.witsa.org)) web sites. Individual paper copies are \$450 for ITAA and WITSA members and \$650 for non-members. Electronic copies (PDF) of the report are \$650 for ITAA and WITSA members and \$950 for non-members.

### Survey Questions

- Use or interest in various wireless applications (wireless email, wireless instant messaging, wireless access to corporate databases, wireless streaming video, wireless multimedia, customer relationship manager, procurement, sales force mobilization, field force mobilization, tracking and delivery systems).
- Satisfaction with current wireless applications.
- Reasons why firms are not investing in wireless applications.
- Postponement of wireless applications due to economy.
- Criteria for implementing a wireless solution.
- Budget in 2001 and 2002 for wireless IT initiatives.
- Type of wireless technology currently used.
- Reasons for type of wireless technology.
- Coverage requirements for wireless service.
- Bandwidth requirements for wireless applications.
- Commitment to particular operating system or wireless protocol.
- Current use or plan for use of 802.11 and Bluetooth technology.
- Wireless IT vendors or system integrators currently being used or being evaluated.
- Type of wireless device currently subsidized by company.
- Percent of employees who telecommute or regularly work from the road.
- Percent of wireless devices having access to the Internet.
- Demographic questions (size of firm, revenues of firm, number of employees, region of the world).