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National Study Reveals American Businesses Bullish on Wireless Technology

Despite Economic Downturn, Businesses See Wireless as Road to Prosperity

LAS VEGAS, NEVADA – April 2, 2009 – A new national study released today at International CTIA WIRELESS 2009® in Las Vegas, Nevada by CTIA-The Wireless Association in conjunction with Harris Interactive, finds that almost half, 45%, of business decision makers state that wireless applications are important or absolutely essential to remaining competitive in today's highly competitive marketplace.

This in-depth online study surveyed nearly 700 American businesses—small, medium, and large—to find out how wireless factored into their overall business strategy. When asked how much improvement businesses expect to see in the next twelve months, in terms of increased productivity or cost reduction as a result of deploying wireless applications, the companies surveyed indicated they expect a 15% improvement in their bottom-line.

“The results from the Harris Interactive study demonstrate yet again that wireless is an important economic driver for growth in America. Businesses of every size in numerous sectors have indicated that wireless technology plays a critical role in keeping companies competitive by improving their productivity and efficiency,” said Steve Largent, President and CEO of CTIA-The Wireless Association. “In the midst of these challenging economic times, this study shows the wireless industry's future is extremely bright.”

The study finds that business decision makers expect to reap considerable benefits from their wireless spend and application deployment. When asked to identify the areas of their operations in which they expected new wireless spending to enhance, the responses were led by improved communications-23%, followed by improved employee efficiency-18%, productivity and process improvement-14%, continuing with improved customer care-14%, and cost reductions-11%. All of this translates into wireless playing an even bigger role in how our country works. The survey shows the wireless portion of the companies' voice and data infrastructure increasing from 35% over the last twelve months to 41% over the next twelve months—an increase of nearly 20%.

“Today wireless technology is critical to the success of any business since it allows business people to respond to customer demands for information and service 24/7 from just about anywhere on the planet,” said Joseph Porus, vice president, Harris Interactive. “We are delighted to continue our relationship with CTIA to provide these insights concerning the state of the wireless industry in a down economy.” Agreeing with Porus, Milt Ellis, vice president, Harris Interactive added; “Wireless providers have a bright future if they can continue to deliver reliable and high performance networks for mobile business applications that reduce cost and drive employee productivity.”

While it is no surprise that network reliability and cost were the top two factors that business decision makers relied on when deciding on a service provider, 67% said that speed of wireless networks was important, when they were presented with a series of statements.

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“Businesses wanting to have faster access to data on their wireless devices aligns with our industry’s commitment for dedicated, licensed spectrum. By providing only stable and certain access to this finite resource, we can remain the world’s most commercially efficient and effective users, which allows us to develop innovations that meet consumers’ increasing appetite for mobile broadband services and applications,” said Largent.

In addition, more than 55% agreed with the statement that “wireless applications are only getting started. I’m excited about the future.”

Without question, reliable mobile applications are fundamental for decision makers to actually reap these benefits. The good news for wireless product and service providers is that the majority, more than 50%, of business decision makers expect to deploy the hottest application within the next two years. According to the survey, topping the list of new wireless applications that are sparking the interest of businesses of all sizes are those that improve company productivity, as well as applications that enhance the security and protection of customer and company information.

Considering the importance business decision makers place on wireless, the study also revealed more than one-third, 38% and 37% respectively, indicating it is important to “invest in the latest mobile applications” and “move toward a more mobile and virtual workforce.” Despite the economy’s downturn, business decision makers are not just giving lip service to wireless technology but are allocating budgets to drive deployment. While 67% stated that their wireless budgets would remain the same, 17% indicated they will be increasing their wireless expenditures for the coming twelve months with the majority indicating budget increases in the 6% to 10% range.

Additional Information

To purchase a summary of this study, “Mobility Means Business - The Wireless Road to Prosperity” or other selected Harris Interactive Technology Research Reports, visit www.harrisinteractive.com/ctia.

To listen to a **podcast** interview with Harris Interactive Vice President Joseph Porus, or to review a selection of **slides** highlighting the survey results, visit <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=5931846&lang=en>.

Methodology

The 2009 CTIA Wireless Technology Report was conducted online within the United States by Harris Interactive in March 2009. A total of 687 interviews were conducted with qualified business respondents from small (253, 1 to 99 employees), medium (234, 100-999 employees), and large (200, 1000+ employees) businesses. Respondents were 18+ years of age, employed, and influenced decisions regarding wireless and other telecom voice and data communications. The results were weighted to reflect the general U.S. business population based on company size and industry.

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About CTIA-The Wireless Association

CTIA is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. Visit www.ctia.org for more information.

About Harris Interactive

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