



PRODUCT DATA

Strategic Wireless Consultancy

DEFINE EXACTLY HOW, WHEN AND WHERE WIRELESS WILL - OR WILL NOT - BE USED IN YOUR ORGANISATION, TO ENSURE YOU FULLY ALIGN YOUR WIRELESS STRATEGY WITH YOUR BUSINESS STRATEGY



WIRELESS NETWORKING IS A CRITICAL ISSUE FOR ANY ORGANISATION. BUT CONTROLLING IT EFFECTIVELY PRESENTS MANY CHALLENGES - AND NOT ONLY FOR YOUR COMMUNICATIONS INFRASTRUCTURE. YOU NEED TO SET BUSINESS & TECHNOLOGY STRATEGIES, PLUS CREATE TECHNICAL & COMMERCIAL USAGE POLICIES, FOR THE USE OF WIRELESS: RED-M CAN DELIVER A STRATEGIC PLAN THAT WILL HELP YOU ACHIEVE THESE GOALS.

WIRELESS TECHNOLOGY CREATES REAL COMPETITIVE ADVANTAGE

Properly deployed, wireless will:

- Increase on-site revenues via increased dwell time & lower customer churn from pervasive 2G/3G coverage in public areas
- Generate new revenue streams from site-specific services to mobile phones and PDAs, such as special offers and real-time information
- Deliver a better customer experience with faster, improved processes via Wi-Fi enabled EPoS & inventory control
- Minimise risk by enhancing physical security by using superior sensing technologies such as CCTV and RFID
- Attain major cost savings with less equipment and simplified upgrades
- Achieve more efficient communication for security, operational and back-office staff via PMR, including TETRA if needed

But to achieve these significant advantages there are many issues to be addressed...

WHAT ARE THE WIRELESS CHALLENGES FACING YOUR BUSINESS TODAY?

The key issues are:

- **Competitive advantage** - what are the best ways that wireless can improve the services you offer and what are competitors doing?
- **Corporate governance** - what are the compliance issues for wireless and how should risk management be handled?
- **Financial** - which new wireless revenue streams are right for your business and how is return on investment calculated?
- **Health & Safety** - is wireless safe and what is the impact of legislation?
- **Security** - what are the risks and will the wireless network be totally secure?
- **Technology** - which are the best, long term wireless solutions for the business?

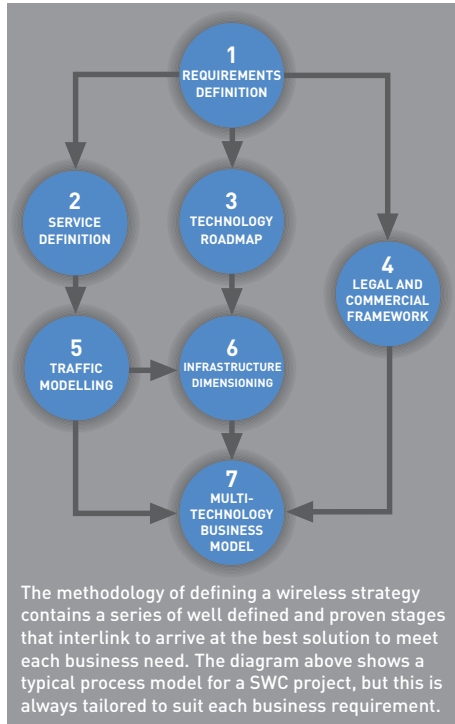
Red-M's Strategic Wireless Consultancy (SWC) addresses and answers all of the key questions and helps your business to fully realise its wireless objectives.

A VIEW FROM THE TOP

"Ofcom has retained Red-M on a wide variety of strategic wireless consultancy projects for a number of years, including leading edge spectrum research work, an audit & assessment of existing wireless deployments, and a review of our approach to modelling interference between systems. We have been very pleased with their work which has been to a high standard and we continue to see them as a valuable strategic resource for Ofcom."

Eur. Ing. Peter Ingram
Chief Technology Officer
Ofcom

SWC: A PROVEN PROCESS THAT DELIVERS



RED-M'S APPROACH - TO ENSURE A SUCCESSFUL OUTCOME, WE WILL:

- Understand your current situation, both the business and wireless aspects
- Assess and analyse your objectives, and determine your wireless aspirations
- Deliver a plan, totally consistent with your business strategy, to take you from now to your goals
- Create policies against which you can manage, measure and move forward

WHAT ARE THE COMPONENTS OF THE RED-M SWC SERVICE?

SWC is a comprehensive service, including:

1. BUSINESS CASE ANALYSIS

Provides a detailed analysis of the wireless

technologies and applications that are relevant to your organisation, from both a commercial and financial point of view.

Taking into account any regulatory constraints, as well as intelligence about wireless trends within your own market sector, this stage will identify all the appropriate wireless services and then analyse them in terms of their ability to meet the objectives and generate revenues.

2. TECHNOLOGY ROADMAP

This stage is undertaken either to evaluate which new technologies could play a role in your business, or to assess the pros and cons of specific solutions in order to identify the optimum system for your enterprise.

Technology Roadmaps include a detailed analysis of your business and the mapping of this against the range of potential wireless applications to find the 'best fit' solution.

A timeline indicates which technologies should be implemented and when.

3. ARCHITECTURE DESIGN

This stage identifies the optimum infrastructure to support the wireless applications required by the enterprise.

It helps organisations clarify their wireless thinking by typically providing a number of different 'high-level' infrastructure designs from which to choose.

4. AIRSPACE POLICIES

Red-M will create airspace policies that provide a structured approach to developing and implementing operating processes and procedures, enabling the pro-active management of existing, upgraded or new wireless systems in areas such as security, interference, usage and health & safety.

Specific rules and regulations are set to define how the infrastructure and the applications will work, spanning power levels, bands, channels, processes & procedures and revenue-sharing agreements.

5. LEGAL, COMMERCIAL & TECHNICAL FRAMEWORKS

Drawing up comprehensive service provider and tenant agreements which span all the complexities of a wireless environment is a very specialist area that requires expertise.

This stage defines the relationship between all relevant parties, including site owners, operators and users. It identifies who is responsible for management of the wireless infrastructure, how revenue is shared and the relevant service level agreements.

SWC: DELIVERING TANGIBLE BENEFITS

Red-M can help you realise a future-proof wireless roadmap and offers:

- Independent, expert and unbiased advice
- Creative solutions to complex problems
- Real-world experience, not simulated
- Industry-leading knowledge
- Maximum return on investment

WHAT ARE RED-M'S CREDENTIALS IN THIS COMPLEX, SPECIALISED AREA?

Red-M has in-depth, specialist expertise in wireless technologies which operate in multiple bands of the spectrum and is recognised as an industry leader:

- We are retained by Ofcom, the UK spectrum regulator, and the UK Department of Health on various Radio Frequency consultancy projects
- Proven expertise at over 300 challenging in-building sites and on thousands of radio projects
- Wireless is all we do - we have in-depth expertise over a wide range of air interface technologies, including 2G, 3G, Wi-Fi, WiMAX, PMR & TETRA
- We use ISO9001:2000 accredited methodologies and quality control
- Independent of manufacturers and operators, ensuring unbiased advice and best-of breed solutions

Independent of equipment vendors and technologies, Red-M enables organisations to fully realise the benefits of wireless systems by delivering high quality solutions through an integrated, five-step cycle of best practice:

1. CONSULTING

Defining exactly how, when and where wireless will be used.

2. AUDIT

Understanding what is happening and developing a design baseline.

3. DESIGN

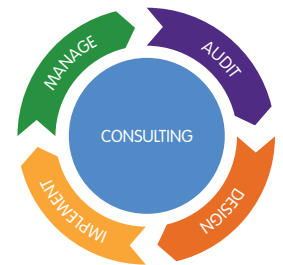
Optimum wireless performance from a design that works right, first time.

4. IMPLEMENT

A non-disruptive installation using best-of-breed technologies.

5. MANAGE

Maintaining a healthy network that continues to meet your needs.



CORPORATE OFFICES

Graylands, Langhurstwood Road, Horsham, West Sussex, RH12 4QD, UK
t: +44 (0) 1403 211100 f: +44 (0) 1403 248597

For more information visit www.red-m.com or email info@red-m.com

DOC.REF: STR-SWC-0110:3

Red-M

when wireless matters™