

The US Wireless Market *Enterprise in Consumer Clothes?*

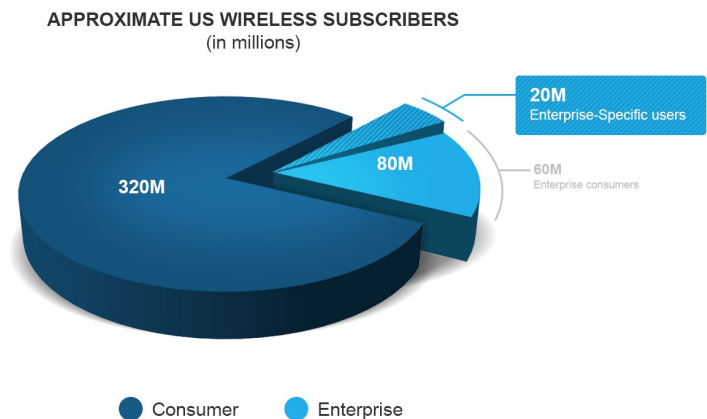
The US wireless market’s explosive growth to over 400 million users in less than 20 years was fueled not just by technology, but by the carrier’s ability to create perceived value. Free phones, unlimited service, and a “wireless experience” created a perceived value that remains the primary, and very successful, carrier strategy to drive growth. This strategy is driven by perceived value, or in this case perceived cost, but not the actual cost.

Free phones and unlimited services creates perceived value. In business we know that devices are not free and anything of value cannot be unlimited. And even though this marketing strategy was built on feeling and not logic, it created a high perceived value and achieved the carriers' primary goal, which is to offer enough perceived value to get each use to pay a target amount of money (\$50-\$60) per month, hopefully forever!

This marketing strategy is very similar to the “super-sizing” effect. "Look how much more you get for only 25 cents!" Creating perceived value is very complex and includes many “gotchas”, but for consumers, the model works.

What About Enterprise?

Of the over 400 million total US subscribers, approximately 80% (320 million) of them are general consumers, where the “perceived value” model described above works well. The remaining 20% (80 million) are non-consumer, or what we call enterprise, including business, education, gov’t, etc. We further break these 80 million enterprise users into two groups: **Enterprise Consumers and Enterprise Specific Users.** Of the 80 million enterprise users, 60 million are Enterprise Consumers and 20 million, or about 5% of the total wireless market are Enterprise Specific Users.



Enterprise Consumers

In the typical enterprise there will be several types of wireless services deployed that span many different and unique use cases. However, most enterprise users have the same needs, expectations and service requirements as general consumers we defined above. We call these users **Enterprise Consumers.**



Devices used by enterprise consumers are part of their everyday personal and professional life. The device may be company owned, and the company either pays directly or reimburses the employee for service; however, the user always owns the phone number. If an employee leaves the organization, the phone number goes with them. Just like general consumers, enterprise consumers are driven by free devices and unlimited services, and often leverage carrier subsidies or limited-time promotions, like buy something and get something else for free.

This presents a problem for enterprise organizations as they are forced to manage their enterprise consumers with programs and resources that are built for general consumers. This means enterprise organizations with hundreds and thousands of users are forced to fit their needs and requirements into consumer-based programs.

Enterprise-Specific Users represent about 5% of the total US wireless market.

These 20 million subscribers are DataXoom's market.

This problem is so big that it has created a multi-billion-dollar industry for new companies that support and manage the complexities that enterprise consumers face when purchasing and managing telecom and wireless.

Enterprise Specific Users

In the enterprise, these users consider their device a tool. We also refer to these tools as being purpose-built solutions. These solutions involve multiple partners and applications. Here is an example of the typical partners in an Enterprise-Specific deployment:

Device OEM > Accessory OEM > Enterprise Mobility Management > Mobile Device Management ISV/ Application Provider > Custom Development > (DataXoom) LTE Provider

DataXoom's enterprise LTE solution is just one of several decisions to be made while creating, deploying and managing purpose-built solutions. Selecting the correct hardware, applications, security, deployment, break-fix, and the plan for long-term device cycle management are all complex, expensive, and time-consuming decisions. LTE should be easy.

How We Do It?

DataXoom is not a wireless carrier; however, has extensive partnerships with all major carriers to provide LTE based services to enterprise customers that are managing and deploying purpose-built solutions.

Our carrier partnerships and proprietary carrier-grade platform give our customers access to exactly how much LTE they need, when they need it, and for as long as they need it.



Vertical Markets and Use-Cases:

Transportation • Retail • Healthcare • Hospitality • Manufacturing • Financial

POS, Patient Home Care, Remote Patient Monitoring, Wearables, IoT, Field Service, ELD, Dispatch, Delivery, LTE Primary and LTE Failover

What Types of Equipment Does DataXoom Support?

DataXoom supports all carrier-certified devices. We have expertise with tablets, smartphones, routers, specialty/rugged, embedded devices like laptops, hotspots, and any device or IoT product that is certified by US carriers.

DataXoom Value Proposition

How can DataXoom save you money?

DataXoom purchases services wholesale from the carrier. The majority of carrier cost is attributed to retail, i.e. subsidizing free phones, Superbowl advertising, etc. Therefore, we purchase wholesale data at a much lower cost and the carriers actually make a higher margin, as they are not providing the high cost to support consumer-based requirements.

Why do the carriers let DataXoom operate within their prestigious enterprise customers?

We are providing a value-added service that benefits both the carrier and enterprise customer. When you work with DataXoom, you are on the same network using the same equipment as you would if you were going directly to the carrier. However, you are managing your devices and services with our proprietary platform that provides complete flexibility.

What are the technical restrictions when working with DataXoom vs. the carrier directly?

None! That is right -- none. You are accessing the exact same network in the exact same way you would when dealing directly with the carrier, however our platform provides custom API integration and network access that the carriers simply do not have the scale to support.

How does DataXoom choose the network?

DataXoom does not choose the network. You do! And DataXoom lets your user change carriers seamlessly. With standardized pricing across carriers, you can choose the carrier based upon need, instead of cost.

DataXoom Benefits

- ❑ Cross Carrier Pooling
- ❑ Standard rates across carriers
- ❑ Custom pricing is a standard offering – create rate structures that support your cost allocation models.
- ❑ API integration – control your devices from your custom-built platforms or out of the box CRM platforms.
- ❑ Automatic pool utilization – data pools automatically increase or decrease based upon actual usage.
- ❑ Pay for what you need.



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