

In-Stat MDR

Demand for Wireless Applications in the Corporate Environment

Summary

This survey was presented to our Technology Adoption Panel in order to determine the perceived benefits for various wireless applications that are possible. The focus was not on the type of technology, but on the general need for certain applications that would point to market opportunities.

While the majority of those surveyed indicated there was either no need or a need for only a few employees to have greater phone call mobility at their company site, 42% cited either some or most of their employees have such a need. This points to a definite need to potentially fill. But, with the economy in its present state, no doubt most companies would only deploy such a solution if their return on investment would be sufficient to justify it. Over 60% believed that there would be a cost savings benefit when adding temporary or additional personnel.

Other findings include:

- Over half of the respondents perceived the usefulness of wireless data access to company data while on the company campus via PDAs.
- Over half of all respondents considered premises-based information access to be highly beneficial.
- Over half of the respondents perceived the usefulness of offering visitors and employees ad-hoc wireless printing, as well as employee wireless access to company data while on the company campus via PDAs.
- The most popular business applications for ad-hoc printing are Microsoft Office applications and contacts from a notebook PC; however, there is interest in using other company applications.
- Over 75% of the respondents are interested in a cordless presenter for conducting presentations. In addition, the majority of those interested would want to pay less than \$125 for such a product.

- Of those surveyed, about one-third said that their companies currently use some type of wireless networking solution (with the highest percentage for large companies), while almost 60% still do not. This includes any type of wireless networking solution, whether 802.11b, 802.11a, Bluetooth, or another type.
- We asked the panel how many employees at their company site have access to these wireless networking solutions. The vast majority answered that “only a few employees have access.”