

US Business Wireless Data Expenditures By Vertical, 2005-2010

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This Excel-base Data-rich Deliverable (DRD) that is part of the Business Wireless and Vertical Summary Add-Ons subscription includes market intelligence on Wireless Data expenditures by Vertical. Compass Intelligence defines wireless data as all business expenditures on wireless data services, including expensed business accounts. This includes all data traffic run over wireless or cellular networks. Business wireless includes both wireless voice and data services, as well as wireless equipment. Wireless voice includes dial tone related services, where voice calls are delivered over a wireless network. This category includes per-minute charges, base charges in flat-rate plans and for-fee, value-added services related to wireless voice transport, i.e., voice-activated dialing, voicemail, call forwarding, call waiting, and caller ID. Wireless data includes expenditures on for-fee data transport services over a wireless network, even when sessions are terminated on a wireline network. This category includes fixed wireless; satellite broadcast Internet services; wireless Web services and private/proprietary wireless data network services, as well as one-time service-related charges such as equipment set up (not related to applications integration). This category does not include hosting fees for wireless-accessible applications, one-time applications integration or equipment rental. Verticals include Mining, Construction, TCU, Government, Retail, Services, FIRE, Manufacturing, Wholesale Trade and Retail. The Expert Guide for this deliverable is Stephanie Atkinson. Forecasts are from 2005 through 2010 and include annual growth rates, as well as percentage of total market.

Sources: Compass Intelligence's segment and market forecasts, which include business expenditures, market demographics, and usage and adoption statistics are built using multiple sources, including proprietary Compass Intelligence research. These sources include, but are not limited to, secondary research, government data and statistics (e.g. Department of Commerce, Federal Communication Commission, Bureau of Labor Statistics and US Census Bureau), primary research, vendor-based research and in-depth interviews with key decision-makers, where relevant. Compass Intelligence selects data sources to provide greatest degree of perspective on each market or segment, in addition to the highest level of data accuracy, stability, and consistency over time.

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