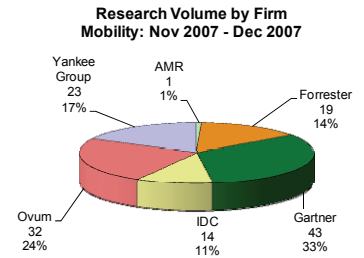


# Mobility

December 2007

Mobility is widely covered by all major analyst firms, with an avg of 60 reports published monthly. Gartner accounts for one-third of all reports.

In Dec, Gartner, published several reports providing operational guidance to ITO's regarding 'green' IT. AMR's focus was on sustainability, while Forrester and Yankee provided general research on the progress of 'Green' IT. IDC was vendor-specific, focusing on IBM and Deloitte.



**Competitor A** continues to receive the greatest Share-of-Voice (SOV) and Net Market Impact (NMI) in the Mobility area. **Competitor A** is widely regarded as the company that is at the center of both the development and deployment of client-side infrastructure and applications in support of an increasingly mobile workforce and consumer population.

For back-end infrastructure, **Competitor B** is widely regarded as the leader in defining and driving mobile initiatives. In addition, **Competitor B** is seen as expanding its reach beyond

switches and infrastructure with its recent acquisition of WebEx and other client-side technologies.

**Company XYZ** is positioned as a strong player in support of mobile infrastructures. Despite receiving only 15% SOV Nov-Dec, **Company XYZ's** coverage was mostly positive, producing a 13% share of NMI. **Company XYZ** received feature coverage in Dec from Forrester regarding its NGOSS capabilities and specifically positive coverage from Gartner's *Market Trends: Client Computing Markets, Asia/Pacific* and *User*

