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## **Embedded CDMA EV-DO Delivers Lower TCO**

***iGillottResearch* Finds that Laptops with Embedded EV-DO Cards Have Lower TCO Than Laptop/PC Card Alternative**

**AUSTIN, Texas, January 4, 2006** – *iGillottResearch*, Inc., a market strategy consultancy focused on the wireless and mobile communications industry, announced today the publication of a report detailing four different comprehensive total cost of ownership (TCO) model for wireless and mobile devices.

Each TCO model focused on different types of deployments. The first modeled a wireless email implementation using new smartphone devices for 100 sales executives relying almost entirely on ancillary hardware, software and services available from a nationwide mobile operator. The second model was the same in every detail except that it increased the number of end users to 1,000 sales executives.

The third model focused on a wireless data access implementation for 500 sales engineers using laptops with wireless data cards for access to a nationwide CDMA EV-DO network. The fourth model was similar except that it used laptops with embedded CDMA EV-DO modems.

Each model was based on the same set of detailed assumptions – the report details all cost assumptions, application support requirements and device costs.

“We found that the estimated TCO for the embedded CDMA EV-DO model was 14.4 percent lower than the estimated TCO computed for the EV-DO PC card model,” says Matt Vartabedian, research manager for *iGillottResearch*’s enterprise research practice. “However, the cost of supporting a mobile worker with a smartphone is appreciably higher than having the employee use a laptop with the equivalent wireless connection.”

About *iGillottResearch*, Inc.

Based in Austin, Texas, *iGillottResearch* Inc. is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, we research and analyze the impact new wireless and mobile technologies will have on the industry, on vendors' competitive positioning, and on our clients' strategic business plans.

A more complete profile of the company can be found at [www.igillottresearch.com](http://www.igillottresearch.com).

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