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iGillottResearch completes 100 Case Studies of Enterprises using Wireless & Mobile Communications

**Ongoing study demonstrates the value and benefit of wireless and mobile data in live
deployments**

AUSTIN, Texas, September 22, 2003 – Over the past two years, *iGillottResearch, Inc.* has completed 100 case studies of enterprises using wireless and mobile communications to benefit their employees, customers and businesses. The 100 studies cover a range of vertical industries, company sizes, devices, networks, applications, technologies, and benefits. The data from these case studies has been used to continually update the Enterprise Wireless & Mobile ROI Tool, a detailed ROI model that can be used to accurately predict the ROI of various applications in multiple industries.

“We have learned a great deal about the enterprise use of wireless solutions from these 100 case studies,” says Iain Gillott, founder and president of *iGillottResearch, Inc.* “While many naysayers continue to insist there is no value in wireless data solutions, we have the statistics to prove otherwise.”

The 100 case studies show that significant benefits can be realized from very simple applications. Contrary to popular opinion, successful implementations do not need complex devices or high bandwidth networks. Some of the most successful case studies simply allow field workers to send status updates and reports to the head office, significantly reducing paperwork. Another example is of a sales force that can instantly access up-to-date pricing on commodity items.

Over the past two years, this research has been used by a number of *iGillottResearch* clients for sales force training, building custom ROI tools and models, evaluate the benefits of solutions proposed to new clients, and prepare detailed marketing materials to accurately reflect the true benefit and value of wireless and mobile communications.

About *iGillottResearch, Inc.*

Based in Austin, Texas, *iGillottResearch Inc.* is a market strategy consultancy that conducts research on major wireless and mobile technology and business issues and the return on investment (ROI) for enterprise collaborative applications and solutions. A more complete profile of the company can be found at www.igillottresearch.com.

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