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Wireless Number Portability could cost the industry more than \$20 billion

New study demonstrates the potential impact of wireless number portability on the wireless operators

AUSTIN, Texas, September 3, 2003 – In its new market study *Wireless Number Portability: Closer to Reality*, iGillottResearch, Inc., says that increased churn due to WNP could cost the wireless operators in excess of \$20 billion over four years. The new study, published as part of iGillottResearch's Wireless & Mobile Industries subscription service, models the cost to the industry of churn increasing by 1 percent, 5 percent and 10 percent per annum. If churn rates reach the worst case model, then the industry will be forced to consolidate, simply to spread the resulting cost of WNP over a larger base.

"Nobody truly knows what the effect of WNP will be in the U.S.," says Iain Gillott, founder and president of iGillottResearch, Inc. "But few doubt that churn will increase as a result. The question is how big the increase will be and how the industry will react."

The study also notes that the U.S. is not the first country to offer wireless number portability and while it would be most convenient if the results of WNP were clear-cut in the countries (and cities) that offer number portability, this is not the case. The effects of WNP have varied from country to country, and range from weak to strong.

WNP solution vendors, including ARIS, Evolving Systems, Lucent Technologies, NightFire Software, Nortel Networks, Telcordia Technologies, Telica, TSI Telecommunications Services, Inc., VeriSign, and Vitria Technology, are also profiled in the report.

The Wireless & Mobile Industries service provides research on various topics that are of special interest to wireless & mobile vendors and operators. Unlike most subscription services available to date that simply deliver what the research analysts think the clients want, iGillottResearch's approach incorporates client feedback directly into its research schedule on a quarterly basis.

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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