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Creating Intelligent Wireless Networks

**Carlton O'Neal, VP Marketing and
Business Development**

May 2007



Company Overview

- Founded January 1995 by network management industry veterans to build OSS tools for wireless networks
- Key Early Customers
 - Energy Companies, Munis, Airports
- World Class Management Team
 - Tracy Trent, CEO (SAIC, Stellcom, CalAmp)
 - Walter Buga, CTO (Lucent, Bell Labs)
 - Jim Arnett, CFO (Quake, Keylime, PaineWebber)
 - Carlton O’Neal, Marketing (Alvarion, Ensemble, AT&T)
 - Michael Boehm, Product Development (ViewSonic)
 - Jim Laccabue, Sales (SupportSoft, Tivoli)
- Core Technology from TU Berlin & Fraunhofer Institute
- Fully funded business plan by Rembrandt, Munich, Investec, and Windward Ventures
- Engineering in San Diego and Poland



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Wireless Market View

- Old/Current Model
 - Single technology, single application, excess bandwidth
- Emerging Model
 - Multiple applications, mission critical users, constrained bandwidth
 - And for many . . . multiple frequencies, vendors, protocols
- With Wireless, Only Two Ways to Meet Challenges
 - Efficiency (Channel, services, etc.)
 - Control (Visualization and management)
- Plus, now need to also manage:
 - Oversubscription
 - Advanced Algorithms, MIMO

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New Services, Mobility Challenges

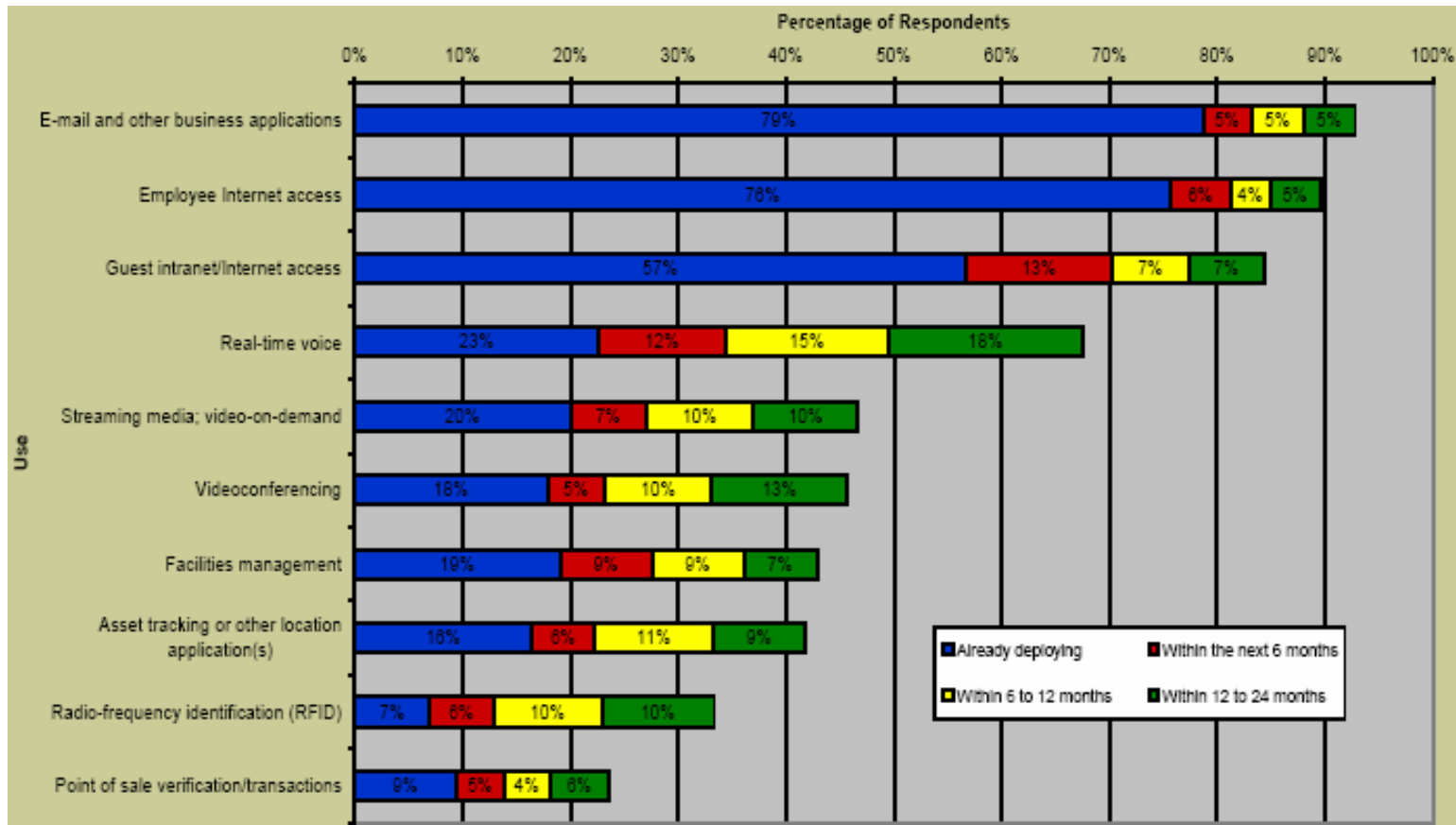
- VoFi (WiFi) handsets > \$3.7B/66Msets (300% CAGR) by '09
 - 45% enterprise adoption (<24 months)
- Rich-media on WLAN becomes a reality (security/surveillance, conferencing, media distribution, streaming)
- Over 1/3 of CIOs said that 20% of their workers are considered mobile
- Architectural shifts & trends: centralized management, meshing, multimode/multiprotocol, & converged traffic
- 77% of service providers said that legacy OSSs are unsuitable for today's services
- Sophisticated carrier strategies (ie. Sprint, NextWave, Clearwire) & metro deployments
- 70% of service providers said a single view of the network, service, and customer is key

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Increasing Network Complexity



Source: 2006 WLAN State of the Market [Wexler]

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Market Segments

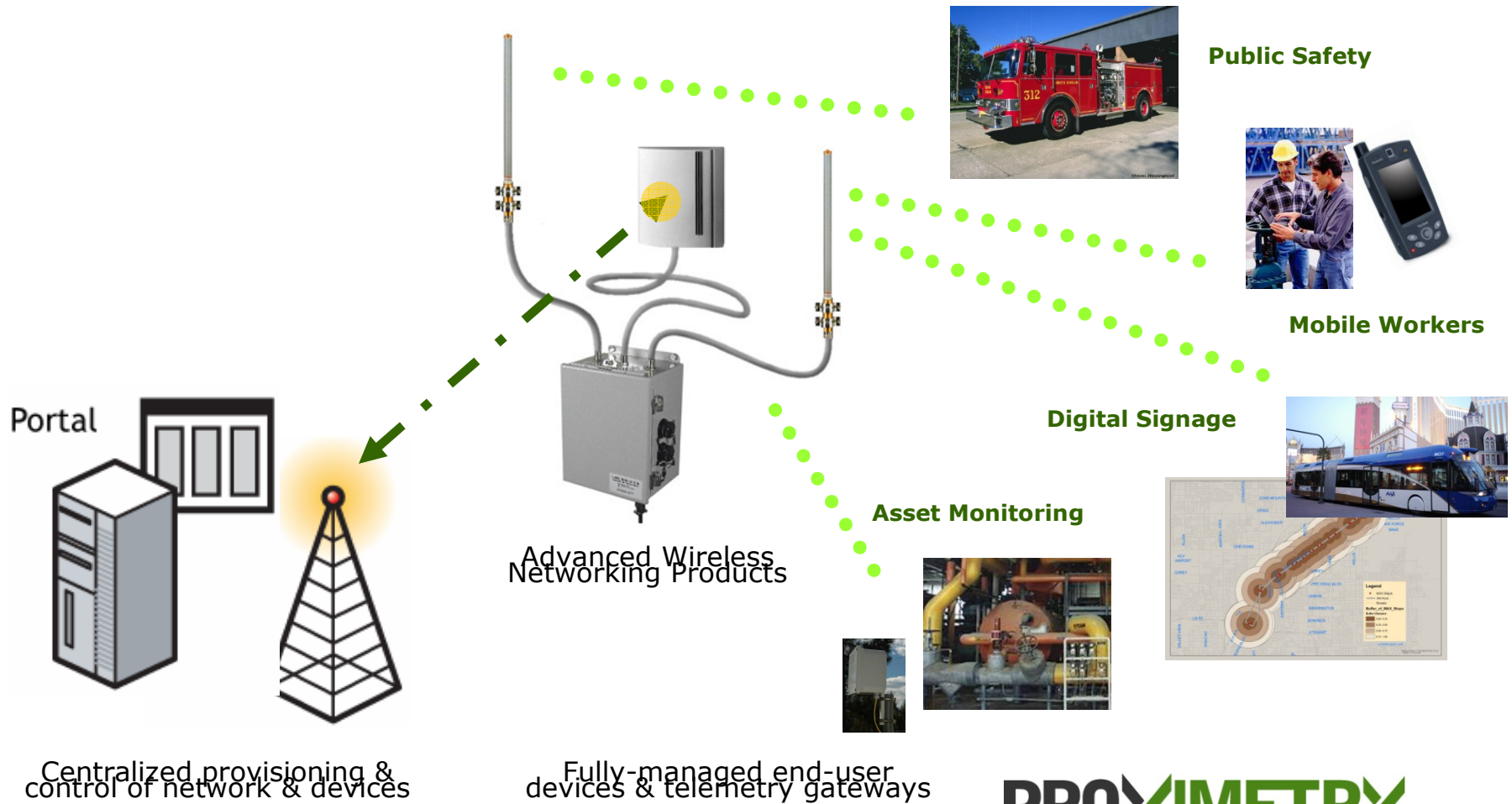
- **Municipal**
 - Connecting internal users, supporting mobile workers (including PS, Utilities), offering broadband services
- **Energy**
 - Managing corporate assets, collecting data, offering broadband services(?)
- **Government**
 - Projects for safety, improved operations
- **Corporations**
 - Connecting users, operational/industrial demands
- **Transportation**
 - Operations, services to customers
- **Emerging Carriers**

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Muni Wireless Scenario

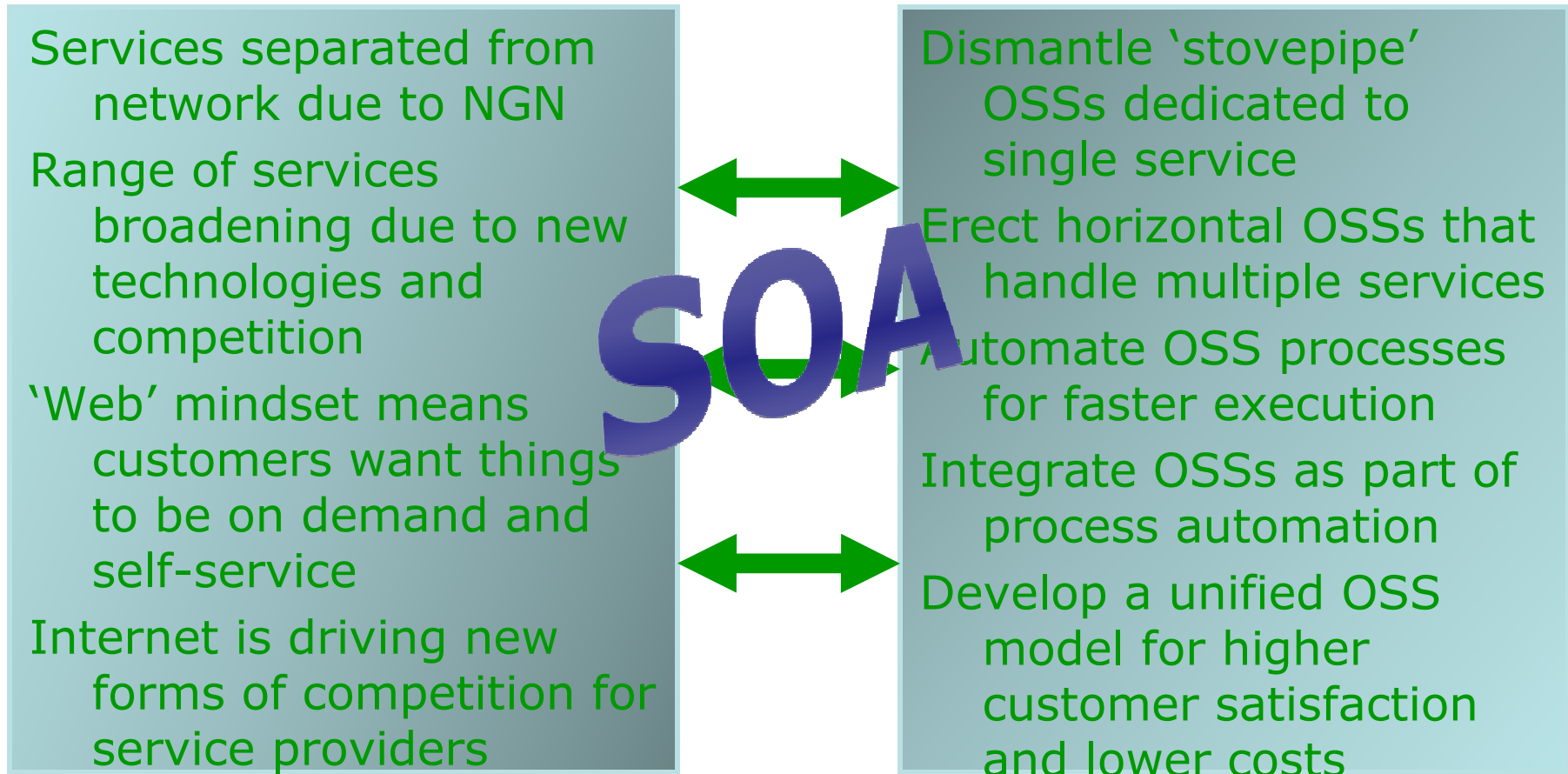


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OSS Transformation



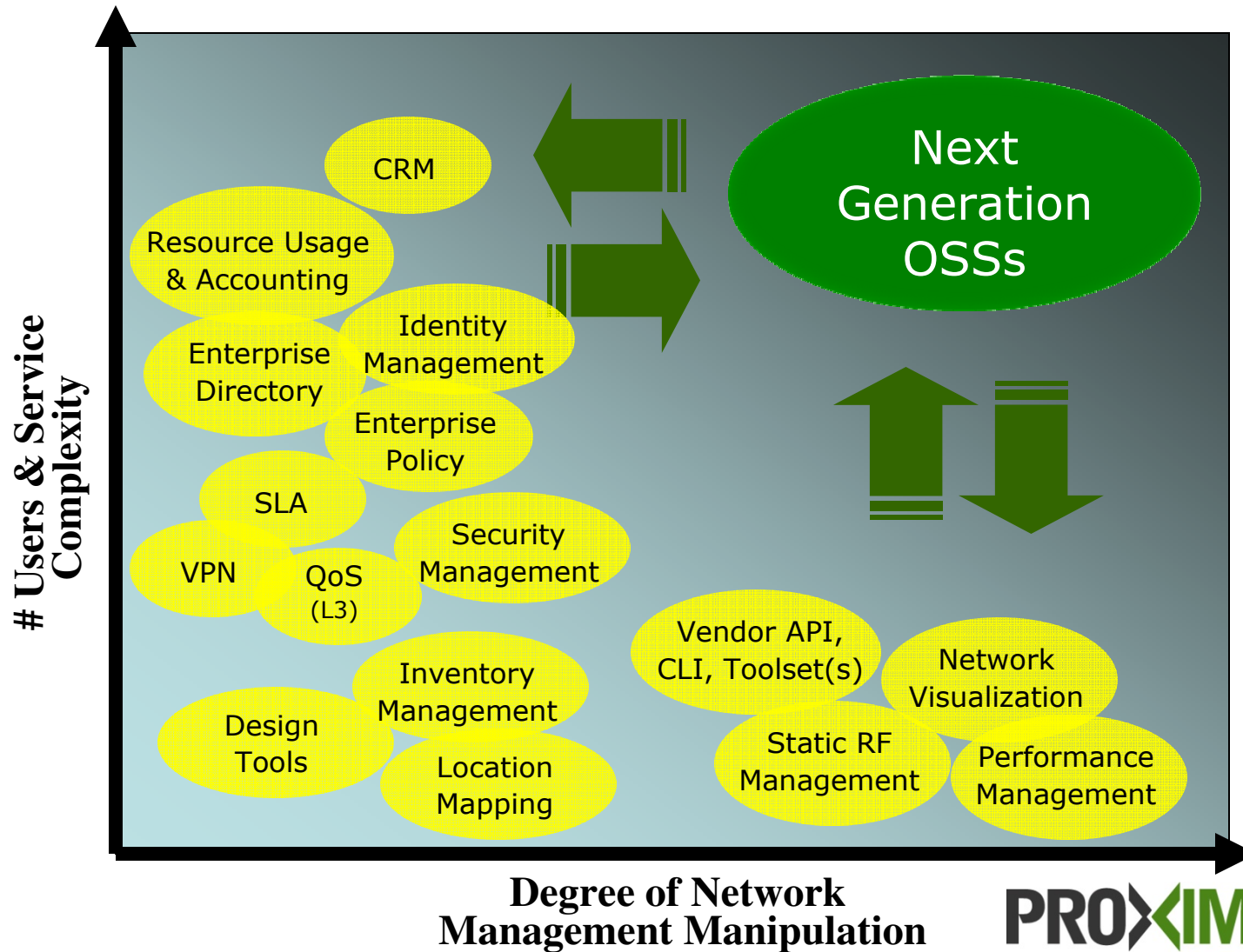
Heavy Reading, OSS Transformation:
Opportunities and Challenges, May 2007

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OSS Software Landscape



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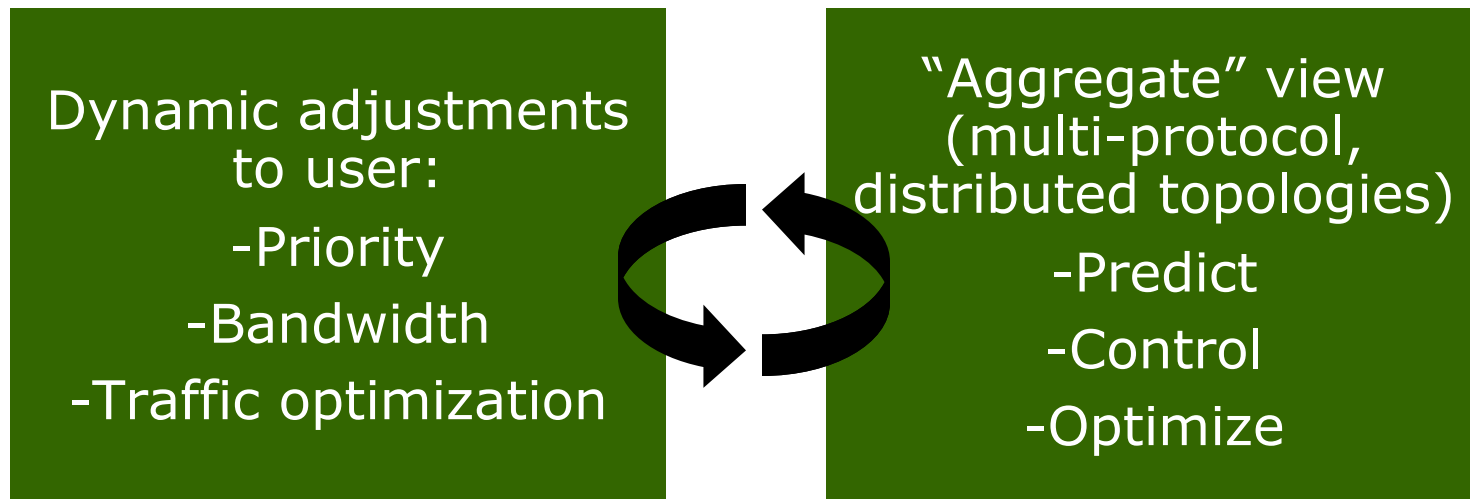
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Next Generation OSSs

Two simple concepts: integration = predictable results

- 1 Understanding of users, priorities, network standards, changes
- 2 Real-time monitoring & control of all network resources

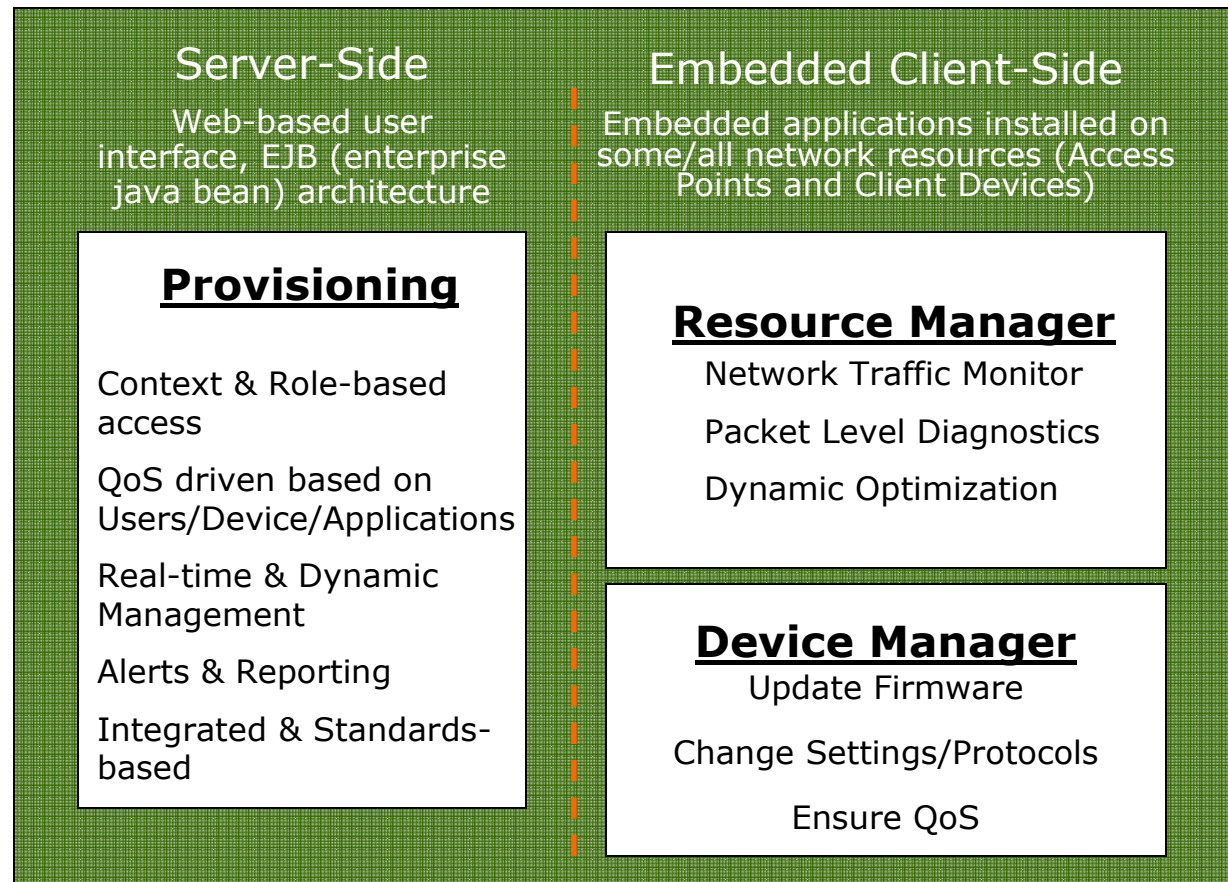


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Server, Client Management Req'd





THANK YOU!

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