



Announcement

KPN, Verizon Wireless, Nokia chosen as 2010 Small Business Mobile Advocate Award Recipients

International study listens to Small businesses on Mobile Devices, Services, Application Use and Buying Patterns

Portland, Oregon USA and Livorno, Italy (March 2, 2010) – Based on a recent, independent analysis of small businesses, GlassHouse Mobile has named the recipients of their “Best Small Business Mobile Advocate Awards” in three categories.

The analysis is based on a survey of small businesses in 5 countries and 4 vertical industries. It considers mobile devices, services and applications that small businesses are using, as well as their mobile purchasing habits, and various service satisfaction aspects. Countries included are the USA, UK, Spain, Italy, and the Netherlands. Industries studied are Construction, Healthcare, Professional Services and Retail .

Greatest weight is given to mobile applications, services, vendor communications and channels that the small business customers report they are *currently using*.

Award “2010 Best Overall Mobile Service Provider Small Business Advocate - USA/Europe”

Candidates ATT, KPN, Movistar(Telefónica), O2(Telefónica), Sprint, TIM(Telecom Italia), T-Mobile/Orange, Verizon Wireless, Vodafone, Wind, Yoigo(Xfera), ‘3’

Recipient KPN – The Netherlands

Criteria Cater to a mix of small business sizes, industries with a mix of prices and features. Ease of doing business with. Channel purchase and payment convenience. Drive small business competitiveness through mobile data use.

KPN is awarded the “2010 Best Overall Small Business Service Provider Advocate Award” for having the most comprehensive and balanced approach to small businesses. They address this fragmented and diverse segment well, pushing the right buttons to satisfy needs across the board, including their product and service offerings, channel, and marketing communications.

KPN stands out most in their channel approach, making convenience and choice a priority. Dutch small businesses are purchasing and paying in a wide array of channels, with a single customer often using multiple channels. The analysis indicates that there is a textbook balance achieved between online, retail, direct sales-force, call center, as well as alternate channels, with each serving no greater than 24% of new customer sales. They take the website beyond an ‘information point’, and have made it a successful e-commerce channel.

KPN is driving the way for Dutch small business competitiveness through mobile. They are one of the stronger European countries in mobile business data, and they drive the highest use of mobile phones for small business international calling and roaming versus landlines, VOIP, or secondary SIMs.

Their balanced approach is paying off. KPN is the Dutch small business market leader across all 4 vertical industries and 4 size segments tested (1 to 5, 6 to 20, 21 to 50, 51 to 100 employees), leading the Dutch with the lowest switching intent of all countries at 20% vs. 20-49% globally. Small businesses are widely recognized as being difficult to reach, even in the most stable and mature of industries. The fact that KPN has created a healthy small business environment in the fast paced mobile industry makes them worthy of this award.

Award "2010 Best Small Business Mobile Device Brand – USA/Europe"

Candidates Apple, HTC, LG, Motorola, Nokia, RIM/Blackberry, Samsung

Recipient Nokia

Criteria Cater to a mix of small business sizes, industries and countries. Provide a wide array of devices at various price points. Provide features relevant for small businesses. Purchase convenience thru a wide variety of channels. Clear customer communications and device selection criteria.

Nokia is awarded the "2010 Best Small Business Mobile Device Brand Award" for their wide product range that suits diverse small business needs. Nokia is an impressive landslide choice by small businesses in 4 of 5 countries, and across all 4 industries and 4 size segments, with 58% owning 1 or more Nokia phones globally.

Enhancing their devices, Nokia is making simple business utilities available, some of which are provided free, including a voice guided navigation application. While other phone manufactures are also offering a standard navigation feature, Nokia's dominant small business market share leadership puts mobile GPS in the hands of small businesses everywhere, and opens the door to those small businesses who haven't yet recognized the benefits of mobile data.

Despite iPhone's consumer success and Blackberry's dominance in US/UK corporate markets, neither has taken a leadership position in small business, with these brands doing well only in individual segments or countries. This leaves Nokia in a good position to own the global small business smart-phone market.

Award "2010 Best Mobile Data Small Business Service Provider - USA/Europe"

Candidates ATT, KPN, Movistar(Telefónica), O2(Telefónica), Sprint, TIM(Telecom Italia), T-Mobile/Orange, Verizon Wireless, Vodafone, Wind, Yoigo(Xfera), '3'

Recipient Verizon Wireless - USA

Criteria Drive mobile data use of email, internet, GPS, CRM and business intelligence functions across a wide array of small business industries and size segments.

With this award, we are not recognizing innovations in smart-phones, data services, applications, or solution center offerings. In this category, success is measured by small business customers that are actually paying for and using mobile data in their business – today.

Verizon Wireless is awarded the "2010 Best Mobile Data Small Business Service Provider Advocate Award" in recognition of consistently being the best, or one of the best, in bringing data to small businesses of all size and industry segments.

Healthcare small businesses are moving their business activities from the PC to mobile devices most quickly of all industries tested, making them the industry most likely to have monthly mobile bills > \$750, with Verizon Wireless leading the way. Healthcare small businesses are the heaviest users of mobile data on a global scale, including email and internet use. They are most apt to use GPS, transactional business activities including certain CRM functions and mobile banking, as well as business intelligence. Verizon Wireless is also amongst the top mobile data providers with traditionally cost-conscious segments - retail, construction, and professional services – with these segments finding value in internet, email, and select GPS and CRM functions.

Not only is Verizon Wireless enabling small businesses to be more competitive in a difficult economy, but are also increasing their revenues and market share. Verizon Wireless leads the data intensive USA in 3 of 4 industries and 3 of 4 size segments tested.

The US/European study surveyed 505 mobile small businesses with 1 to 100 employees, each providing 90 responses. Sole-proprietors were not included. A China study will be available in April 2010, with additional emerging market countries available later this year. Further details can be found at www.glasshouseglobal.com.

GlassHouse Mobile is a worldwide market intelligence firm focused exclusively on the small business mobile industry. www.glasshouseglobal.com or smallbizmobile@glasshouseglobal.com.