

**What if the killer app for the data channel is voice? What's possible if my handset has both 1x and Wi-Fi capabilities? What's not possible? Could a user seamlessly flip between the two? Would the requisite billing and pricing infrastructure prohibit or discourage take-up? Who are the likely Wi-Fi backhaul winners in my market and how do I work with them? What are the massive potential consumer applications made possible by VoIP, are they ready today, and how do I take advantage of them?**



# Tough questions, Realistic results. Burning Door.



Simultaneous with the rollout of next-generation mobile networks has been the building hype and investment activity surrounding mesh networks, Wi-Fi in general, and VoIP. Consequently, the usual grace period allowed for mobile operators to sort out market strategies, price points, and the like is under considerable pressure from these emerging capabilities. How should Mobile Network Operators consider go-to-market strategies in view of these emergent opportunities, where are vendors and customers making investments, and are there intelligent strategies for hedging bets across a variety of potential outcomes?

Globally, many Operators are in the midst of some plan for moving from 2.5 to 3G as a natural evolution of cellular technology. But with the rapid and broad-based emergence of Wi-Fi and its many well-capitalized greenfield companies, operators face difficult decisions about placing their bets around one approach or offering some unproven mix of Wi-Fi and 3G services. Add to this the possibility of VoIP running on top of Wi-Fi or WiMAX, and there are possibilities in both developed and emerging markets for new players to leapfrog existing operators.

Burning Door, LLC helps Operators around the world dissect, understand, and perform market development for next generation networks. We understand the specific capabilities experienced and nascent operators must provide to satisfy both developed and emerging market needs.

We provide more than just answers to questions. Burning Door will help you design solutions based on the answers and conclusions we draw from our own experience in wireless. We take the broadest possible view, helping you discern possibilities in emergent technologies and then deliver cogent and logical next steps and solution designs. No other market development strategy firms use the same people to help you understand the possibilities, determine the probabilities, and actually design the next generation realities.

**Let Burning Door help you make the market for emerging wireless technologies in your region. Contact us for a no-obligation discussion of where you are now and where you want to be.**

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## As part of our market development strategy, we provide:

**“State of the Art” vs. “State of the Market” audits for your specific marketplace and geography.**

For Wi-Fi, WiMAX, fixed wireless, 3G, and VoIP ventures:

- ◆ Comprehensive listing of the current and emerging players, including focus, strengths, and weaknesses.
- ◆ Possible outcomes for your markets/geographies for these assorted capabilities based on competitive intelligence, analysis of Wi-Fi and VoIP greenfield companies, hardware availability/capability vs. timeline (infrastructure and device support) and software capability/availability vs. timeline

**Appropriate investment strategies and access to capital.** Unlike many strategy consulting firms, we help with the entire spectrum of your market development needs. We understand that determining where to place your bets also means a need to understand where capital is being deployed. In addition, we provide:

- ◆ Identification of acquisition or strategic investment candidates
- ◆ Consultation with lenders to insure your strategy is achievable based on investments being placed in your market today

**Market Prognosis.** Based on our evaluation of your market and understanding of your capabilities and approach, we provide a detailed, specific-to-your-markets prognosis for the interplay between Operator next-generation data networks, Wi-Fi, VoIP, and WiMAX. This prognosis includes a discussion of likely driver applications, current availability of infrastructure and applications, and anticipated progress on same. We then provide a detailed suggested market development matrix, outlining the opportunities and approaches in which we believe the Operator should invest.

**Prototype Design.** Unlike most consulting companies, we go a step further and actually help you design solutions for deployment based on the possible and likely interplay between the emergent technologies in your market. Other strategists may leave you with a report and a good luck handshake. Burning Door will assist you in converting the possible outcomes into market-anticipatory infrastructure and application designs.