

PERVASIVE INTERNET BRIEFING SERVICE

The Key to Understanding and Realizing the Business Opportunities of Smart Device Networking and Their Impact on Service Delivery and Customer Relationships

A business intelligence service focused on the revolutionary impact of Internet-based machine-to-machine (M2M) technologies. The annual service combines quarterly in-person briefings, subscription to all Harbor publications, department-wide access to Harbor's online SmartSphere® tracking projects, and personal contact with Harbor analysts.

Service Brochure

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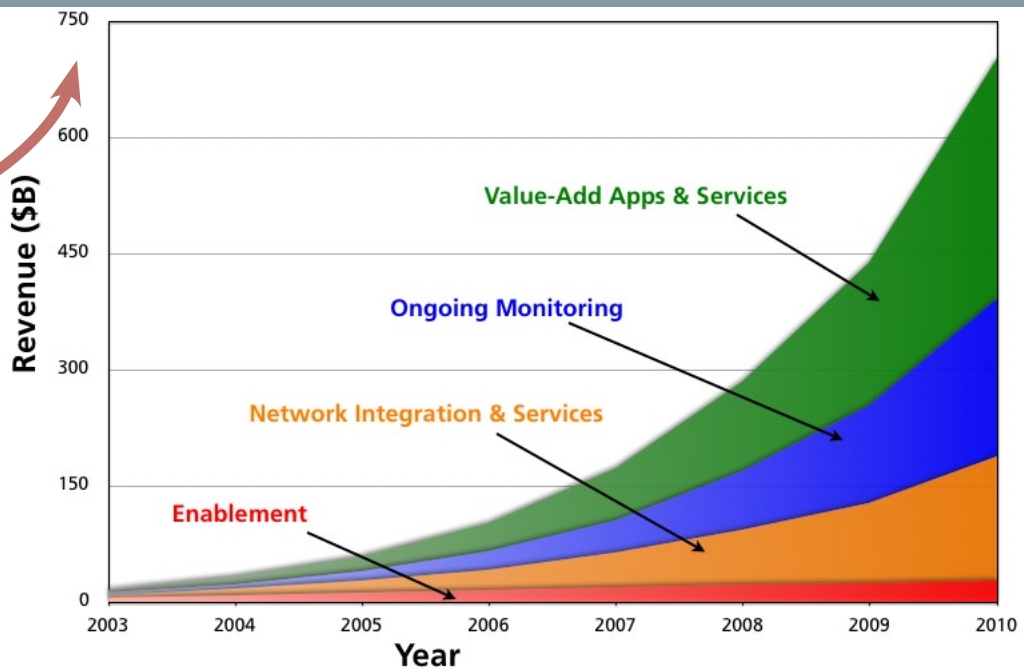
The “Pervasive Internet.” It’s a concise term for a big subject: the exploding use of the Internet for smart device communication and control. The result is near-perfect, near-real-time information about assets and customer behavior that will revolutionize business.

The Realization of the Pervasive Internet

We are now seeing the clear beginnings of what will be the massive adoption of intelligent devices, wireless sensors, and Internet-enabled device networking. Far-sighted product manufacturers and service companies are already leveraging embedded computing and networking technologies to deliver smart, remotely monitorable goods that will support entirely new modes of customer-device interaction and service delivery.

The resulting asset visibility and customer intimacy represent huge new revenue opportunities across the entire life-cycle of products. Entering the market on time will matter: early adopters will benefit by being able to form deeply personalized service relationships with customers that present strong competitive barriers to vendor replacement. Ultimately, real-time information from devices in the field will enable vastly more efficient and profitable automated enterprises.

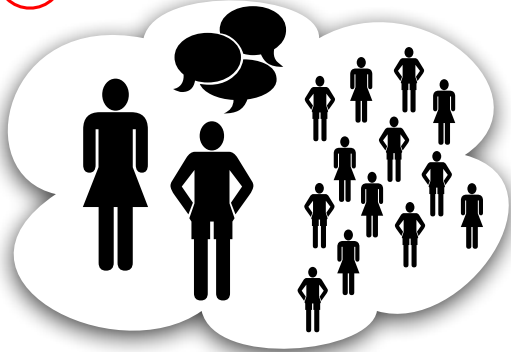
Potential Global Annual Revenue of Networked Devices



The vast majority of ongoing revenue will come from value-add applications and services, not from enabling technologies or smart devices themselves.

The Briefing Service delivers extraordinary value by combining all points of contact to Harbor Research.

1 Quarterly briefings.



2 All publications for a year.

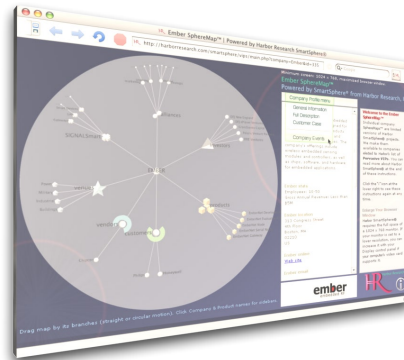


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3 Access to analysts.



4 SmartSphere® online research.



Harbor's Pervasive Internet Briefing Service Delivers What You Need

We've created a research service that combines scheduled briefings with ongoing information updates directly from our analysts and by accessing our online databases.

- ▶ **Define your needs and meet with us for in-depth briefings.** Each quarter, we will meet with you to cover topics of your choosing. Examples include strategic planning, market opportunity analysis, alliance and acquisition planning, and competitive landscape.
- ▶ **Expert analysis.** Whether it's general competitive intelligence or a specific strategic initiative, we aim our information gathering and analysis directly at your needs and goals.
- ▶ **Access to Harbor SmartSphere®.** Our innovative online "living research" platform offers business intelligence on Pervasive Internet players,



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events, and alliances, compiled and commented upon by experienced researchers and analysts.

- ▶ **Outstanding value.** By proactively scheduling our quarterly briefings, we can optimize our use of resources and leverage topics of broad interest. The result is a series of in-person interactions with Harbor that really matter to you. Between briefings, you stay up-to-date by calling or emailing us, and by accessing our online SmartSphere® project on the Pervasive Internet.

Clear Customer Benefits

Harbor's Pervasive Internet Briefing Service offers clear and unique value to corporations thinking about their future in a world of smart, networked products. The service provides an affordable, multifaceted resource for a wide variety of executive functions:

- ▶ Understanding trends, forces, and evolving market structure.
- ▶ Characterizing and sizing new opportunities.
- ▶ New product and service definition.
- ▶ Re-focusing a company to sell smart services driven by product-generated data.
- ▶ Go-to-market strategies for new network-enabled products.
- ▶ Business ecosystem and alliance building.
- ▶ Identifying and researching M & A targets.
- ▶ Technology vendor tracking.
- ▶ Intelligent, focused marketing.

The Pervasive Internet Is the Next Era of IT, and It's Moving Fast

Change has always been the order of the day in business. That change is now occurring blindingly fast, thanks in large part to the Internet—the largest missing piece of the global 21st century business puzzle. The Internet is the global *data* network. The person-driven Web surfing of the dot-com era will seem trivial compared to the Internet's use when smart devices are routinely communicating, controlling, and creating invaluable bodies of personalized content, all without human intervention.

Pervasive Internet Briefing Service:

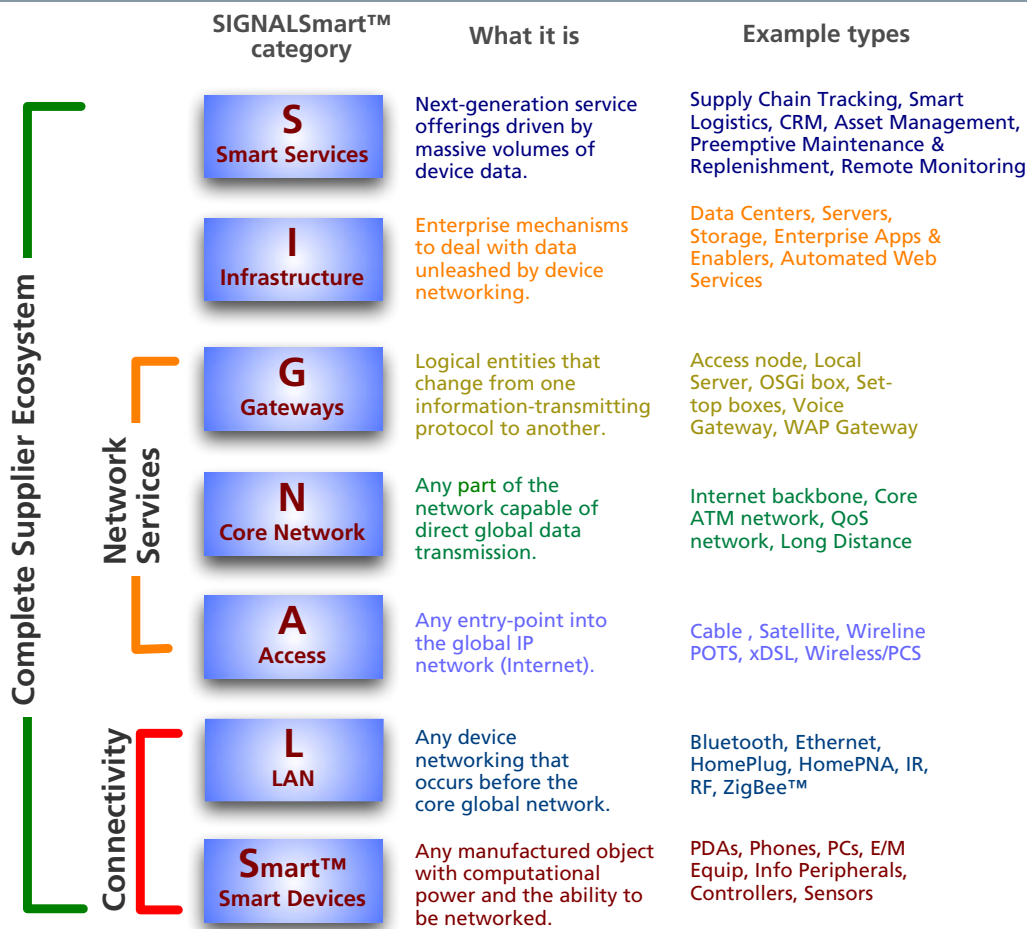
The Key to Realizing the Business Opportunities of M2M

Harbor was the first firm of its kind to focus on the business implications of the Pervasive Internet.

The Rules of High-Tech Business Have Changed

The high-tech sources of vast wealth in the last decade—operating systems, database managers, and network connectivity itself—are quickly becoming declining-profit businesses that will not drive future growth. Digital information is now the DNA of global business and is transforming the very structure of the enterprise. Human-centric applications are quickly giving way to machine-centric applications that will automate business in ways never before possible. There will be big winners in the Pervasive Internet, but the game will take place on a changed playing field where traditional strategies are no longer effective.

The Technologies and Opportunities of the Pervasive Internet



Harbor's SIGNALSmart™ framework portrays the full technology path of M2M / Pervasive Internet solutions.



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Leverage Harbor's Deep Domain Expertise and Longstanding Relationships

The major stakeholders of the future are in a race to master the new business models, customer relationships, and service opportunities of the Pervasive Internet. Our Pervasive Internet Briefing Service lets you leverage not only our technical understanding of the changes taking place, but also our longstanding relationships with the most significant vendors and our thorough knowledge of the early adopter environment.

Contact

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Free SmartSphere® Demonstration

A limited version of the Harbor SmartSphere® project included with the Briefing Service is freely available online at:
<http://harborresearch.com/smartsphere/>

About Harbor Research, Inc.

Founded in 1983, Harbor Research Inc. has more than twenty years of experience in providing strategic consulting and research services that enable our clients to understand and capitalize on emergent and disruptive opportunities in high technology, Harbor Research's clients are leaders in communications, computing, control, and content. Harbor Research has built extended relationships with larger multi-line companies including AT&T, ABB, General Electric, Danaher, Eaton, Emerson, Hewlett Packard, Honeywell, Hughes, IBM, Intel, Invensys, Lucent, Motorola, Rockwell, Siemens, and Texas Instruments, as well as with growth companies such as EMC, Cadence Design, Conexant, Qualcomm, and PTC.

We also work with a broad array of emergent start-ups and pre-IPO technology ventures. We have built relationships with a number of significant Pervasive Internet players, including Qestra Corporation, Xsilogy, DataSweep, eDevice, Wireless Innovation, and emWare, to name a few.



Venue Map for Intelligent Device Networking & Management

