



Intelligent business on the go

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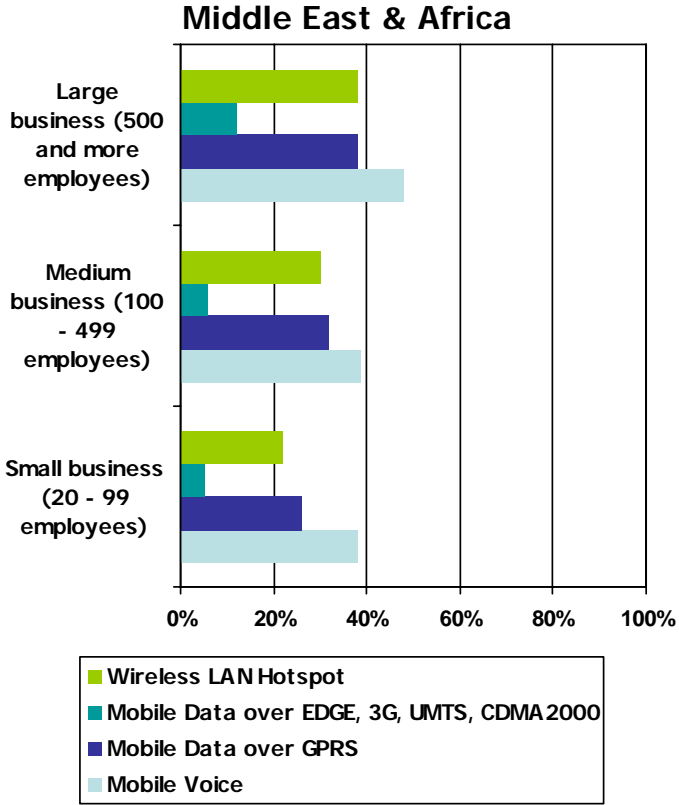
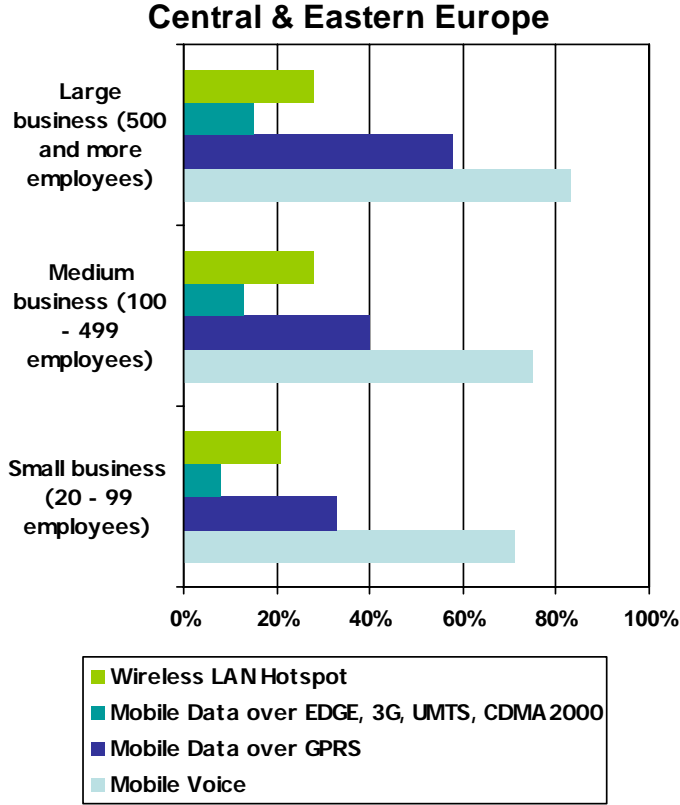


Agenda

- Enterprise mobility landscape
- Global mobility trends
- Mobile applications
- Inmarsat's solution to enterprise mobility: BGAN
- Conclusion

Enterprise mobility

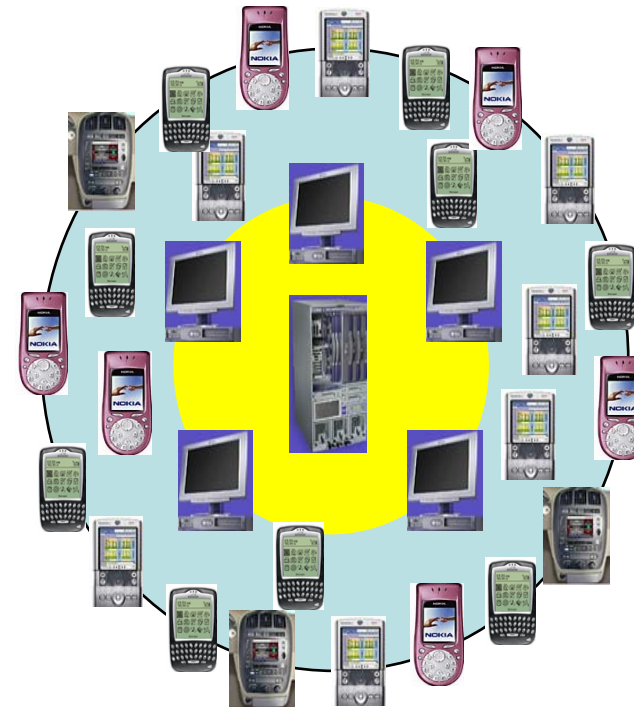
Installed base of connectivity among businesses



Mobility on the go

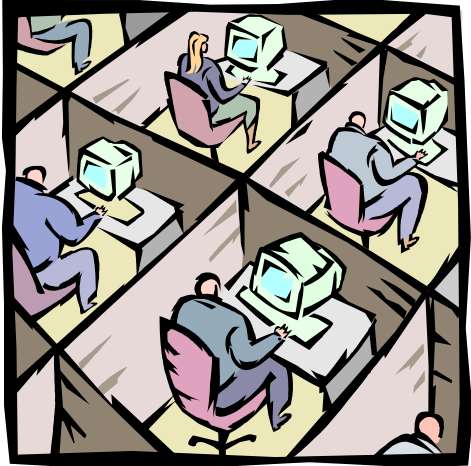
Connected Era

- Seamless communications
- Workforce efficiency
- More productivity
- Flexibility
- Business continuity



Mobile workers driving mobile enterprises

Office Worker

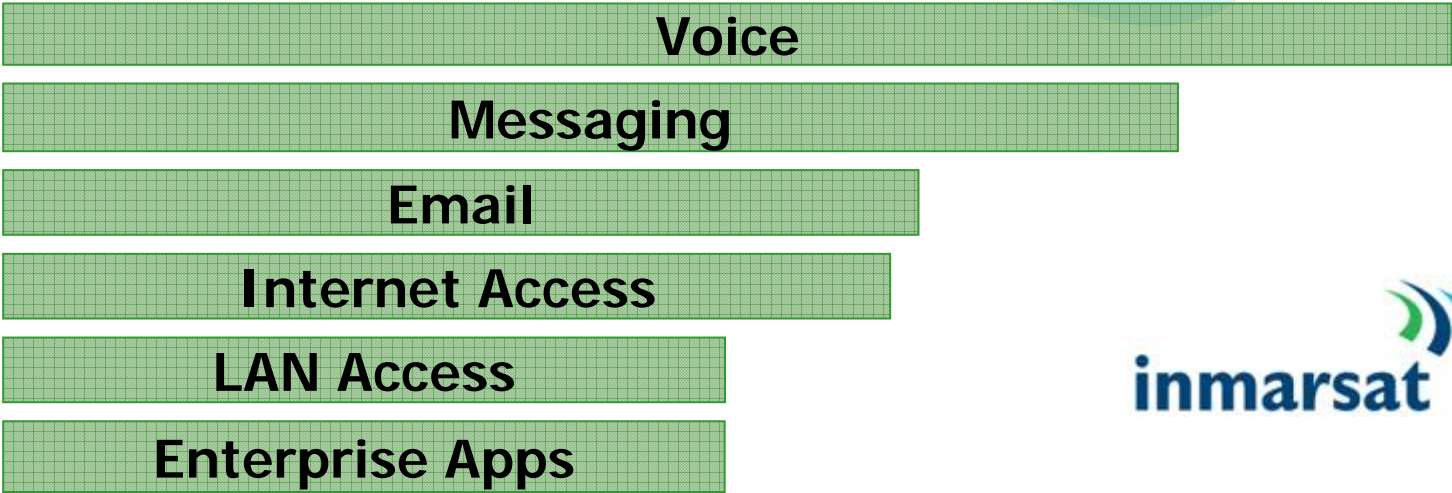


Mobile Worker



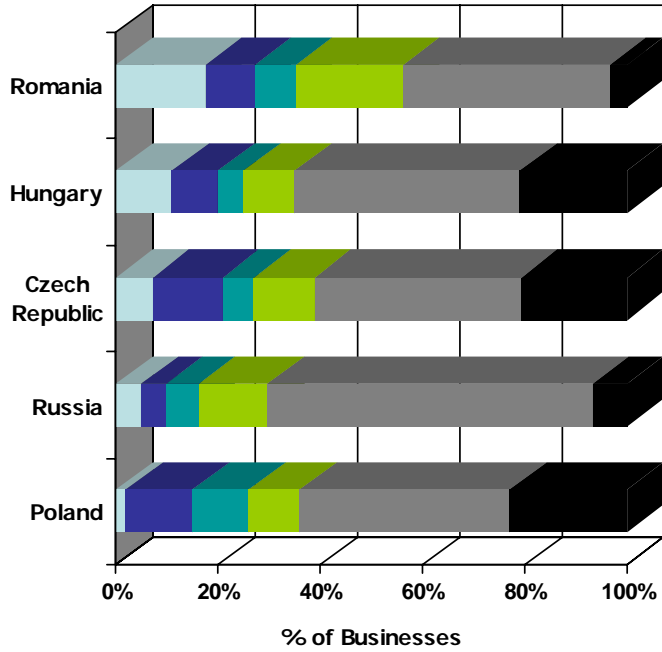
Type of Worker

Type of Service

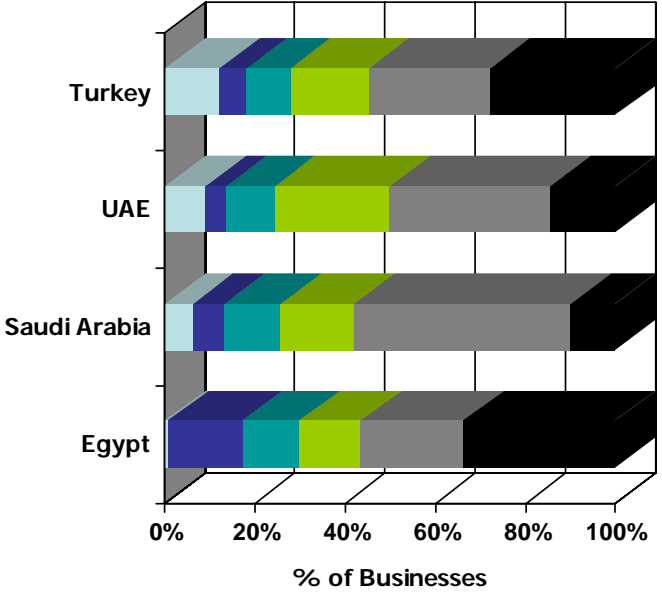


Mobile enterprises

Central & Eastern Europe

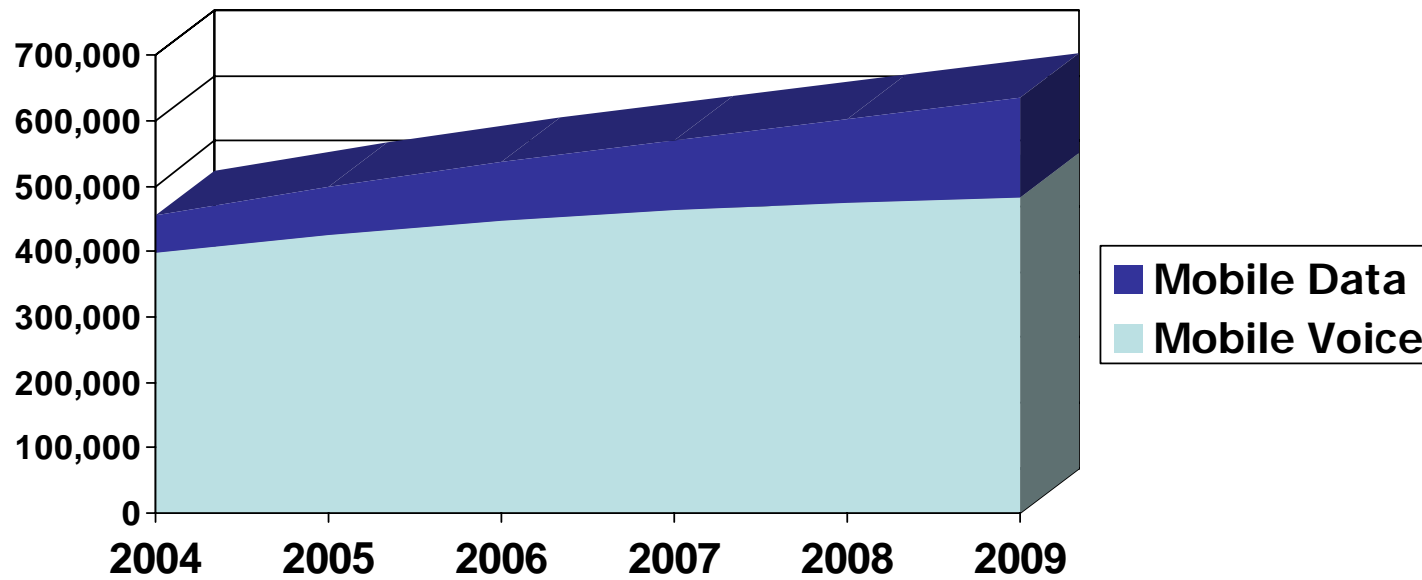


Middle East



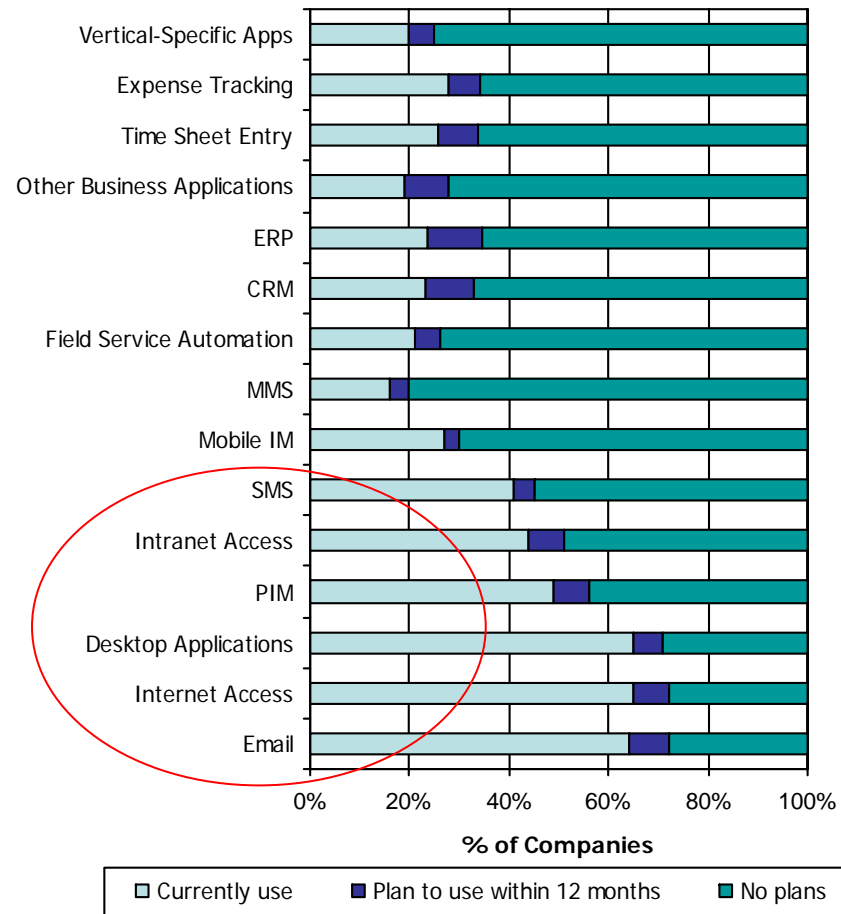
Global mobile spending

Global Mobile Services Spending (\$M)



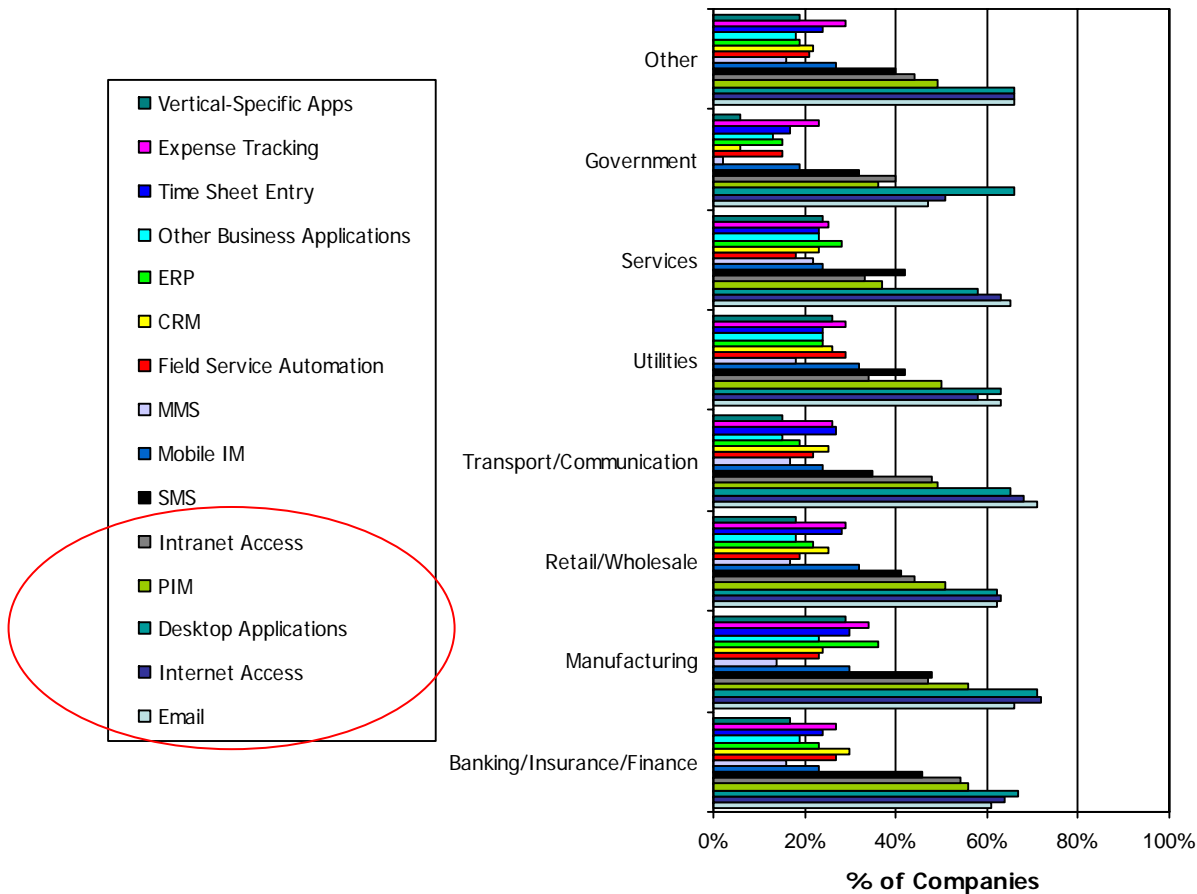
Widely used mobile applications in the Middle East

- Email
- Internet access
- Desktop applications
- Intranet access
- SMS
- Other business applications



Source: IDC Mobilizing the Enterprise Study

Widely used mobile applications in the vertical market sectors in the Middle East



Source: IDC Mobilizing the Enterprise Study



Enterprise mobility: critical success factors

- Mobility
- Reliability
- 100% connectivity everywhere and round the clock



BGAN: Enterprise mobility on the go

- Simultaneous voice, video and broadband data through one single terminal
- Speeds up to half a megabit!
- Range of compact, lightweight and user friendly terminals



Conclusion

