

## Optimistic and realistic outlook on the Wireless Services Market

Despite the tough market conditions a new pan-european ICT company named ComResult, is established to support the growth of the mobile internet and mobile data services.

ComResult is focussed to deliver cutting edge technology services and solutions to the ICT market. It starts as an allround niche player, but with its growth ambitions, aiming to be a leading company in the area of mobile internet services.

ComResult's CCO, Jeroen van Bussel states: "As the mobile market matures and merges with the internet world, the smart Operators are more and more focussing on competitive advantage based on unique Value Added Services.

Continuously price fighting on basic services like voice services and SMS is going to be commodity, but on the long run the survivors in the industry have to sustain a healthy margin and in the end the customers will chose for added value. The industry needs to put the customers back on priority one. This will help to develop revenue generating services again. Renewal of services using cutting edge technologies will support the operators in sustaining their market growth and profit margin."

ComResult is ideally positionned to help Customers in designing and implementing these new services based on the know-how and experience of the ComResult consultants.

### ComResult stands for:

- Wireless cutting edge technology;
- High quality combined with a pragmatic approach;
- Smart and knowledgeable handling of complex problems;
- Committed and experienced consultants;
- Business oriented and focussed to generate revenue for our Customers;
- Best Added Value in the market place.

"Successful implementation of packet switched Mobile Data – Mobile Internet services will be more complex than regular circuit switched services. For example, by introducing a client application running on a smart phone or PDA that communicates with a host computer on the Internet, you need to take an end-to-end approach to ensure an optimal solution", says Mr. Vermeulen, CTO of ComResult. "This is were ComResult delivers the benefit to the Customer, since our consultants are capable to oversee the various technologies involved."

The ComResult Products and Services portfolio is designed to add value to the ICT Industry players independent of their focus, either directed to achieve their competitive edge position in a strategic important project or directed to reduce costs in a number of product-market combinations.

Mr. Van Bussel, CCO of ComResult, concluded that "we're convinced that there is a huge ICT market for the products and services we can offer. As the mobile services on GSM, GPRS, 3G and WLAN become even more important in 2002, the Industry needs to get ready to deliver their promises."

If you have a project that you want to complete earlier, better and smarter contact ComResult to help you to achieve your goals. If you want to participate in revenue generating, cutting edge projects as a professional consultant, please send your C.V. to ComResult. In many ways ComResult can contribute to your business and personal success.

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