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Analysis Firm the451 Believes Mobile Data Finally Will Take Off in 2004

Special Report says IT vendors, not telecom, will succeed in the mobile data opportunity; Analysis identifies emerging private-company investment and acquisition targets

New York, April 16 – The451, an analysis firm covering the business of emerging information technologies, believes that the so-called mobile data opportunity may not develop as many in the telecom industry might have predicted. A new Special Report, just released by the451, presents a case for the eventual domination of many parts of the mobile data marketplace by traditional “IT titans” – specifically, Hewlett-Packard, IBM, Microsoft, Oracle and Sun. This will occur through intense investment in and acquisition of a group of emerging private companies that will serve to fill the technology and marketing gaps of these titans and enable them to credibly deliver new, integrated products to their enterprise customers.

“Everyone in IT and telecom has been watching this marketplace for several years, but to date, mobile data has been a flat-lined opportunity,” said Steve Wallage, director of research services for the451 and principal author of the report. “Some developments have occurred, and a significant amount of headway has been made on the back end, particularly with mobile middleware, but real commercialization of the technologies has been waiting in the wings.”

The451’s initial investigation into this space showed that survey after survey of CIOs by numerous end-user research firms pointed to a real demand for mobile applications; however, the ability of technologies and companies in this space to meet this latent demand has remained clouded. Marketplace confusion particularly has been created by failed attempts from traditional mobile voice equipment vendors to credibly approach the mobile data opportunity, and many traditional IT industry leaders have had unclear strategies for extending mobile access to applications.

The451’s analysis thus focused first on identifying the real direction and competitive realities of the mobile data opportunity, and second on investigating a group of emerging private companies – ranging from innovative startups to mid-tier technology specialists – that will be the focus of intense investment and acquisition over the next year.

“A key question in the past has been *when*, but a more important question now is *who will benefit*,” commented Wallage. “Our investigation of this emerging IT market segment points to a shifting landscape, where the traditional IT titans have been looking at mobile data as a way to extend their existing marketplace positions. These companies have been slowly building a credible case to CIOs behind the scenes, making investments and acquisitions, and integrating product lines. This will continue for the next six to nine months at an increasing and rapid pace, at which point these companies will begin to aggressively market new, integrated mobile data products as a way to extend the capabilities of existing IT investments by enterprises.”

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The mobile data opportunity: Will the IT titans win out? – a 451 Special Report – is 96 pages and contains significant analysis of the competitive opportunities and threats surrounding this emerging IT market segment. Particular focus is placed on an extensive gap analysis of the leading IT marketplace vendors – Hewlett-Packard, IBM, Microsoft, Oracle and Sun – as well as investigation into M&A and partnering opportunities for these leaders among emerging private companies.

Report Orders

To learn more about this report, or to discuss developing a client relationship with the451, contact Simon Carruthers, VP of sales, via phone at 212-505-3030 x-103.

About the451

The451 is an analysis firm covering the business of emerging information technologies for a senior executive audience. The firm delivers timely, research-based insight that delves deeply into the dynamics and impact of newly commercialized technologies in all major segments of the enterprise computing marketplace.

The firm is headquartered in New York, with staff in key regional locations, including San Francisco and Silicon Valley, the Boston/Route 128 area and London. For additional information on the451 or to apply for a client trial online, go to the firm's website: www.the451.com

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