



SALES GUIDE

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MBX Arnold Bartels

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MBX Göran Rydén

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Sales Guide

Value Argumentation & FAQ





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1 Purpose of this document

The purpose of this document is to serve Mobitex Technology AB (MXT) sales channels with concrete guidance in the different steps in the sales cycle. Instead of treating it as your “single source of information”, look upon it as a “behind the scenes” collection of advice, created from the collective sales experience of MXT and its partners. It is the ambition of MXT to continuously update and improve this guide based on your input and we therefore urge you to forward comments for improvement to your MXT contact.

2 Target audience

Authorized MXT sales channels.

3 Prerequisites

Prior to reading this document we recommend that you make yourself familiar with the content of the mobitex.com site including the Partner Zone, mobitex.org and the appropriate Sales Channel Agreement and appendices.

4 Copyright

This document shall be treated as confidential information in accordance with the Sales Channel Agreement in place. This document is owned and maintained by Mobitex Technology and distributed only to authorized sales channels.

5 Abbreviations

PZ Partner Zone on www.mobitex.com (only authorized sales channels)

MXT Mobitex Technology AB

SC Sales channel

SCA Sales Channel Agreement

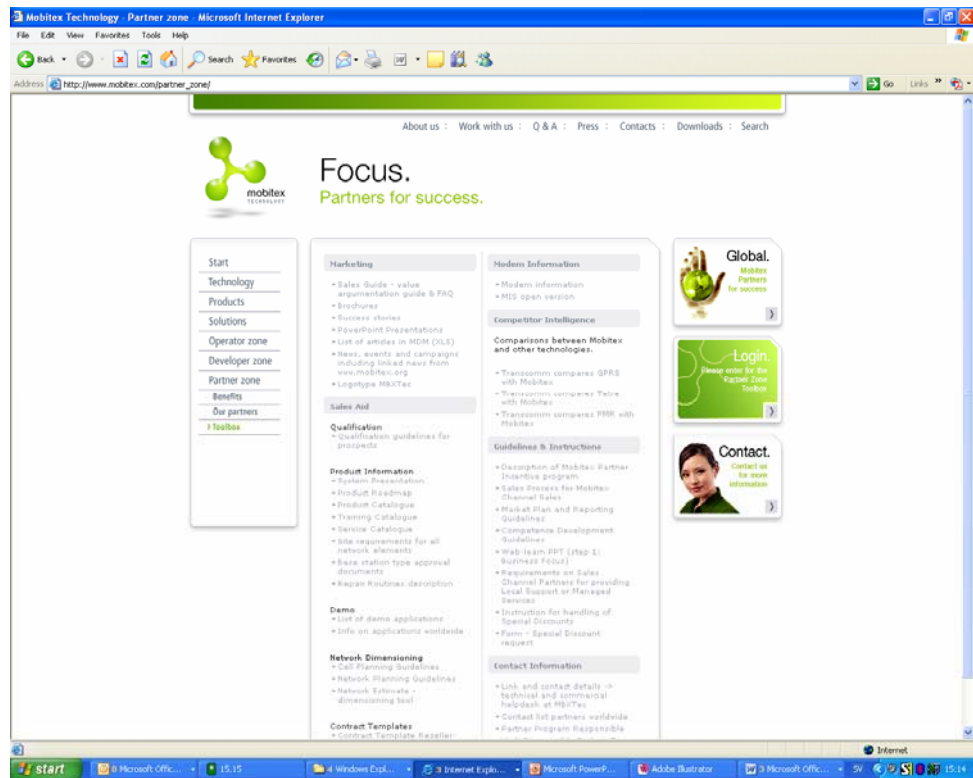


Fig. 1 The Partner Zone on www.mobitex.com



6 The MOBITEX advantage

Mobitex is a technology for business- and/or mission critical wireless data solutions. The definition of this market segment is further explained in the web-learn documents in the PZ and each SC will refine this definition to meet its local market. In your SCA, you have been provided with the product catalogue, service catalogue, prices and conditions, which enable you to quote Mobitex offerings to potential customers.

The unique characteristics of Mobitex as described below shall be promoted in each sales opportunity. For each Key Selling Point there are arguments that support the selling point and facts available to prove these arguments.

Key Selling Point	Arguments	Facts and resources
“simple and proven”	The great number of available professional Mobitex applications worldwide ensures minimum implementation time for the project. Applications in operation in one Mobitex network can swiftly be transferred to another Mobitex network due to the Mobitex open connectivity standard.	<ul style="list-style-type: none"> • Mobitex Interface Specification on the www.mobitex.com • Case stories on www.mobitex.com
“low life time cost”	Communication costs with Mobitex can be held low and predictable for the duration of the lifetime of the system, which usually is 10 years minimum. A private or semi-private wireless data network makes communication costs predictable and the service can be tailored to the needs of the users.	<ul style="list-style-type: none"> • Business case calculation
“flexible and scalable”	One Mobitex network spans the US continent. Other Mobitex networks can be as small as a single cell, operated remotely. The introduction of the BRU1 base station combined with open standard switching technology enables business cases for campus or island wide coverage.	<ul style="list-style-type: none"> • Product Catalogue • Service Catalogue
“superb availability”	Independent competitive trials have compared Mobitex with public services where data is an overlay service on a voice network. The results show that Mobitex is faster for up to 3Kbytes of data. Mobitex is also superior in terms of the percentage of successful transmissions, especially for applications where the radio modems are mobile (switch base stations, handover). In the later case public	<ul style="list-style-type: none"> • 9/11 article in New York Times • “Gudrun” storm in Sweden, terror attacks in London, hurricanes in US • Independent benchmark report through MXT on request • Competitor comparisons



Key Selling Point	Arguments	Facts and resources
	<p>services could only achieve success rates between 50% and 87% while Mobitex services gave a steady 100% success rate). Examples of user categories that are attracted to the availability characteristic of Mobitex are public safety, industrial wide area use, government and power utilities (amongst others). Mobitex technology has evolved as an intelligent network and many devices have been developed to match Mobitex characteristics in terms of durability and reliability. It is therefore important to market the variety and quality of available devices as being a part of the total solution. Mobile base stations can be deployed in a matter of hours in case of a catastrophe.</p>	<p>in the PZ: TETRA, GPRS and others.</p> <ul style="list-style-type: none"> • Cell On Wheels brochure
<p>“guaranteed delivery”</p>	<p>Mobitex is a “send and forget” network. This means that once the network has acknowledged reception of a data packet for transmission, it is delivered to the addressee. In case the addressee cannot be reached, the network will notify the sender, i.e. negative acknowledgement. Inbuilt network functions are for example mailbox and notification to sender that an addressee is back in network coverage. This kind of inbuilt network functionality makes application development easier. Every single transmission is traced and these traces form the basis for network performance statistics. Equally important, data delivered over Mobitex is not corrupted which is essential in mission critical applications (“don’t shoot”).</p>	<ul style="list-style-type: none"> • System Presentation



7 **Mobitex product characteristics:**

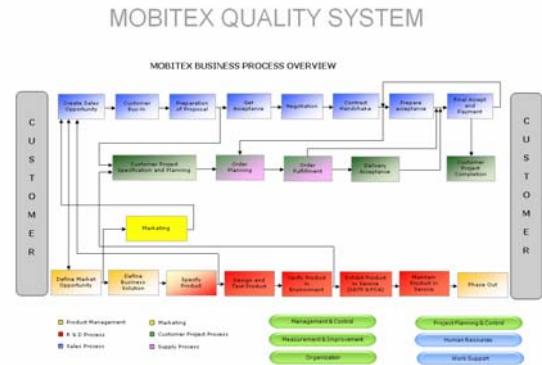
- Wide area wireless data
- Full two-way communication
- Data only network – no voice contention
- Short transaction times (seconds)
- Secure communications through closed user groups, electronic serial number check in modems and access control
- Battery saving protocol enables long duty time of terminals
- 100% packet accountability
- Inbuilt network redundancy
- Always online – push
- Group broadcast functionality

A complete description of the Mobitex network can be found in the System Presentation.



8 How to identify and pursue prospects?

Search for Mobitex prospects in market segments that meet the Mobitex Key Selling points, preferably within the existing customer base to start with. MXT has published a qualification guideline for prospects in the PZn with the purpose of serving as a check list. The better a prospect's demand meets the characteristics of the Mobitex offering, the higher the chance of creating real business in the end, while at the same time the risk of chasing unrealistic opportunities decreases.



An example of a successful match between market segment and offering is Mobitex for machine to machine. Why?

1. Transmitted data volume per transfer is small,
2. wireless makes installation of communication easy and
3. thousands of monitoring points can be served by a single cell. An extra benefit with Mobitex in this segment is its two-way characteristic which means that remote points can also be controlled and software updates of installations can be handled remotely.

As a newly established SC you have the opportunity to offer existing customers new solutions, not only in terms of infrastructure and devices but also through the offering of related services.

Mobitex coverage enables two-way instant wireless communication with whatever object that a potential customer may want to communicate with. Presumably you will present the opportunity initially, supported by the marketing material available in the PZ. This marketing material may be adapted to e.g. language, in accordance with your SCA. Do not overdo it: Mobitex can do many things and there is an enormous archive of examples to show. It is better to focus on the customers' anticipated needs and create a presentation suggesting solutions to their problems and to what cost.

The Mobitex network dimensioning tool, which can be found in the PZ, is a useful tool that calculates the amount of network resources needed to support a potential customers' application.

Proof-of-concept can be delivered with demo base stations that are quickly installed and provide temporary coverage. Available demo applications are listed in the PZ.

9 How to drive prospects to closure?

You are the expert on your market. And as a SC you will know what it takes to drive the opportunity to the next step. MXT as a supplier will support you in the best possible way and MXT is positive to an open dialogue throughout the sales process. The formal process behind the MXT-SC relation in a sales process is defined in the Market Plan and Reporting Guidelines document in the PZ and its purpose is to maintain structured and productive communication that drives each prospect forward in the best possible way.



The Mobitex competence development program is your first step into the Mobitex world. MXT will be your coach from the beginning, while you as a SC gradually enhance your technical and commercial Mobitex skills. Your MXT contact will be your back-up assisting with commercial and technical answers and networking in the Mobitex community.

Mobitex solutions comprise more than the wireless data carrier itself:

- Terminals, integrated radio modems,
- Application(s) and integration with existing ERP systems and other technologies.
- Installation, maintenance and support

The above areas are to be treated equally important in order to be able to deliver a successful, long term solution.

10 FAQ

How do I explain that the relatively low bandwidth of Mobitex is no obstacle for the application?

Mobitex is best fit for applications that frequently want to send relatively short data packages (< 3 Kbytes). Mobitex radio protocol ROSI is designed for wireless data from the starts and is extremely effective. The Mobitex bandwidth of 8Kbps can therefore transfer as much user data, as an 80 Kbps GPRS connection due to a minimum of overhead data. The available capacity is dedicated to data, while in other systems, like TETRA, voice traffic will have priority over data, making it very hard to predict the available bandwidth.



What is the operating cost of Mobitex network infrastructure?

A Mobitex based solution gives predictable and fixed communication costs over a long period of time. The main operation tasks are network monitoring (at the NCC) and base station maintenance. The number of resources needed is mainly dependent of the network size, the volatility of the subscriber base, and the requested response time in case of network problems. In order to be prepared for a quick restoration of the network service in case of hardware failures, it is of course recommended to have a correctly dimensioned spare part stock readily available. In order to keep the level of Mobitex network software up to date MXT offers a Software Maintenance contract, calculated as a percentage of the network investment (see price list). Hint: produce the sum of the investments and divide it by the number of square kilometers covered and/or the number of users served.

What is the expected life time of a Mobitex network?

More than 10 years. Amongst the 30+ public and private Mobitex networks in operation in the world today there are a number that were started between 10 and 20 years ago and that still today are fully supported both hardware- and software wise. MXT has signed support agreements that go beyond the first decade of the 21st century.



What operation and maintenance resources are needed for the day-to-day operation of the network?

Operation staff is required for network monitoring, subscription administration, and field service of base stations. The assessment of resources required is dependent on the number and churn rate of subscribers, number of network elements, offered services and availability requirements.

What makes Mobitex unique compared to other wireless alternatives?

Mobitex is dedicated to data which makes it the only technology that can guarantee transmission times and network availability. Other technologies with real time services like voice and video must prioritize this over data services. The Mobitex Association and its member is proof of the unique professional wireless data community that exists around Mobitex.

How do I find parts of the wireless data solution that are not provided by MXT?

The mobitex.com and mobitex.org web sites are good starting points. These sites contain links to numerous providers as well as case stories describing what specific 3rd-part hardware and software was used. In order to be updated with the latest information on available products please contact your MXT sales contact.

Is Mobitex an old technology that has reached end-of-life?

Mobitex today is not Mobitex of the past. While other technologies have come and gone, Mobitex has been constantly developed to improve its performance, both technically and economically. Examples of such developments are the number of different base station models to serve frequency bands all over the world, the recent development of a micro cell base station, the development of a soft switch based on an open hardware platform, and the development of miniature radio modems offered by several manufacturers today. In addition, MXT with its massive mobile data experience will continue to support sales channels and new customers with its know-how.

How does MXT support us in preparing a winning offer to our prospect?

You as a SC know your market best. We know our products best and what they can do. We will assist you in setting up trial installations. We will train your organization in our competence development program. We produce marketing material, coverage maps and support in network dimensioning. We are there for YOU.



Why did Ericsson sell its Mobitex business in 2004?

Ericsson restructured its business to focus on its core business- public networks. Mobitex did not fit in that picture, not only in terms of technology, but also in terms of the way that solutions like Mobitex should be marketed and distributed to the private and government sectors. As an independent company MXT is able to create a product roadmap and a distribution network to serve one single purpose: to grow Mobitex worldwide in the professional wireless data sector.

Does MXT co-operate with Ericsson today?

Yes, Ericsson is a strategic partner of MXT.

In what countries is Mobitex represented (local office, Sales Channel, network etc)

MXT has its head quarter in Gothenburg, Sweden and is represented by a local office in New Jersey in the US. Mobitex authorized sales channels are listed on www.mobitex.com and established networks on www.mobitex.org.



Are there any other manufacturers of the Mobitex technology?

MXT owns all IPR to the network (base stations and switches) and radio technology including a number of patents. The Mobitex access protocol is open however, which makes it possible for multiple suppliers to manufacture radio modems.

How about support for IP?

Mobitex supports IP carriers (in addition to X25) in the transmission network between base stations, switches, and network control centre. For transmission between base station and radio modem, Mobitex uses its own ROSI radio protocol which minimizes overhead. ROSI is about 8 times as effective as IP over radio, and



explains why Mobitex transmissions can be so fast despite its relatively low bandwidth.

My prospect customer would like to visit reference customers. Can that be arranged?

Please contact your MXT sales representative. Both operators and private Mobitex network owners are used to sharing their experience with Mobitex Association members and new potential members.

Why is there a price difference between Mobitex radio modems and GPRS modems?

GPRS as a consumer technology benefits from the higher volumes which means lower price. Mobitex modems are designed for durability and the requirements that professional users have. The new Mobitex chipset released by CML in 2005 is evidence of the fact that Mobitex modems are being refined and developed constantly to bring the price down without risking the quality that the users expect from Mobitex products. Mobitex modems with OBA (on board application) are available which reduces the need of external computers.

How many users can a base station manage?

Depending on the type of base station there is a limit of 2500 or 5000 concurrent subscribers. In order to answer the question one has to consider coverage requirements, cell overlap requirements and last but not least the traffic load expected to be generated by the subscribers during all hours of the day. The "Net Estimate" tool (available on the PZ) is designed to help you answer these questions, together with available cell planning expertise in MXT or your own organization.

What is the delivery time of base stations?

Please see your SCA.

Where is the production facility of Mobitex hardware products located?

Mobitex base stations are manufactured in Sweden, by a subcontractor of MXT. This subcontractor is also supplier of base stations to Ericsson and fulfills the highest quality standards. Mobitex switches and network control centre are based on open architecture carrier class hardware supplied by 3rd party suppliers.

***What is the price of infrastructure and modems?***

See your SCA for infrastructure pricing and reseller discount. Prices and availability of Mobitex modems can be obtained directly from the suppliers like Wavenet, Fidelix, Maxon and Mobile Expertise.

Is developing applications for Mobitex any different from developing GPRS/TETRA/3G applications?

Yes, it is easier, according to developers. The MIS is downloadable from www.mobitex.com. Middleware with plug and play drivers for Mobitex is available for the most common operating systems via 3rd party providers. MXT also provides such middleware as freeware on its web-site. The Mobitex protocol enables applications to track delivery of every single data packet handed over to the network. This is what we refer to as 100% packet accountability. The network control centre also keeps traffic logs showing time, sender, receiver, and status that can be inspected. On www.mobitex.com a white paper for application developers can be found.

Is Mobitex encrypted?

Mobitex is a carrier that transports application data. MXT recommends end-to-end encryption on the application layer to assure maximum protection.

Why is Mobitex operating in a licensed frequency band?

Users of Mobitex applications require a level of network availability that can only be achieved in a licensed band, where interference and disturbances can be investigated and corrected with the help of the responsible authority.

What kind of approvals does MXT uphold?

MXT holds an ISO9001 certificate. MXT base stations are approved by ETSI and FCC. The Mobitex manufacturing site also holds equivalent approvals.