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2009.04.12
收集整理

2007 Wavecom
Distributor Conference

Maximizing Wavecom
Resources

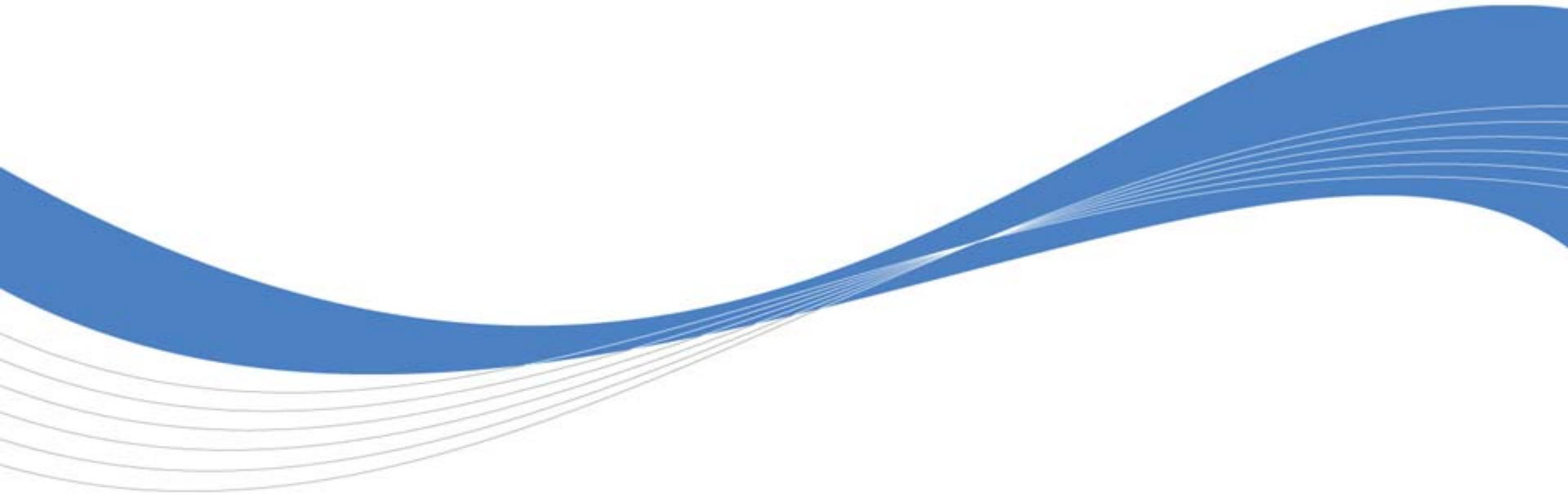
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wavecom[®]
Make it wireless



Agenda

- **Market Outlook**
- **Wavecom Indirect Sales Channel approach**
- **Wavecom value proposition**
- **Maximizing Sales in new Product Portfolio**
- **Conclusion**

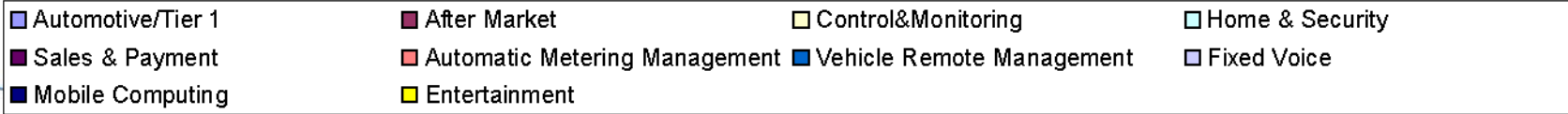
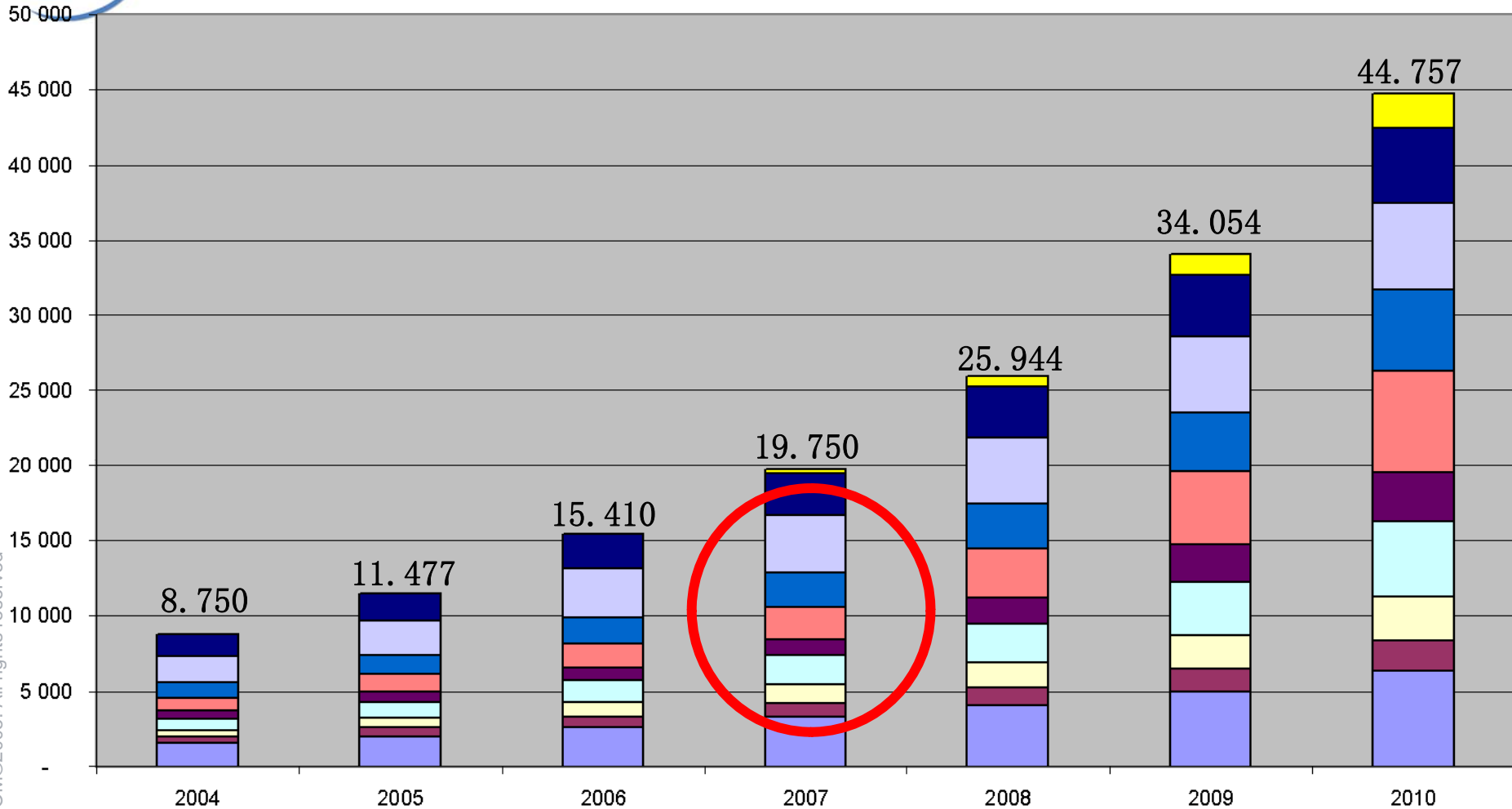


Market Outlook

Sub-segmentation (M Units)

Worldwide

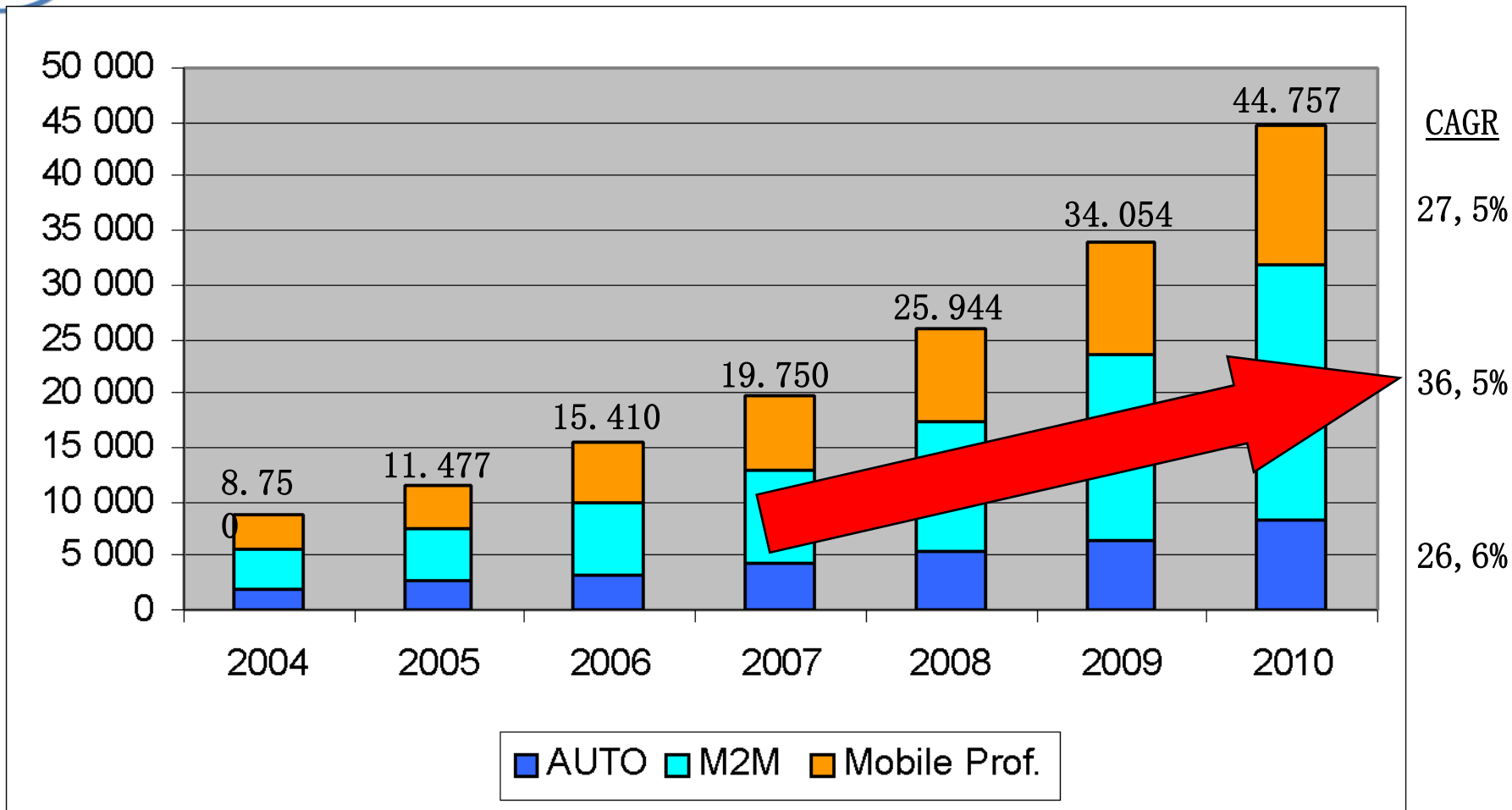
CAGR
31, 2%



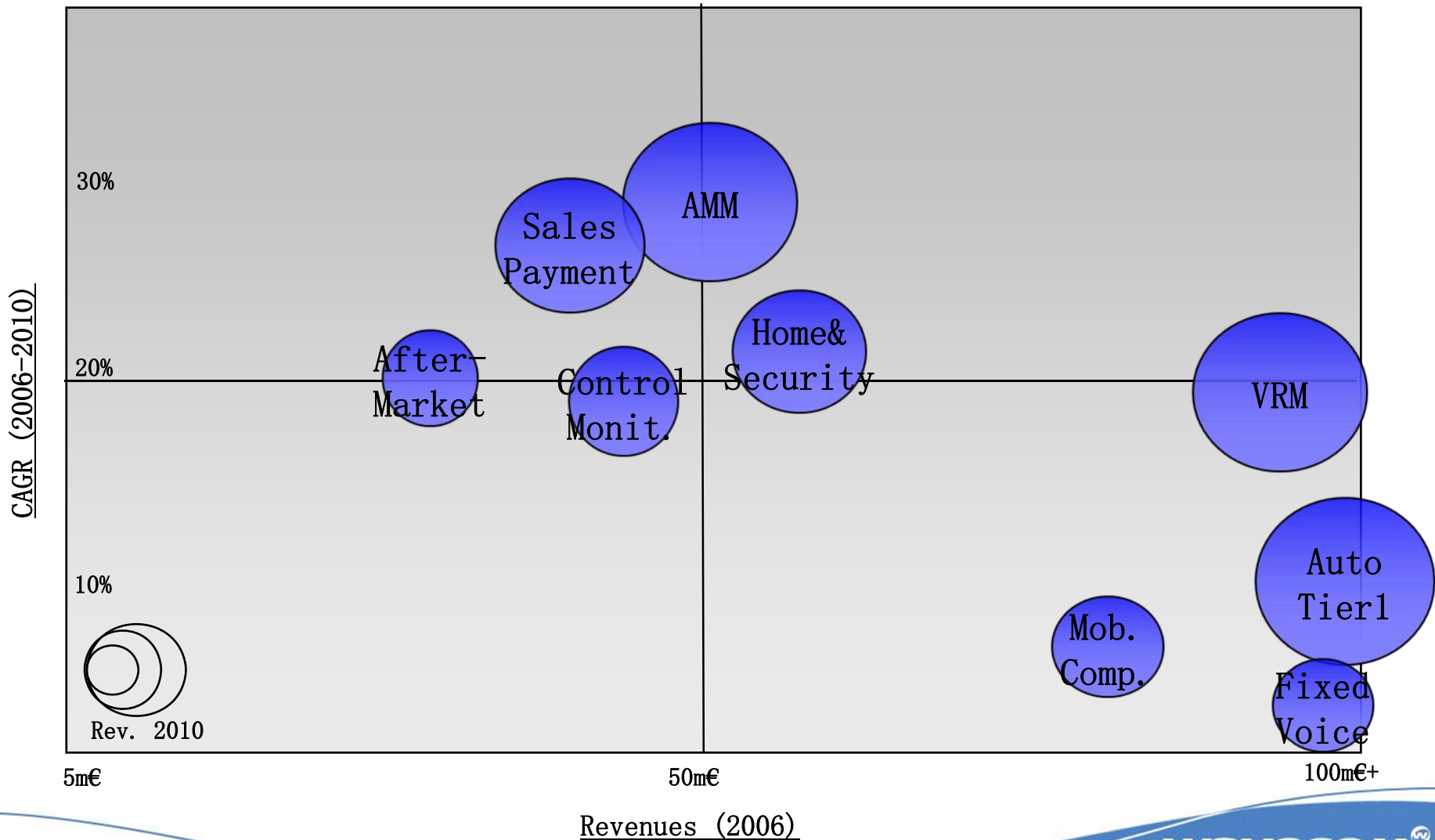
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Volumes by Segment (M Units)

Worldwide



Segments Potential - Worldwide

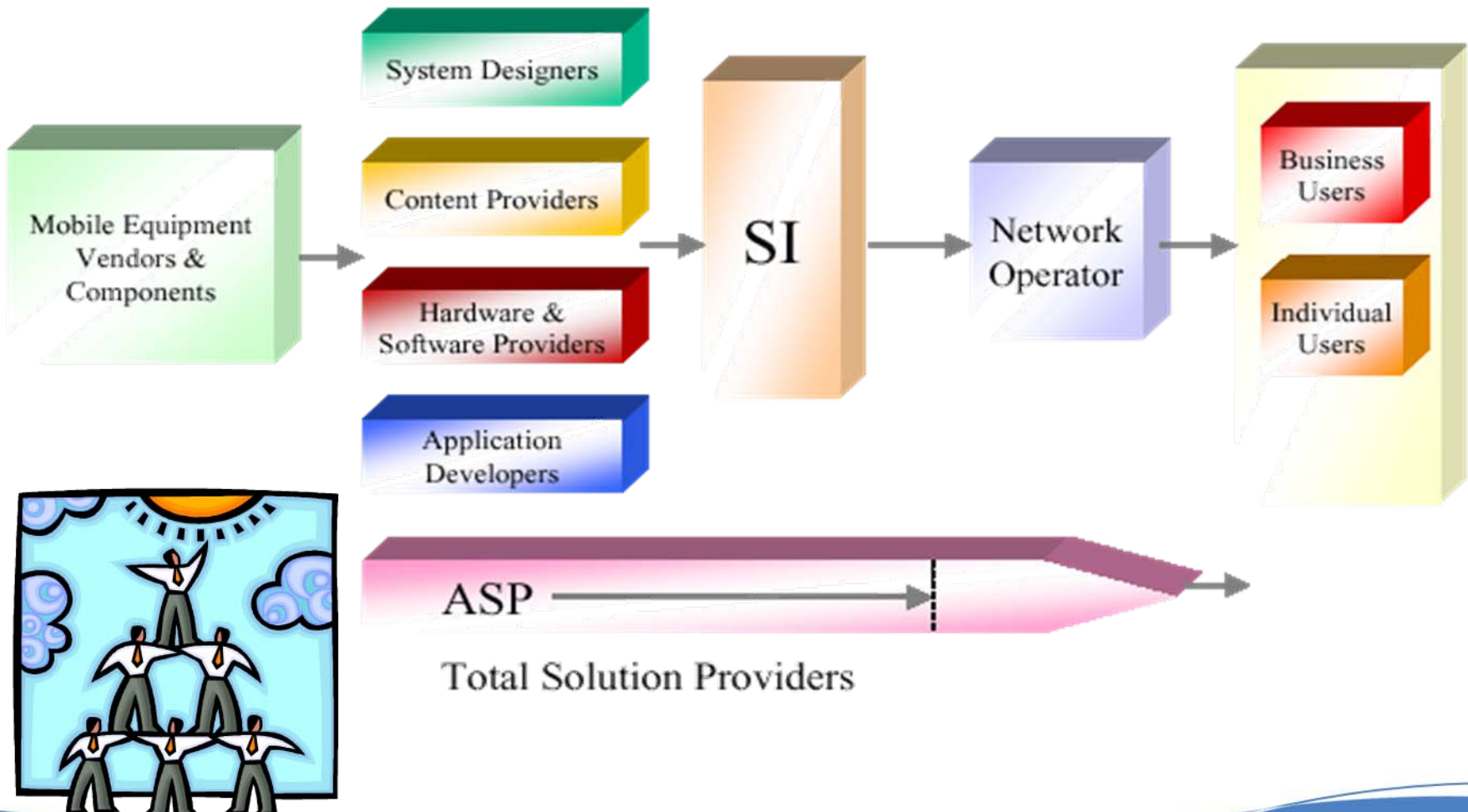




Wavecom Indirect Sales Channel Approach



The Basic Business Model / Value Chain Diagram



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Distribution Value Added to Wavecom

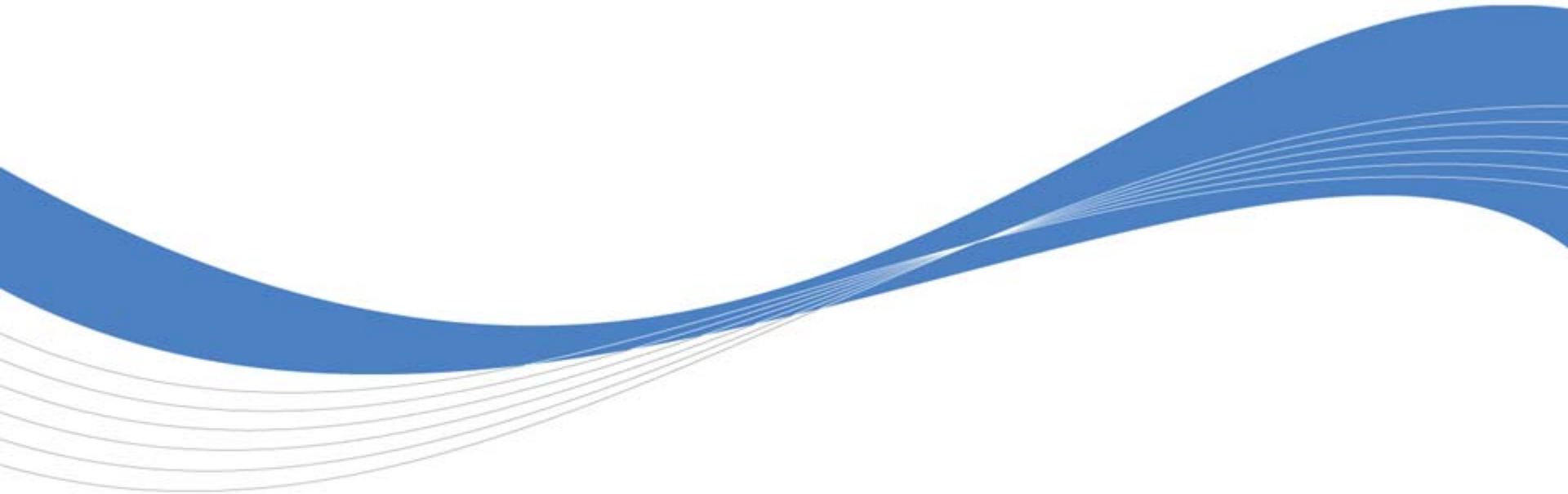
- Sells within the assigned territory/region/country
- Manage relationships with key players in the ecosystem
- Maintains inventory for customer demand
- Provides support to end customers on Wavecom portfolio
- Provides additional components that are critical to the total integration of the Device
- Promotion, advertisement, Project Management, etc. in local language

Did you know?

- Sells within the assigned territory/region/country
 - Your Regional Sales Manager available to support local needs
- Manage relationships with key players in the ecosystem
 - Your Regional Sales Manager and Field Application Engineers are available to assist with relationship management, meet with and support customers, engage into Carrier and local type approvals.
- Maintains inventory for customer demand
 - Your RSM should be notified on monthly basis on the Distributor inventory levels in order to assist you on the sale through

Did you know?

- Provides support to end customers on Wavecom portfolio
 - Wavecom services may enhance support and increase revenue
- Provides additional components that are critical to the total integration of the Device
 - Wavecom has partnerships with complementary component manufacturers (think eRide and companion technologies) which enable you to increase your commission by selling additional parts of the solution
- Promotion, advertisement, Project Management, etc. in local language
 - Wavecom provides art files and guidelines for localization of marketing materials online at the partners section. To obtain access, ask your RSM.
 - Wavecom offers financial, staff and materials support for local marketing by distributors including trade shows (subject to certain restrictions).



Wavecom Value Proposition

What We Are Providing to our Customers





Wavecom value proposition

- Extensive Wireless CPU® portfolio from Plug and Play to Wireless Microprocessor®
- Virtually addresses all segments in the M2M Cellular space
- Heavy push in increasing value to our customers
- Particular analysis in reducing BOM and TCO
 - Distributors have provided key elements on BOM reduction
 - TCO reduction in DOTA and Remote Management
- Increased Quality in products, IPR protection
- The most advanced Roadmap in the industry

Did you know?

- Extensive product portfolio from plug and play to Wireless Microprocessor®
 - A Wireless CPU® brochure covering the complete portfolio is available on line and in print.
 - New sample kits are available to help your customers visualize a Wireless CPU® for their applications.
- Virtually addresses all segments in the M2M Cellular space
 - Segment and marketplace information is closely monitored by Wavecom and is available to help you size up opportunities and customize your approach.
- Heavy push in increasing value to our customers
 - Extensive information is available to you to help you sell the improved value offered by Wavecom. Keep up to date by participating in events like this, visiting the Web site and maintaining close contact with your RSM.

Did you know?

→ Particular analysis in reducing BOM and TCO

- Wavecom is dedicated to responsiveness to customer requirements in these areas. Please keep your RSM abreast of customer pain points in order that we may address them in upcoming products.

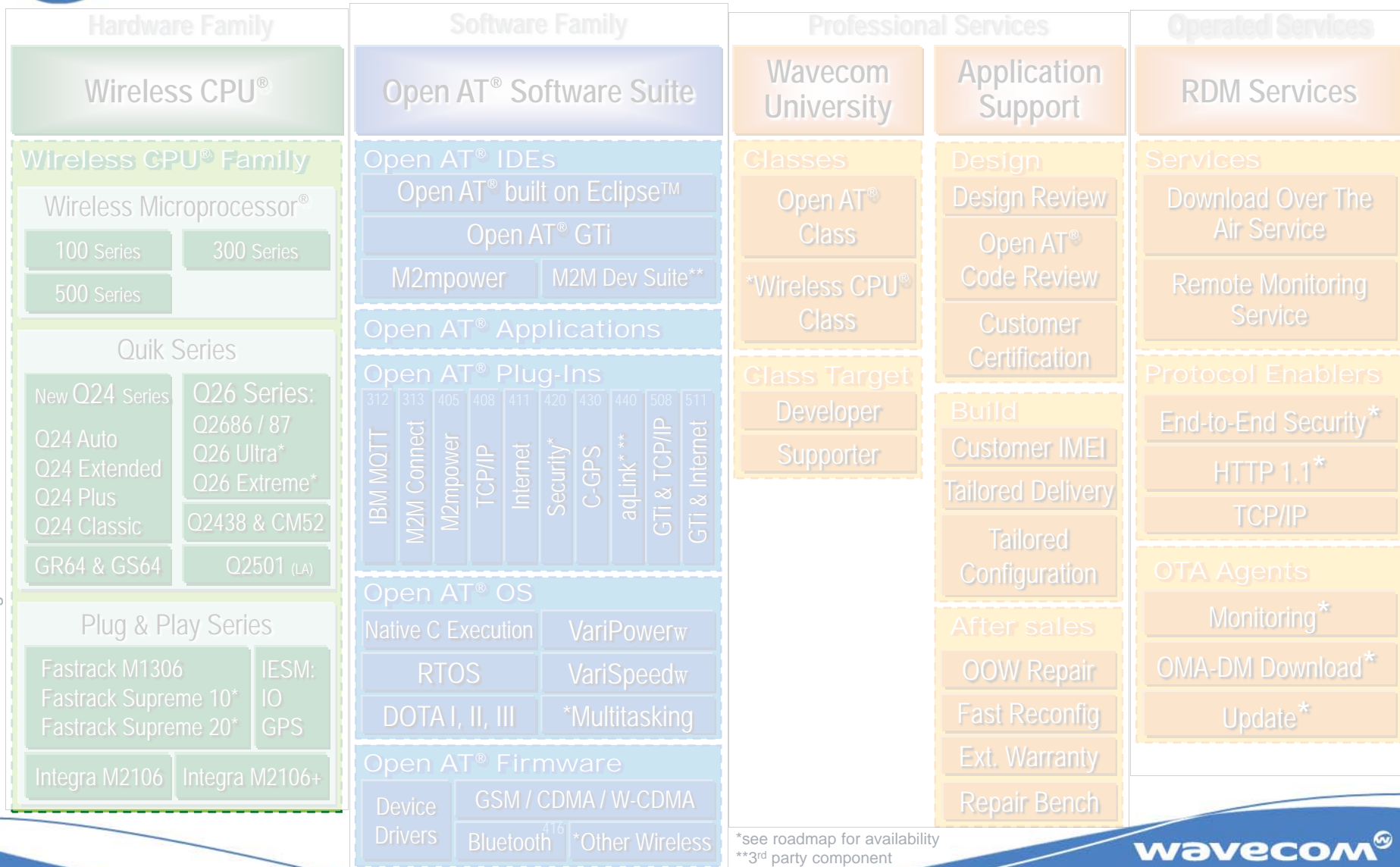
→ Increased Quality in products, IPR protection

- Wavecom is in the process of recertification for ISO 9001 based on ISO/TS16949 – the highest quality standards.
- Wavecom is committed to IPR ownership in all possible areas.



Maximizing Sales in New Product Portfolio

Product Portfolio: 1H2007



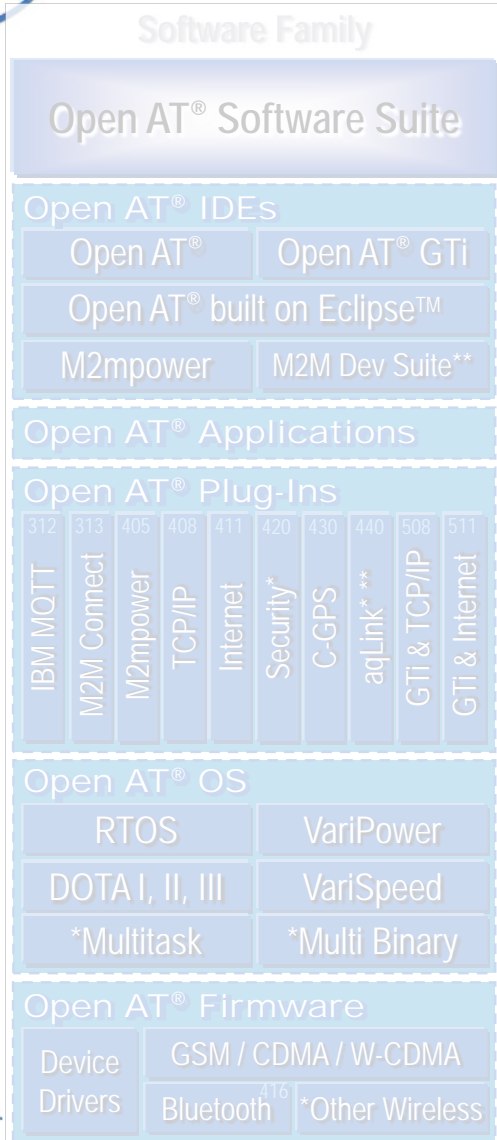
*see roadmap for availability
 **3rd party component

Hardware Sales Approach



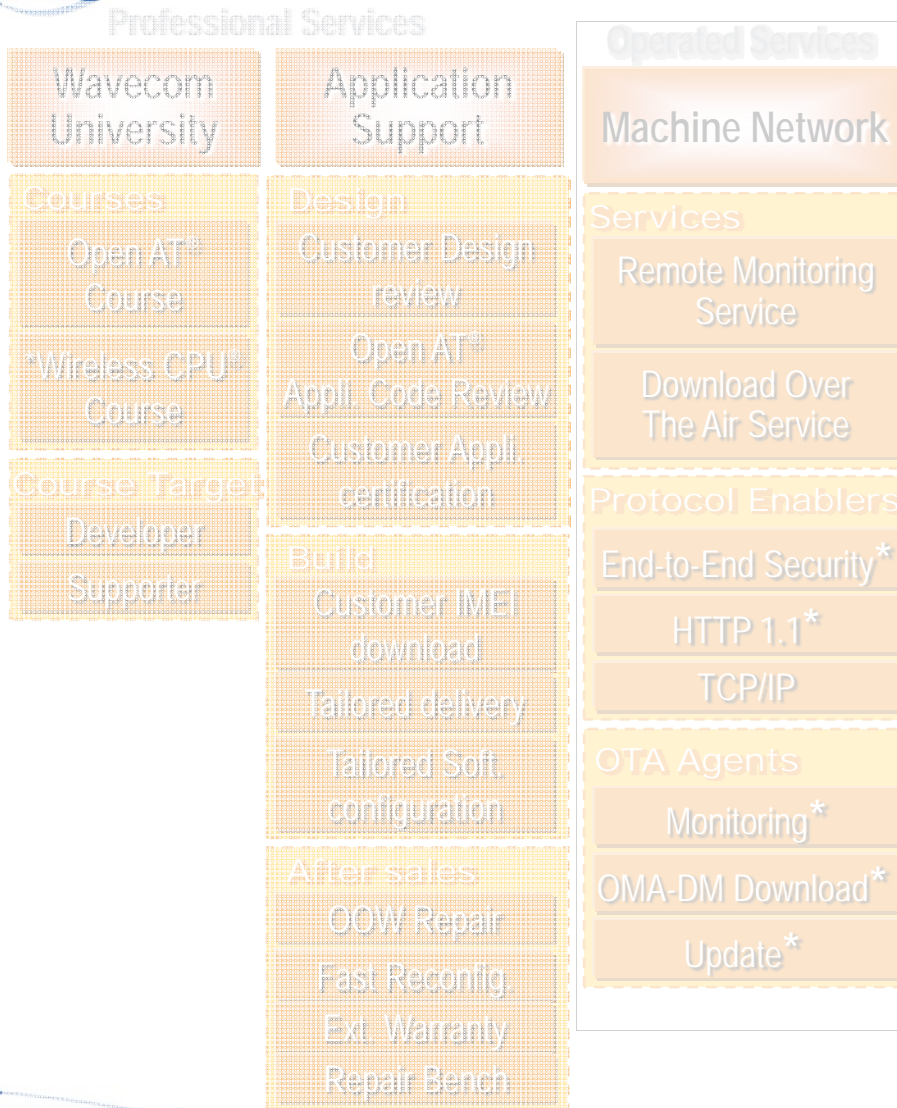
- Sizing up the opportunity
 - Plug & Play, Quik, Wireless Microprocessor®
- Address the Wireless essentials
 - Present a broad overview of Portfolio
 - Ask the right questions: What is it you're developing? Then answer by offering more than just a modem.
- Bring up Wavecom differentials
 - TCO, BOM, IPR, VariPower, ARM
- Use the sample kit provided to illustrate offering. Leave a brochure behind.
- Engage into Software capabilities
 - To strengthen TCO and BOM arguments

Software Sales Approach



- Evaluate the software needed
 - TCP/IP, RTOS, Internet, C-GPS, Etc.
- Bring up the unparalleled value of Open AT
 - Eliminates Microprocessors (Less PCB design)
 - Free: IDE, Compiler, Source code examples
 - Compelling value proposition about BOM cost reduction
- Enhance the TCO value proposition
 - DOTA in O&M (15% & 85%)
- Leave behind a brochure as a reminder.
- Visit the Distributor Web site to download or create your own development kit for your customers.
- Engage into Services offering
 - Extended Warranty
 - Field Software upgrade (TCP/IP to Internet)
 - Training

Services Sales Approach



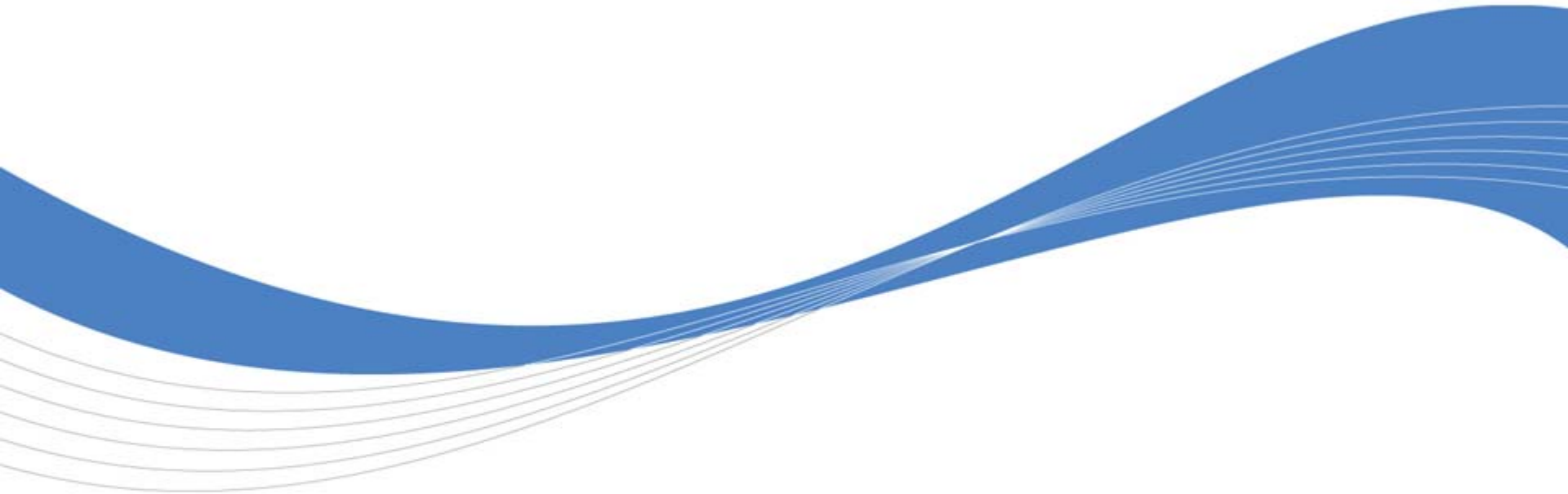
- Portfolio is sophisticated...
 - Offer Wavecom University
- Professional Services for:
 - Design, Code review
 - Application Pre-Certification
- Tailored product build
 - On a request basis
- Other Services:
 - Need? Is in the portfolio?
 - Part number available?
 - Project Management from Distributor?

*see roadmap for availability
 **3rd party component



Conclusion

- Most comprehensive M2M Cellular product portfolio in the industry
- Identified key segment targets and growth trends
- Strong commitment to and support for the Distribution Channel
- Particular stress adding value by optimizing BOM and TCO
- Expanding portfolio with Services offering
- Increased Quality in products
- Worldwide coverage and strong Mobile Carrier acceptance



THANK YOU !

