2007 Wavecom Distributor Conference

Maximizing Wavecom Resources
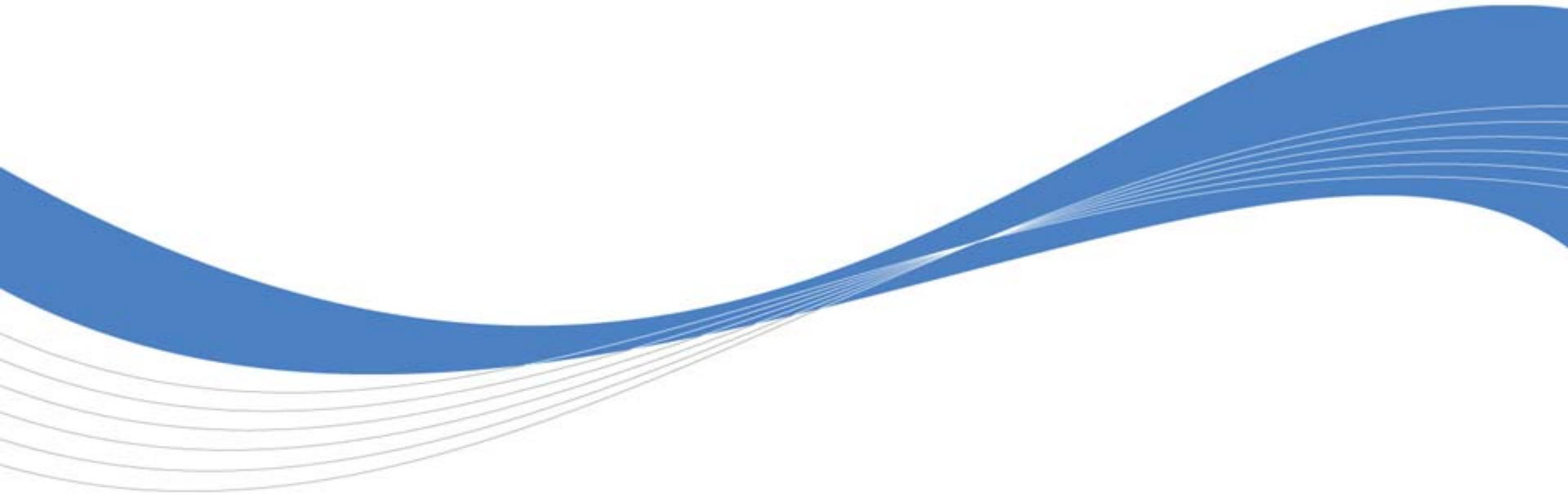
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Agenda

➜ **Market Outlook**

➜ **Wavecom Indirect Sales Channel approach**

➜ **Wavecom value proposition**

➜ **Maximizing Sales in new Product Portfolio**
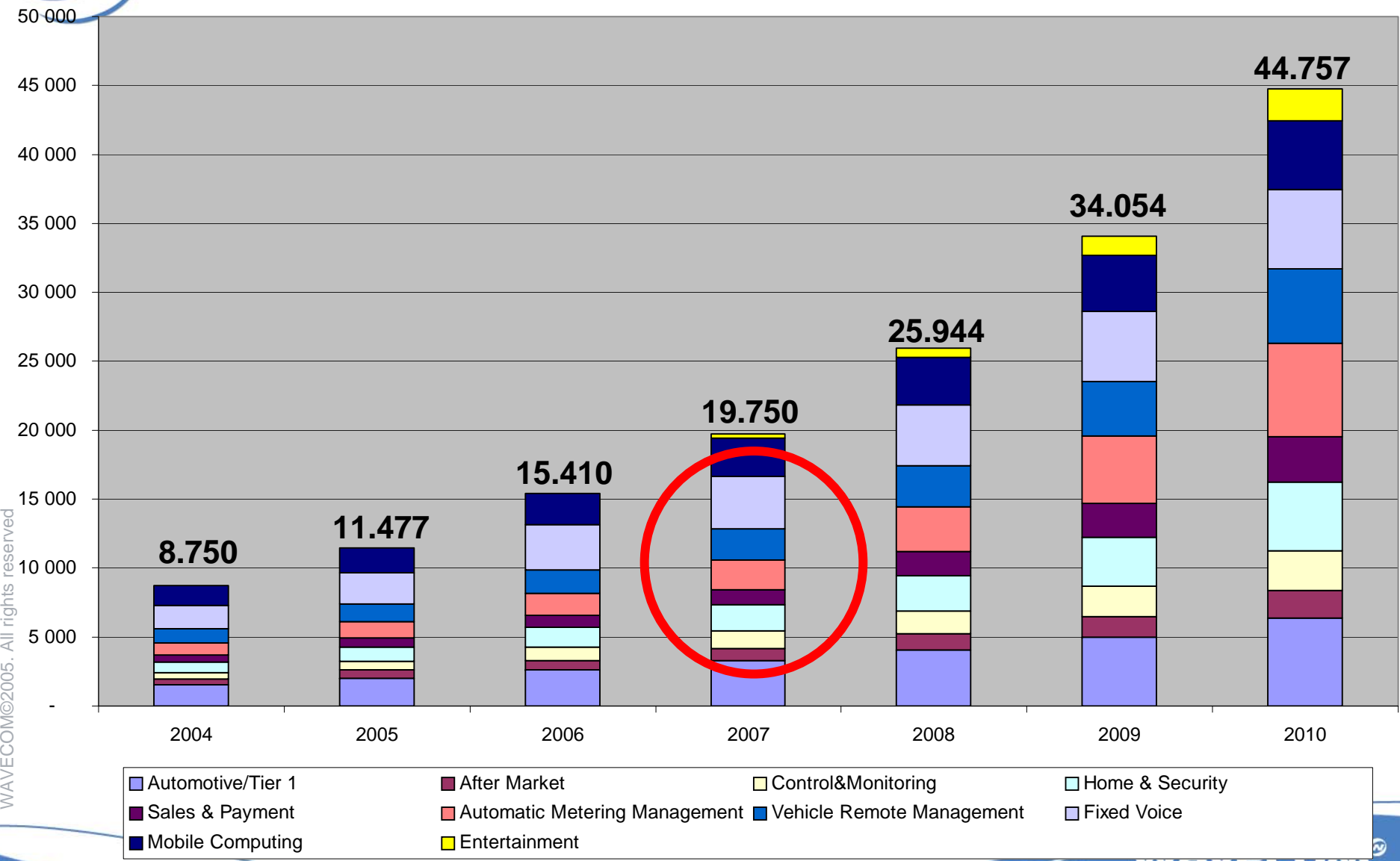
➜ **Conclusion**

2

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Market Outlook

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Sub-segmentation (M Units)

Worldwide

Legend:
- ■ Automotive/Tier 1
- ■ After Market
- □ Control&Monitoring
- ■ Home & Security
- ■ Sales & Payment
- ■ Automatic Metering Management
- ■ Vehicle Remote Management
- □ Fixed Voice
- ■ Mobile Computing
- ■ Entertainment

4

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Volumes by Segment (M Units)

Worldwide

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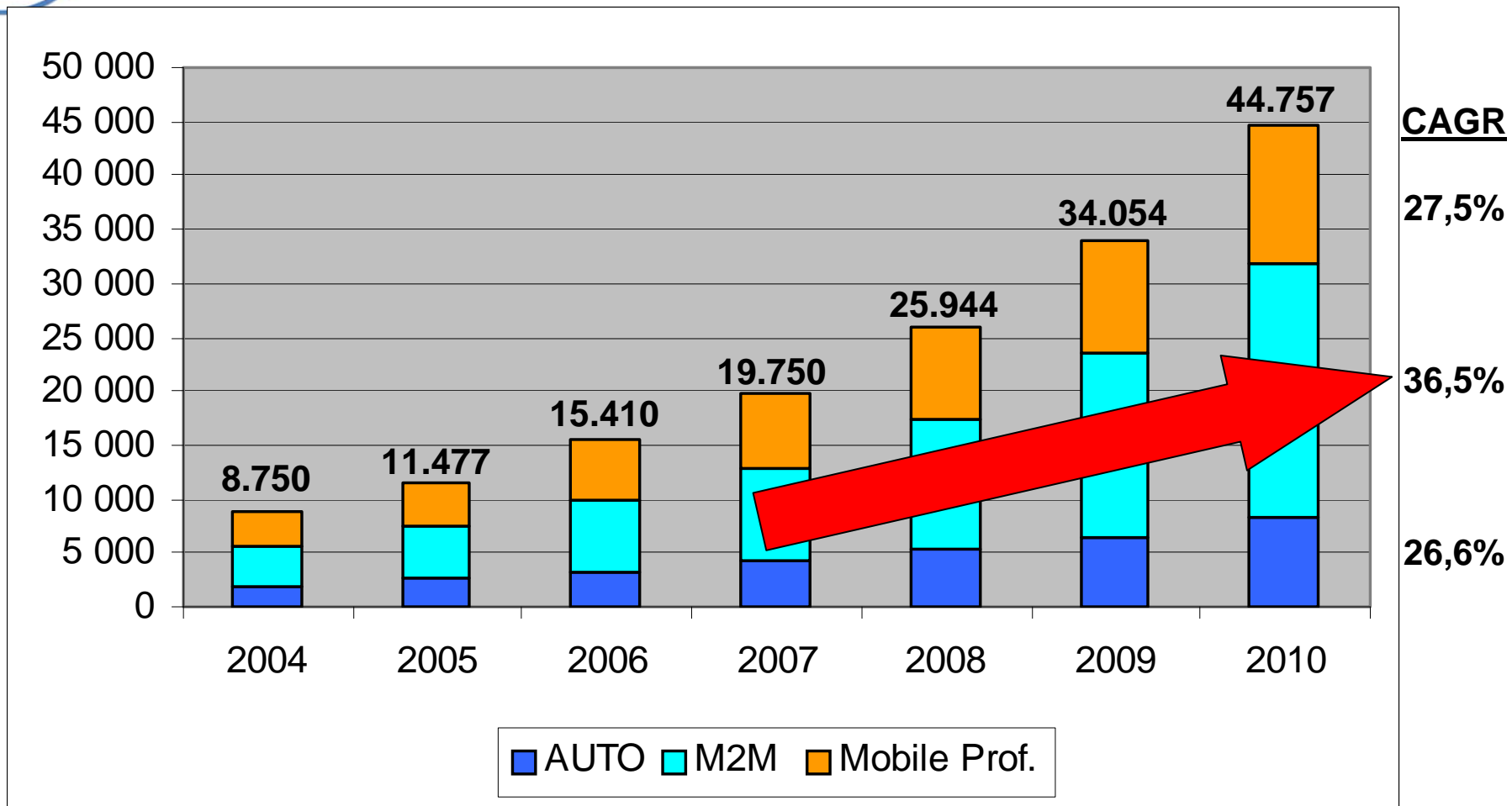
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Segments Potential - Worldwide
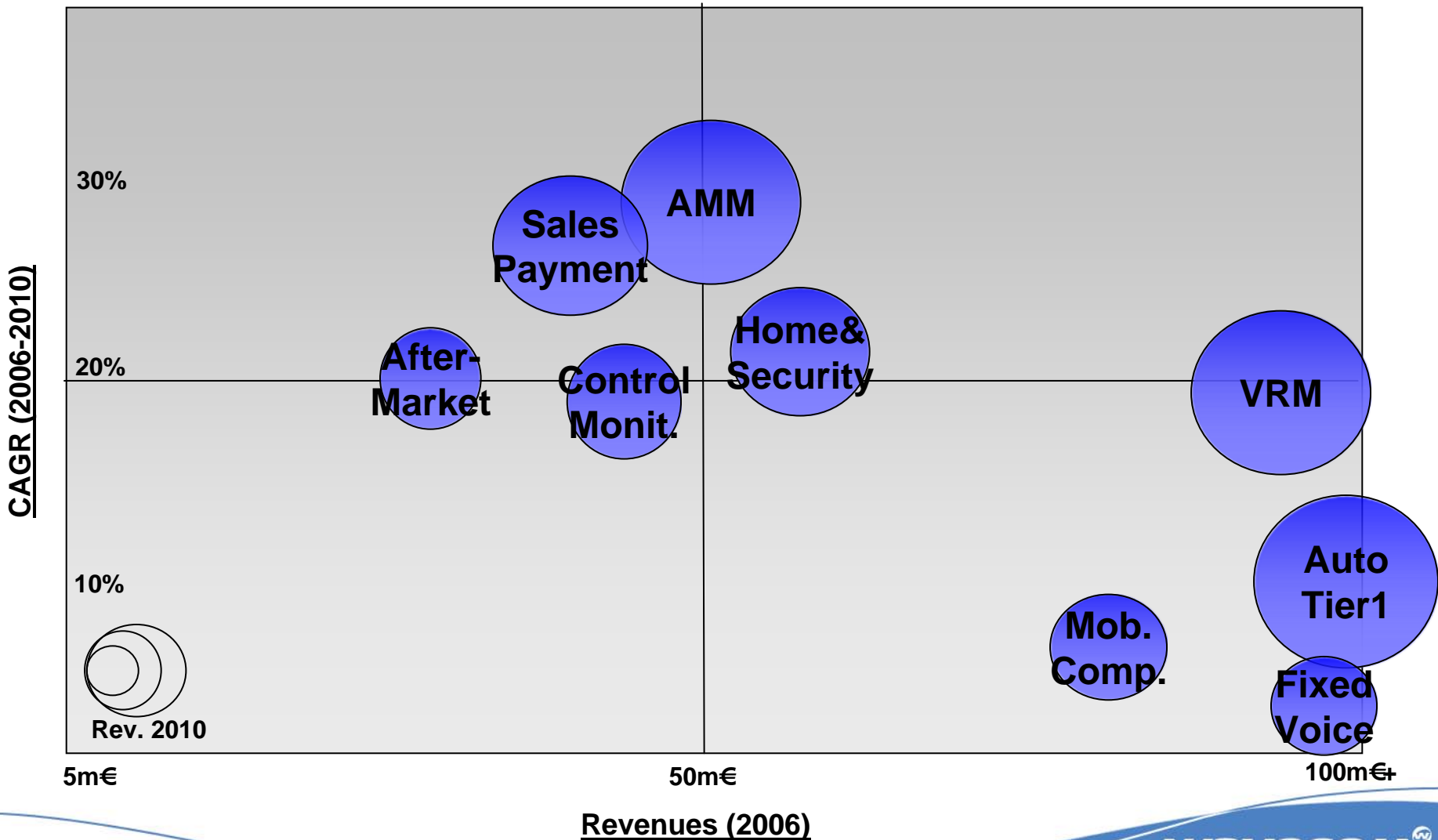
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Wavecom Indirect Sales Channel Approach
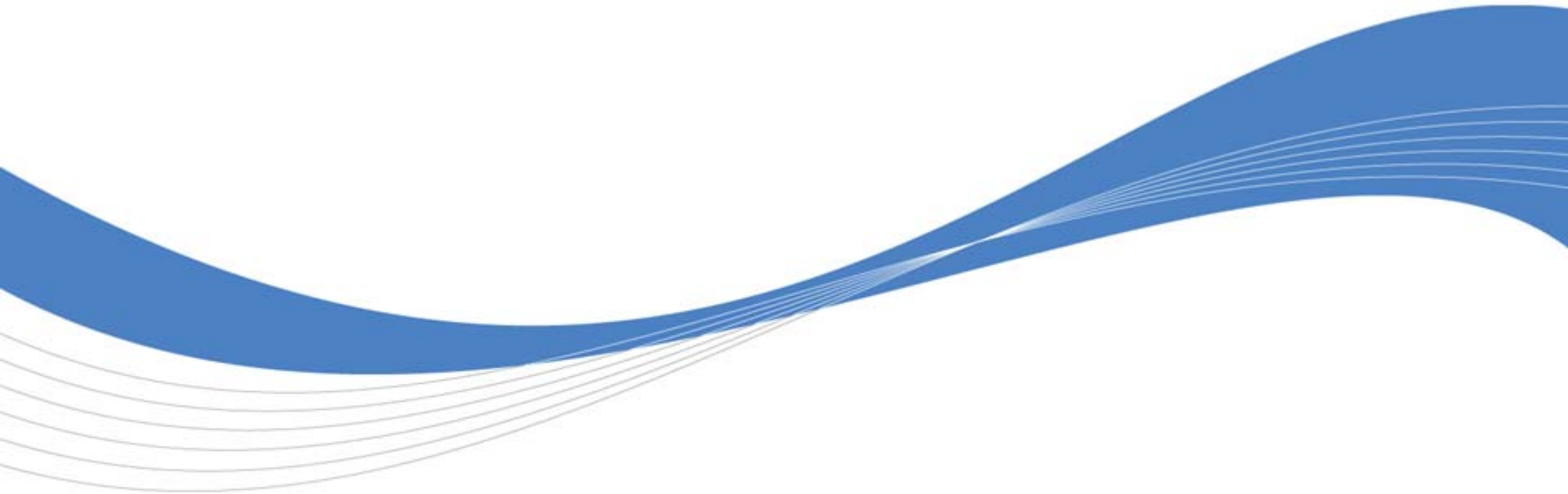
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The Basic Business Model / Value Chain Diagram

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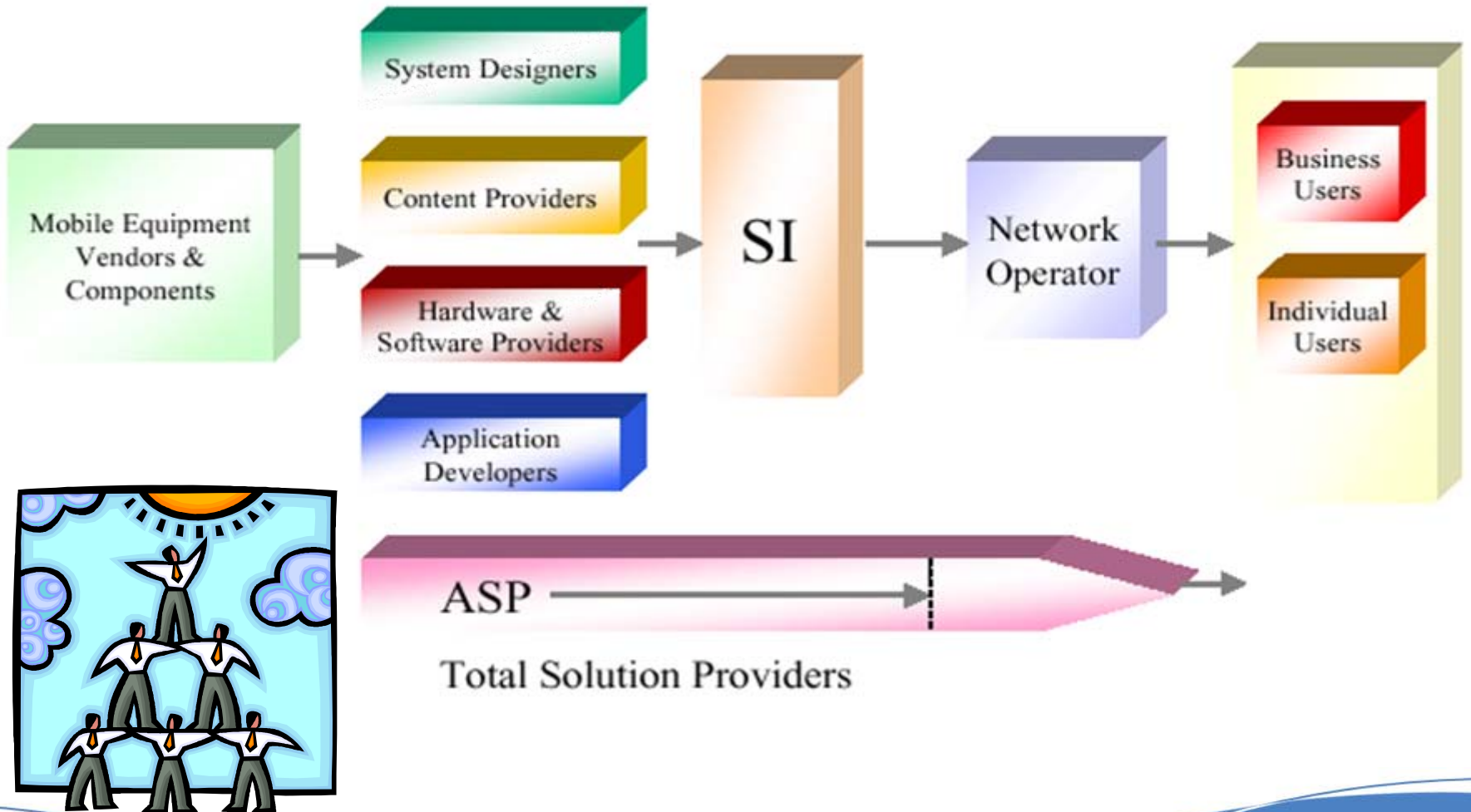
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Distribution Value Added to Wavecom

➜ 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

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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

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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).

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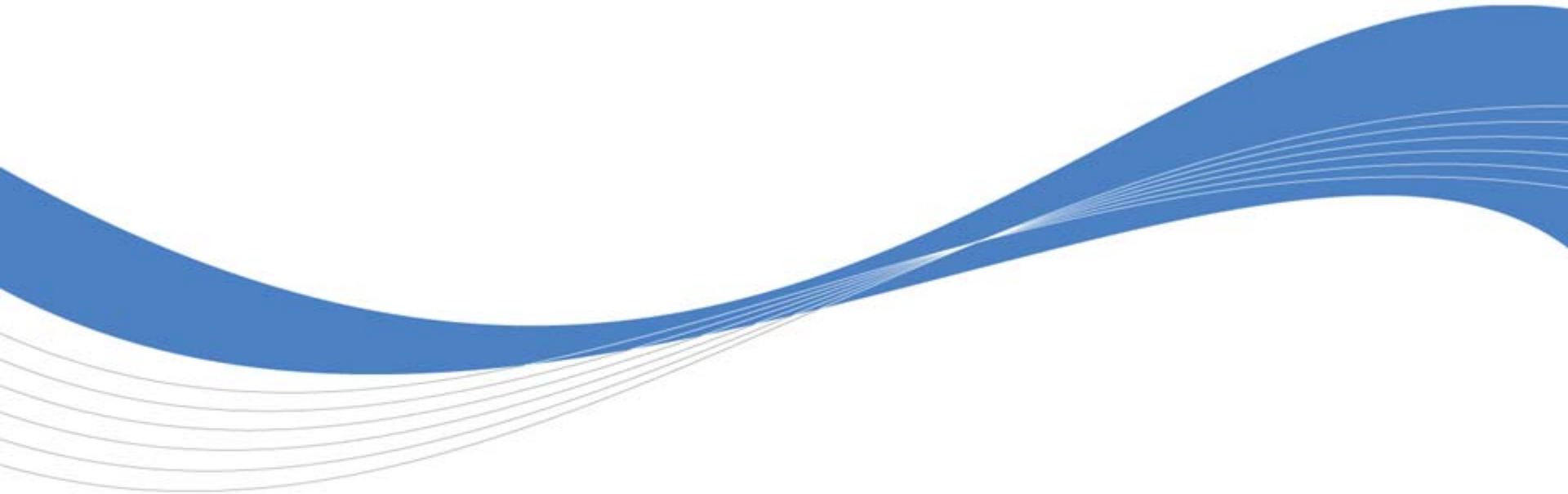
Wavecom Value Proposition

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What We Are Providing to our Customers

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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

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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.

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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.

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Maximizing Sales in New Product Portfolio

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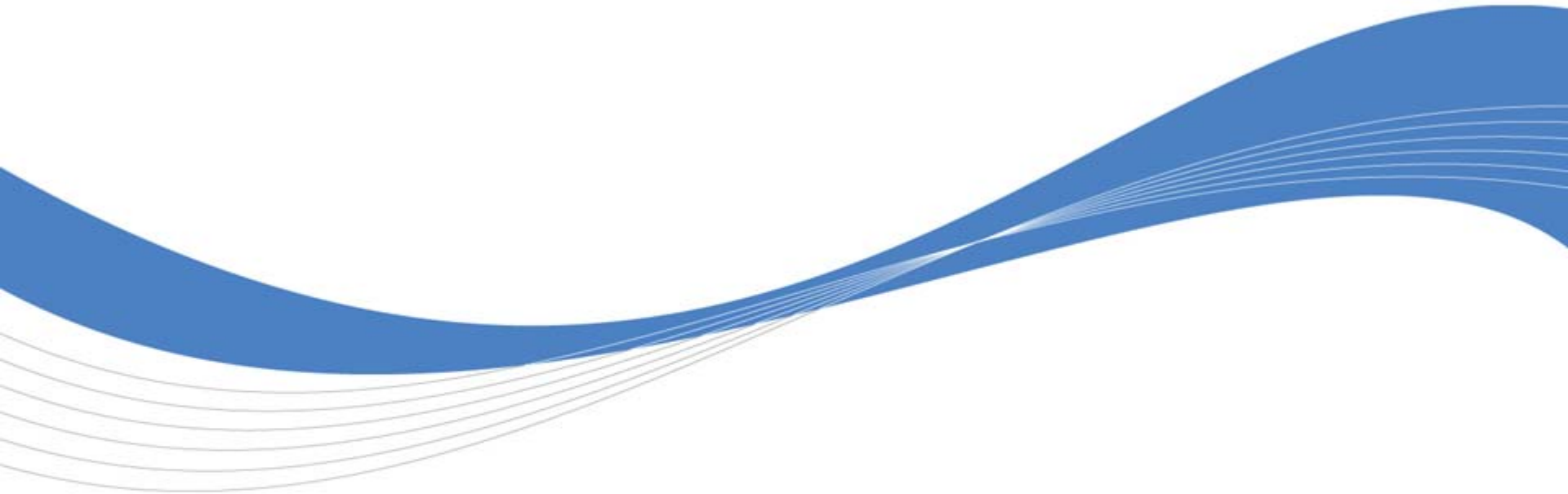
Product Portfolio: 1H2007

Hardware Family

Wireless CPU®

Wireless CPU® Family

Wireless Microprocessor®
- 100 Series
- 300 Series
- 500 Series

Quik Series

New Q24 Series	Q26 Series:
Q24 Auto	Q2686 / 87
Q24 Extended	Q26 Ultra*
Q24 Plus	Q26 Extreme*
Q24 Classic	Q2438 & CM52
GR64 & GS64	Q2501 (LA)

Plug & Play Series

Fastrack M1306	IESM:
Fastrack Supreme 10*	IO
Fastrack Supreme 20*	GPS
Integra M2106	Integra M2106+

Software Family

Open AT® Software Suite

Open AT® IDEs
- Open AT® built on Eclipse™
- Open AT® GTi
- M2mpower | M2M Dev Suite**

Open AT® Applications

Open AT® Plug-Ins

312	313	405	408	411	420	430	440	508	511
IBM MQTT	M2M Connect	M2mpower	TCP/IP	Internet	Security*	C-GPS	aqLink***	GTi & TCP/IP	GTi & Internet

Open AT® OS

Native C Execution	VariPowerw
RTOS	VariSpeedw
DOTA I, II, III	*Multitasking

Open AT® Firmware

| Device Drivers | GSM / CDMA / W-CDMA |
| | Bluetooth | *Other Wireless |

Professional Services

Wavecom University

Classes
Open AT® Class

*Wireless CPU® Class

Class Target
- Developer
- Supporter

Application Support

Design
Design Review

Open AT® Code Review

Customer Certification

Build
Customer IMEI

Tailored Delivery

Tailored Configuration

After sales
- OOW Repair
- Fast Reconfig
- Ext. Warranty
- Repair Bench

Operated Services

RDM Services

Services
Download Over The Air Service

Remote Monitoring Service

Protocol Enablers
End-to-End Security*

HTTP 1.1*

TCP/IP

OTA Agents
Monitoring*

OMA-DM Download*

Update*

*see roadmap for availability
**3rd party component

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Hardware Sales Approach

Hardware Family

Wireless CPU®

Wireless CPU® Family

Wireless Microprocessor®
| 100 | 300 |

Quik Series

New Q24 Series	Q26 Series:
Q24 Auto	Q2686
Q24 Extended	Q2687
Q24 Plus	Q26 Ultra*
Q24 Classic	Q2501 (LA)
CM52	Q2438
GR64	GS64

Plug & Play Series

Fastrack:	Integra:
M1306	M2106
Supreme 10*	M2106+
Supreme 20*	

➔ 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

*see roadmap for availability
*third party component

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Software Sales Approach

Software Family

Open AT® Software Suite

Open AT® IDEs
Open AT®	Open AT® GTi
Open AT® built on Eclipse™	
M2mpower	M2M Dev Suite**

Open AT® Applications

Open AT® Plug-Ins

| 312 | 313 | 405 | 408 | 411 | 420 | 430 | 440 | 508 | 511 |
| IBM MQTT | M2M Connect | M2mpower | TCP/IP | Internet | Security* | C-GPS | aqLink*** | GTi & TCP/IP | GTi & Internet |

Open AT® OS
RTOS	VariPower
DOTA I, II, III	VariSpeed
*Multitask	*Multi Binary

Open AT® Firmware
| Device Drivers | GSM / CDMA / W-CDMA |
| | Bluetooth 416 | *Other Wireless |

➔ 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

*see roadmap for availability
**3rd party component

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Services Sales Approach

Professional Services

Wavecom University	Application Support	Operated Services

Machine Network

Courses
- Open AT® Course
- *Wireless CPU® Course

Course Target
- Developer
- Supporter

Design
- Customer Design review
- Open AT® Appli. Code Review
- Customer Appli. certification

Build
- Customer IMEI download
- Tailored delivery
- Tailored Soft. configuration

After sales
- OOW Repair
- Fast Reconfig.
- Ext. Warranty
- Repair Bench

Services
- Remote Monitoring Service
- Download Over The Air Service

Protocol Enablers
- End-to-End Security*
- HTTP 1.1*
- TCP/IP

OTA Agents
- Monitoring*
- OMA-DM Download*
- Update*

➔ 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

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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

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THANK YOU !

www.sendsms.cn

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