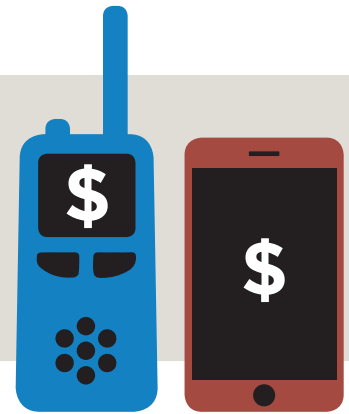


HOW MUCH WILL IT COST?

THE CHOICE BETWEEN CELLULAR AND TWO-WAY RADIO.



It's a big decision—what type of communications device should you give your employees to promote business productivity and employee safety. The more you know about what contributes to your total cost, the better equipped you are to make the right decision for your business.

Service options include having your communications needs accommodated by a national communications carrier, a regional private carrier or by maintaining a private network. Carrier networks are shared with other users, but both provide superior communications services—nationally or locally. Private networks are not shared with other users, but the channels may be shared with other users.

- **Monthly access fees enable access to either commercial or regional communications networks**
- **Devices may be either purchased or paid for through extended service contracts**
- **Private system networks are owned and controlled by the licensee operator**

Initial costs for each approach will vary, depending on your choice of service and the scope of the desired wireless solution. There may also be long-term recurring costs associated with these service solutions, including device maintenance and replacement and site rental. Some regional carriers provide mobile “buy-back” service, which may reduce capital costs.

Each communication solution alternative provides pros and cons.

COMMERCIAL CELLULAR NETWORK

- No cost to build out a network
- Immediate service
- Low, upfront costs
- Reduced capital expenditures—(often offer free phones)
- Nationwide network

PROS

- No local, onsite maintenance
- Network susceptible to regional outages during emergencies
- Network coverage may not meet unique coverage requirements
- Network vulnerable to hackers, malware and other security issues

CONS

PRIVATE CARRIER NETWORK

- No cost to build out a network
- Immediate service
- Local service—with onsite maintenance
- Typically, do not offer free radios, but may finance purchase of radios
- Monthly access fees typically lower than those for cellular networks
- Rugged two-way radios, built to last and for the needs of business
- Regional network created for local business users

PROS

- Capital expenditures may be high
- Network may not be built to your specifications and coverage expectations
- Typically, nationwide coverage is not available

CONS

PRIVATE RADIO NETWORK

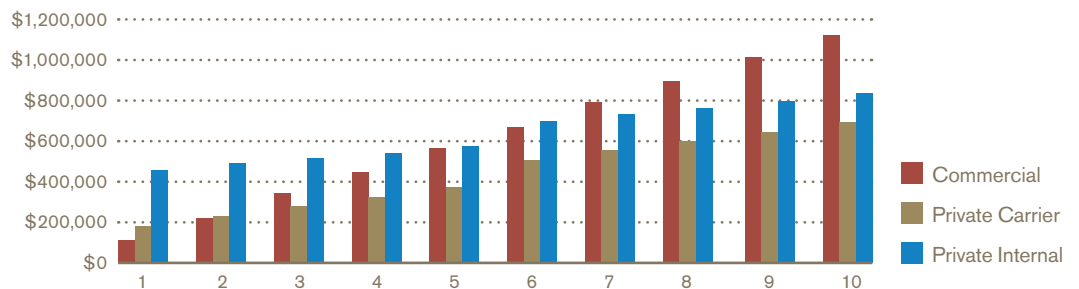
- Your own system built to your specifications and needs
- Local service with onsite maintenance
- Rugged two-way radios, built to last and for the needs of business
- No monthly fees

PROS

- Capital expenditures
- Recurring operational expenses
- System management required

CONS

This graph shows typical costs for each type of network over a ten year period. Ask your dealer to perform a complete cost analysis to guide you in your decision. Your costs may vary from those in this example.



Ask your dealer. The Enterprise Wireless Alliance recommends that you ask your dealer for a complete cost analysis before deciding what communications technology solution is right for your organization. EWA is a not-for-profit association representing businesses that use wireless technology as well as the manufacturers, resellers and communications sales and service providers that serve business enterprises.

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