ONE DEVICE. GLOBAL COVERAGE.
BUILT-IN QUALCOMM® SNAPDRAGON™ 3G/4G LTE* FOR NOTEBOOKS AND TABLETS.

BUSINESS TODAY DEPENDS ON THE MOBILE CLOUD

As more enterprise data and applications are moving to the cloud, today's workers require pervasive mobile broadband access to perform business services and access enterprise resources virtually anywhere on their laptop or tablet. Employees expect seamless, connected experiences regardless of their physical location and device type. Using Qualcomm® Snapdragon™ 4G LTE mobile broadband, employees can be more productive anytime, anywhere.

MOBILE WORKFORCE CHALLENGES

WITHOUT SNAPDRAGON **WITH SNAPDRAGON**

▶ More Productive

Cost of mobile broadband service contracts is not justified for many employees because they don't travel enough.

WITHOUT SNAPDRAGON **WITH SNAPDRAGON**

▶ Lower Cost

Frequent usage of paid WiFi is expensive.

WITHOUT SNAPDRAGON **WITH SNAPDRAGON**

▶ More Secure

Dealing with multiple public WiFi connections can be insecure and frustrating.

WHY 4G LTE MOBILE BROADBAND?

Despite an increasing number of WiFi hotspots, WiFi coverage is far from ubiquitous. And even when available, access is too unpredictable and expensive for enterprise workforces. IT managers are increasingly turning to embedded mobile broadband for notebooks and tablets to help manage mobility costs and increase employee productivity.

MOBILE BROADBAND BENEFITS

+ Provides virtually anywhere, anytime access to the internet**

+ Delivers consistently higher 4G speeds vs. WiFi's slower connections

+ Affords secure connections and encryption vs. WiFi's vulnerability to cybertheft

+ Employs an easy, efficient and consistent user experience eliminating the multiple registrations and activations required for WiFi access

+ Helps control costs by making connectivity expenses more predictable

BENEFITS OF SNAPDRAGON BUILT-IN MODEM ACROSS A WIDE RANGE OF ENTERPRISE CUSTOMERS

RETAIL
REAL ESTATE
PHARMA
MANUFACTURING
INSURANCE
HIGH TECH
HEALTHCARE
EDUCATION
FINANCIAL SERVICES
ENERGY & MINING

REAL-TIME ACCESS TO:
+ Financial data
+ Inventory levels and availability
+ Company intranets
+ Business applications
+ Sales data
+ Contracts and orders
+ Process orders and contracts
+ Accommodate changing schedules
+ Databases
+ IT diagnostics
+ Remote networks from international locations
+ Portfolio analysis
+ Calendar updates

ANYTIME, ANYPLACE ABILITY TO:
+ Work remotely with clients
+ Process orders and contracts
+ Check order status
+ Generate invoices, receipts, contracts
+ Perform remote diagnostics
+ Monitor market dynamics

LATEST MARKET RESEARCH: WORKFORCE IS MORE MOBILE THAN EVER

To accommodate an increasingly mobile workforce, IT departments seek to create more flexible user-focused data sharing and collaboration models vs. the centralized, standard platform controls of the past. The research results shown at right support the following:

+ Most field service, sales, management and marketing groups are heavy travelers or road warriors, but nearly all workforce segments are at least occasionally mobile

+ IT managers are investing heavily in mobile broadband for their mobile workforces

+ Costs associated with connecting to the internet while on the road can become overwhelming

+ Flexible, prepaid data plans are driving additional value in mobile broadband investments

ONE DEVICE. GLOBAL COVERAGE.

Qualcomm® Snapdragon™ 4G LTE technology makes it possible to procure and support ONE wireless device that works on multiple LTE wireless networks, with backward compatibility to HSPA+ and EVDO. With Snapdragon technology, you have the flexibility to deploy a single device for all regions. This single Snapdragon SKU reduces support and qualification costs since there is no longer a need to manage region-specific configurations locked into one carrier or technology. Next-generation built in mobile broadband modules deliver the global coverage and flexibility that workers demand with the security and investment protection that IT managers expect.

The single Snapdragon global SKU offers seamless mobility with multimode LTE coverage in the US, and DC-HSPA+ support everywhere else. This superior data experience includes:

+ Most advanced mobile broadband solution

+ Superior performance and power efficiency

+ Supporting all 7 major global cellular modes

+ Supports global footprint of frequency bands and operators

+ Location/asset tracking awareness with built-in GPS

TRAVEL BEHAVIORS OF THE MOBILE WORKFORCE

Time spent working away from desk:
Road warriors 60–100% **Heavy travelers 20–60%**
Light travelers 0–20% Occasionally mobile

FIELD SERVICE

SALES

CUSTOMER SERVICE

EXECUTIVE MANAGEMENT

IT

MARKETING

SUPPLY CHAIN

ADMINISTRATIVE
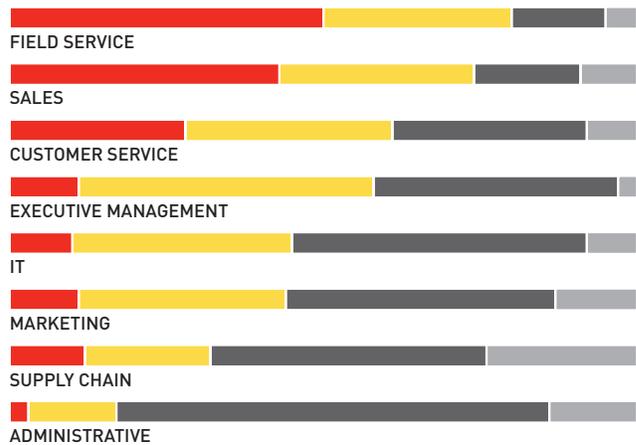
MONTHLY COSTS FOR MOBILE INTERNET USAGE

Cost per month, per user:
$180 + **$150–$179** **$120–$149** **$900–$119** **$60–$89** **$30–$59** **Less than $30** Not sure

ROAD WARRIORS

HEAVY TRAVELERS

LIGHT TRAVELERS

OCCASIONALLY MOBILE
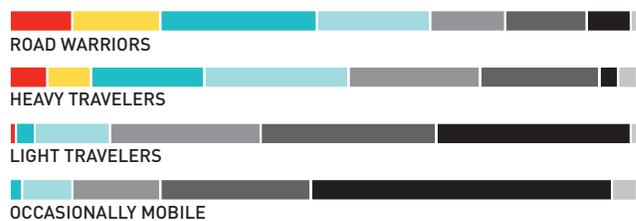
Source: A commissioned study conducted by Forrester Consulting on behalf of Qualcomm, September 2011

Discover why Qualcomm® Snapdragon™ 4G LTE solutions offer superior mobile broadband connections.
To learn more, visit snapdragon.com/enterprise

At the heart of devices you love