editorial

"the future will be all about making the PDA a more ubiquitous device and more useful to both the mobile business user and the on-the-go consumer"

Neil Strother, Cahners In-Stat page 32

early bird strategies

This special double issue of ***3G strategies for operators*** focuses on high-speed data (HSD) services. But scratch the surface and you'll find the overriding concern of all our writers is finding the most **effective way of generating new revenue streams** at the earliest opportunity.

Possibly one of the most intriguing pieces in this issue is the profile of maverick US CDMA operator Monet Mobile. By thinking outside the box, this innovative carrier has squeezed new revenue from what many bigger players would regard as unpromising markets. In the process, the company has also developed an **intriguing new business model** that demands closer scrutiny.

Our Q&A confronts the editorial team of Total Telecom, Emap's influential online wireless news site. As well as offering intriguing **predictions for the 12 months ahead**, the team considers the role of WLANs in the development of 3G solutions and the issues confronting the financial community as next generation services become a reality.

Ovum takes our analyst spot this time around. In an enlightening **reassessment of the corporate opportunity**, the article illuminates the significant opportunities open to operators in providing data services for business. However, the writers also chart the significant challenges that must be addressed before such revenue streams are realised.

What emerges from these diverse takes on the role of 3G in a corporate context is that it is a window of opportunity neither side can afford to squander. From the enterprise side, early adopters stand to increase the productivity of mobile workforces and steal a march on competitors. From an operator perspective, an early and effective deployment of HSD services means the creation of important new revenue streams and the chance to gain early **market-share in a sector with an extremely low level of churn**.

3G strategies for operators

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