



# Tracker & Metrics Research Coverage 2016

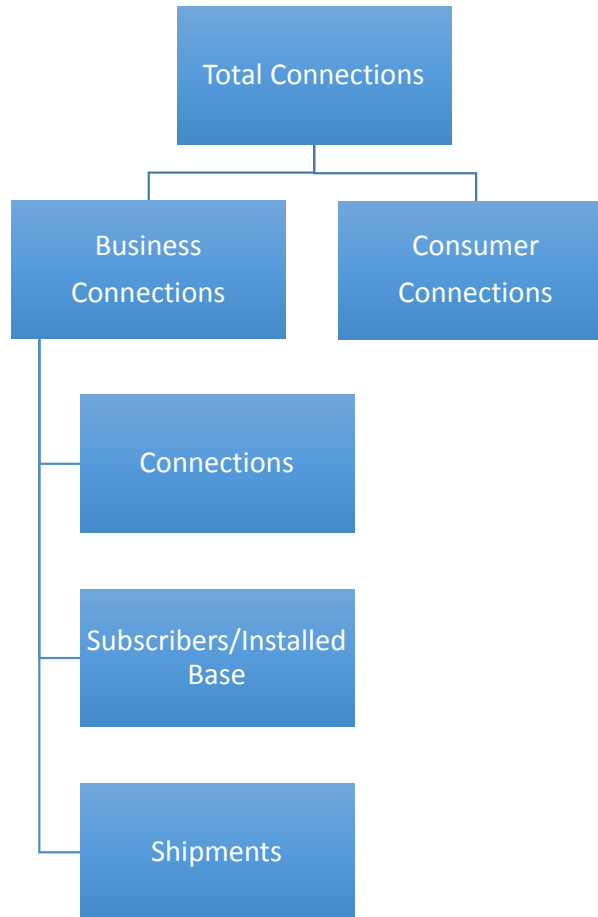


# Master Connections



### Comprehensive Coverage

- Compass covers the entire consumer and B2B mobile, wearables, IoT, and emerging technologies marketplace
- 5 year revenue & spending forecasts are conducted one to two times per year
- Quarterly trackers are also available for carrier and OEM data
  - Subscribers
  - Connections
  - Installed Base
  - Shipments
- Share of Gross Adds & Share of Net Adds is also tracked Quarterly
  - Numerous segments broken out by account type, size of business, and more



- 5 year forecasts
- Quarterly, Bi-Annual Trackers

### Possible Segmentation

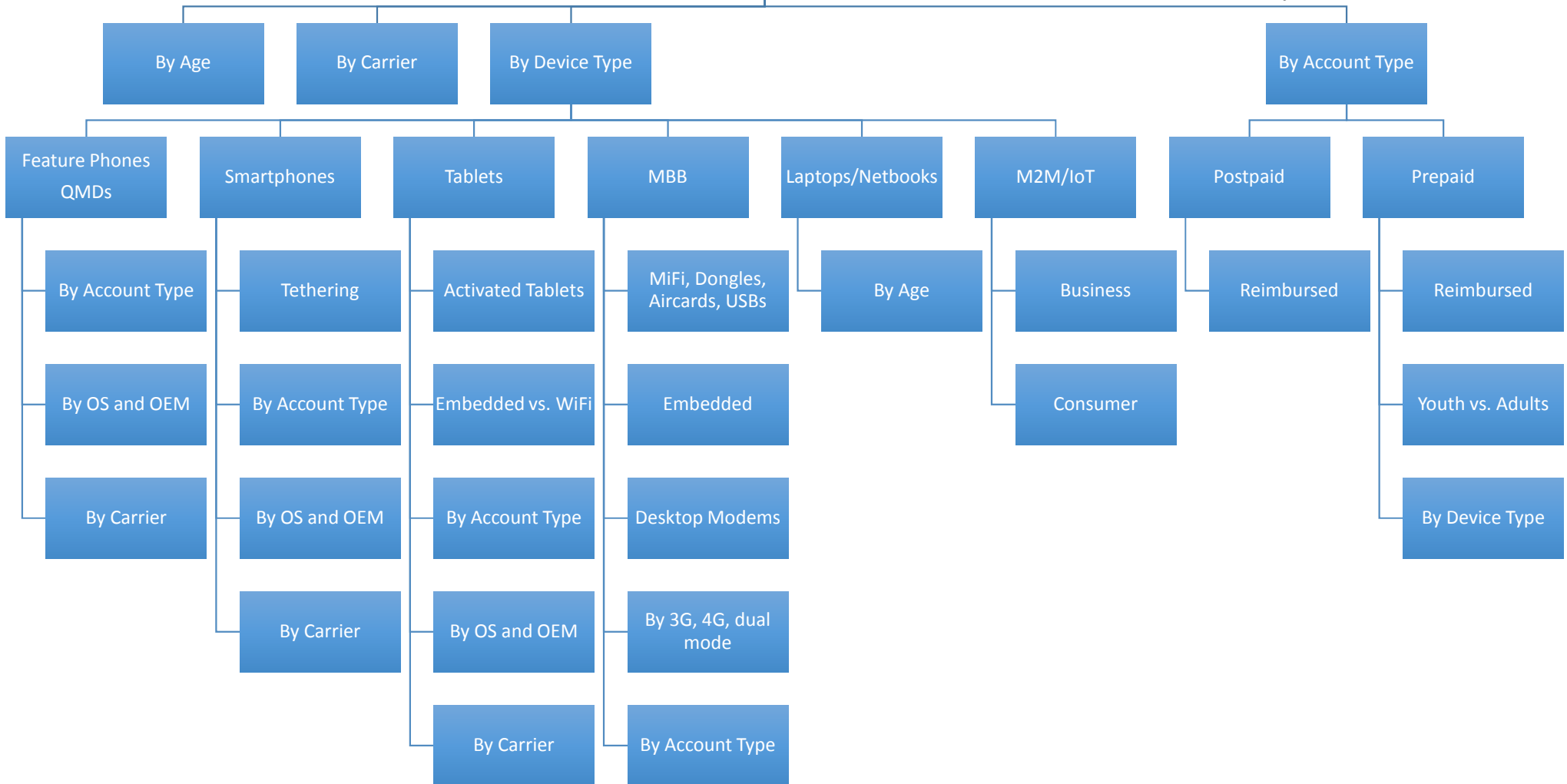
- By Age (Other demographics)
- By Carrier
- By OEM
- By OS
- By Size of Business
- By Vertical
- By Account Type
- By For Factor
- By Device Type
- By Application
- By Channel
- By Device Condition
- By Postpaid vs. Prepaid
- By MNO vs. MVNO
- By SoGA and SoNA
- By Wholesale
- # of Shared Plan Subscribers
- Combinations of above!

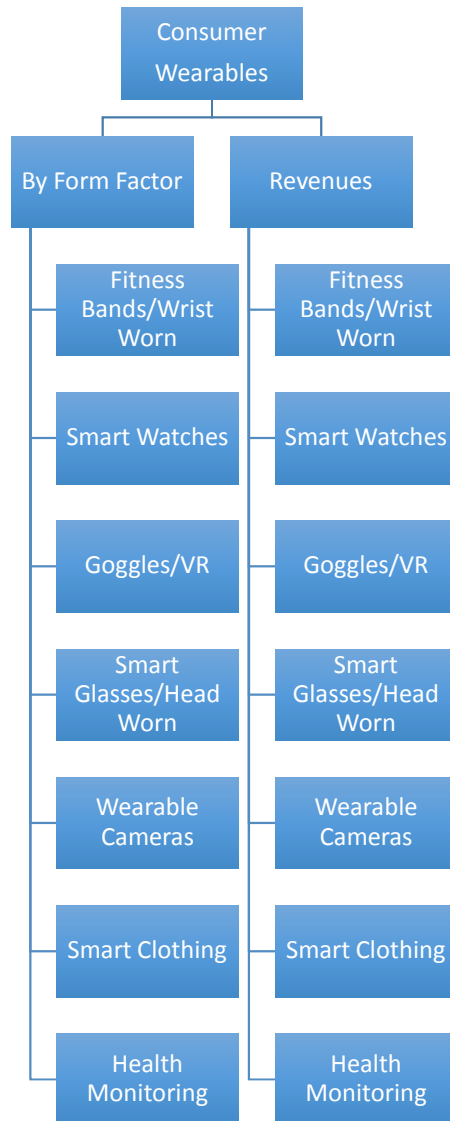
# Consumer Connections



Consumer

- 5 year forecasts
- Quarterly, Bi-Annual Trackers

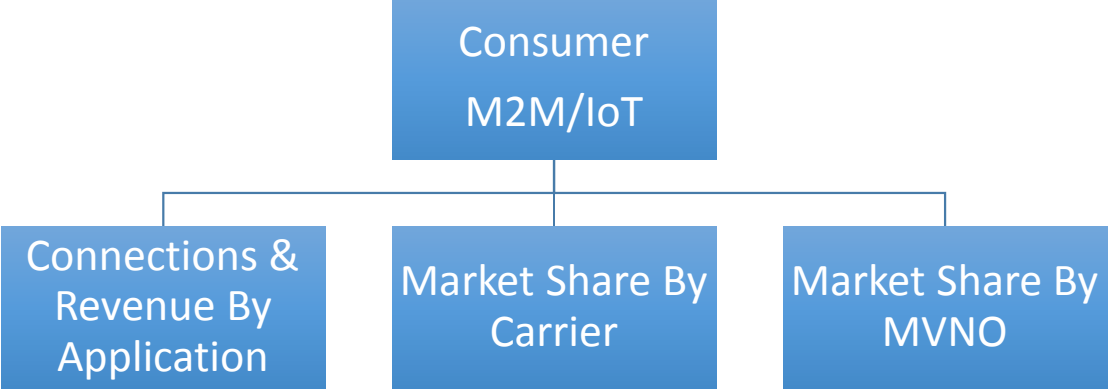




- 5 year forecasts
- Stand-alone Corporate Health & Wellness forecast coming in Q1 2016

US Consumer Connections xThousands	
% Change	% of Consumer IoT
OEM Telematics	
% Change	% of Consumer IoT
Connected Home & Alarm Monitoring	
% Change	% of Consumer IoT
mHealth	
% Change	% of Consumer IoT
AMIs & Smart Meters	
% Change	% of Consumer IoT
eReaders	
% Change	% of Consumer IoT
PNDs & Other Consumer Devices	
% Change	% of Consumer IoT
Consumer Asset Tracking	
% Change	% of Consumer IoT
Aftermarket Telematics- Other	
% Change	% of Consumer IoT
Aftermarket Telematics- UBI	
% Change	% of Consumer IoT

- 5 year forecasts
- Quarterly Tracker Available

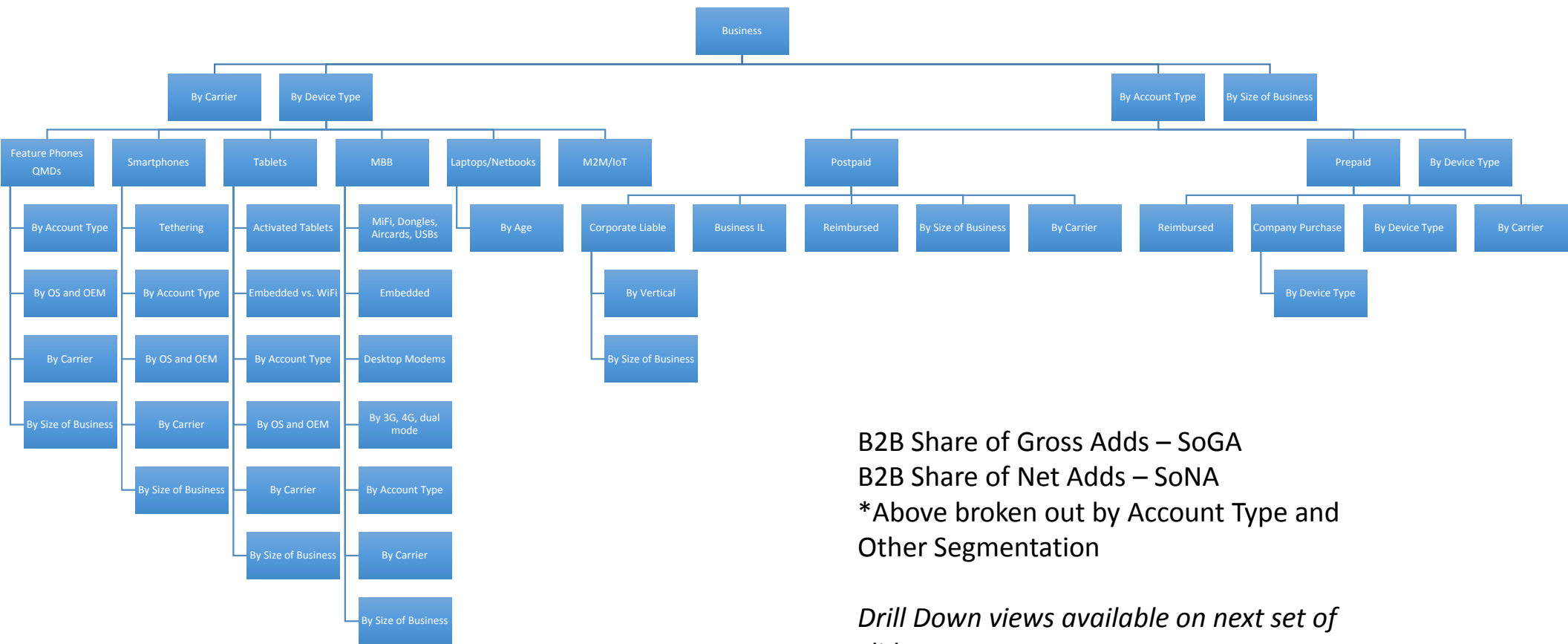


The data included in our services for application and vertical markets include cellular connections and revenues.

# Business Connections



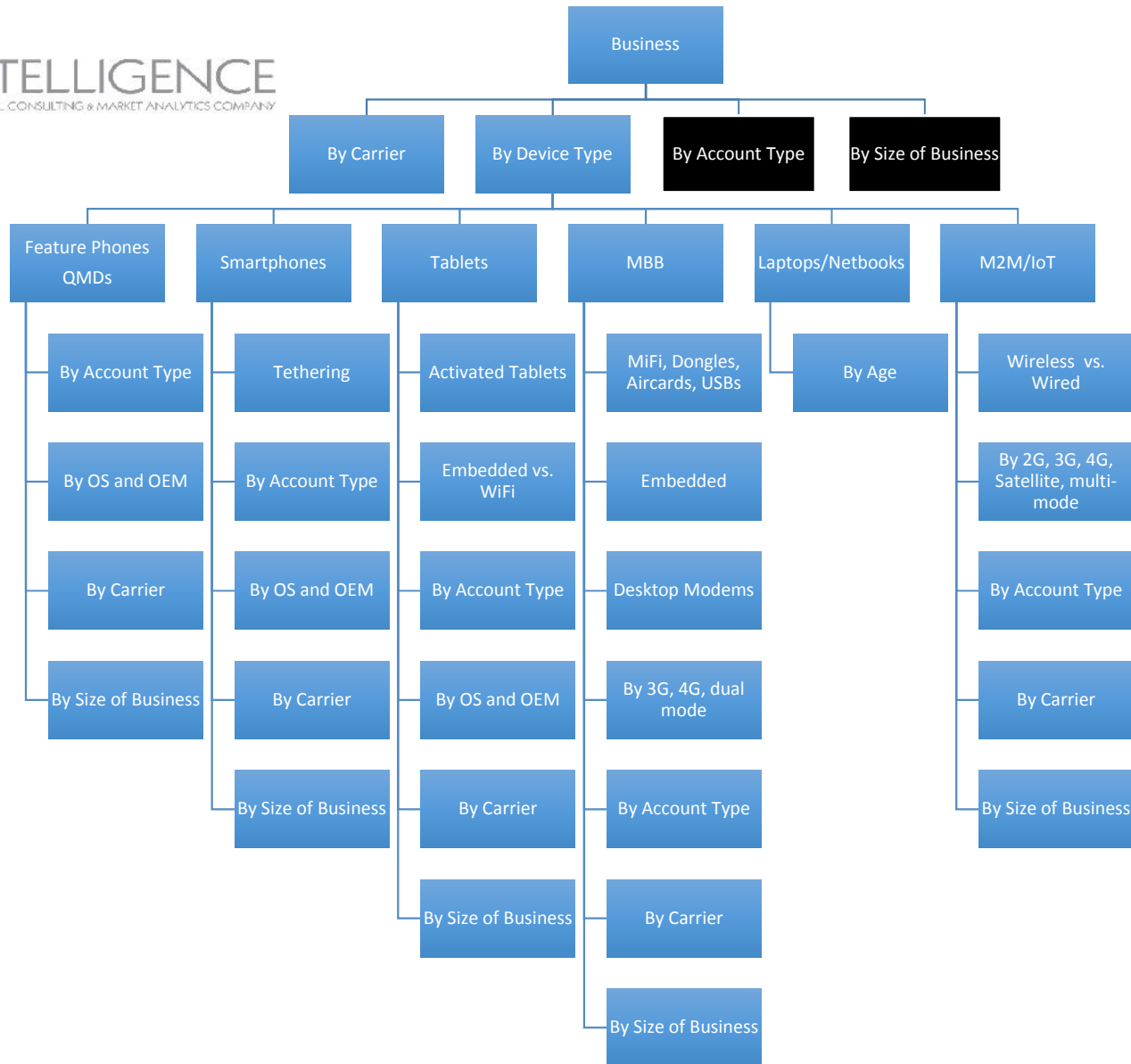




B2B Share of Gross Adds – SoGA  
 B2B Share of Net Adds – SoNA  
 \*Above broken out by Account Type and  
 Other Segmentation

*Drill Down views available on next set of slides.*

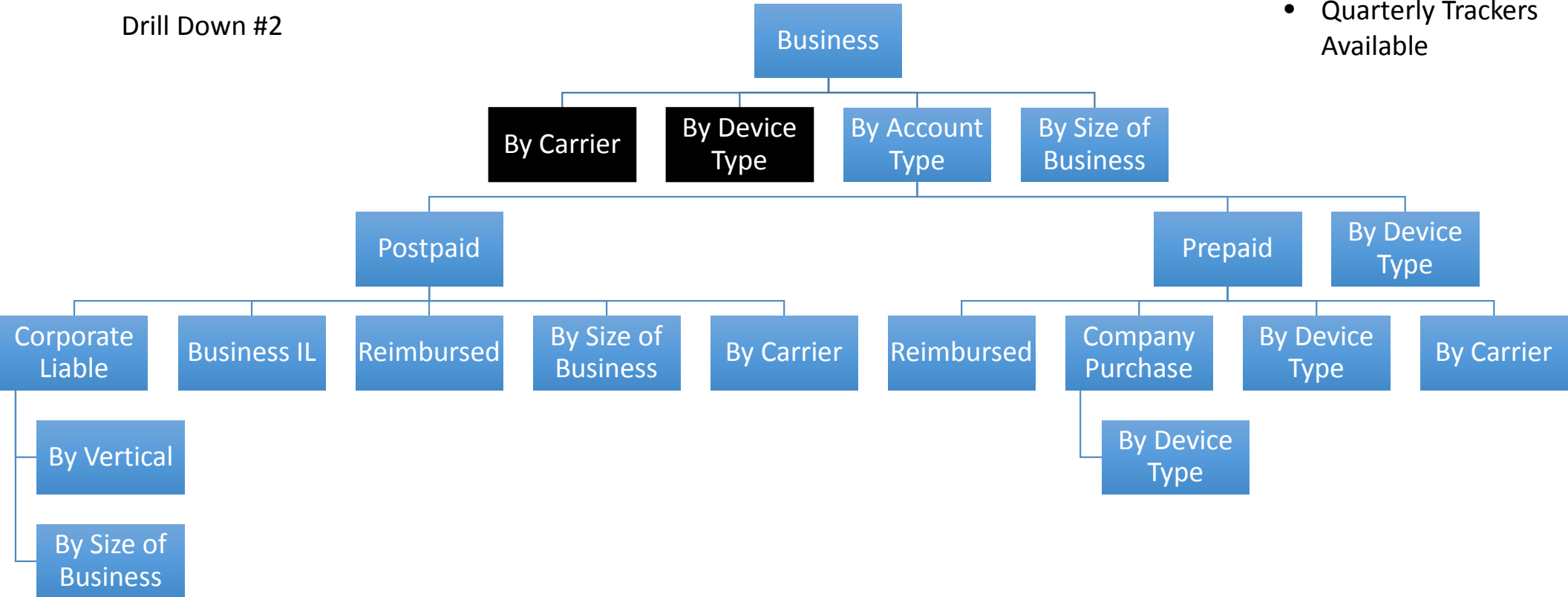
Drill Down #1



- 5 year forecasts
- Quarterly Trackers Available

Drill Down #2

- 5 year forecasts
- Quarterly Trackers Available



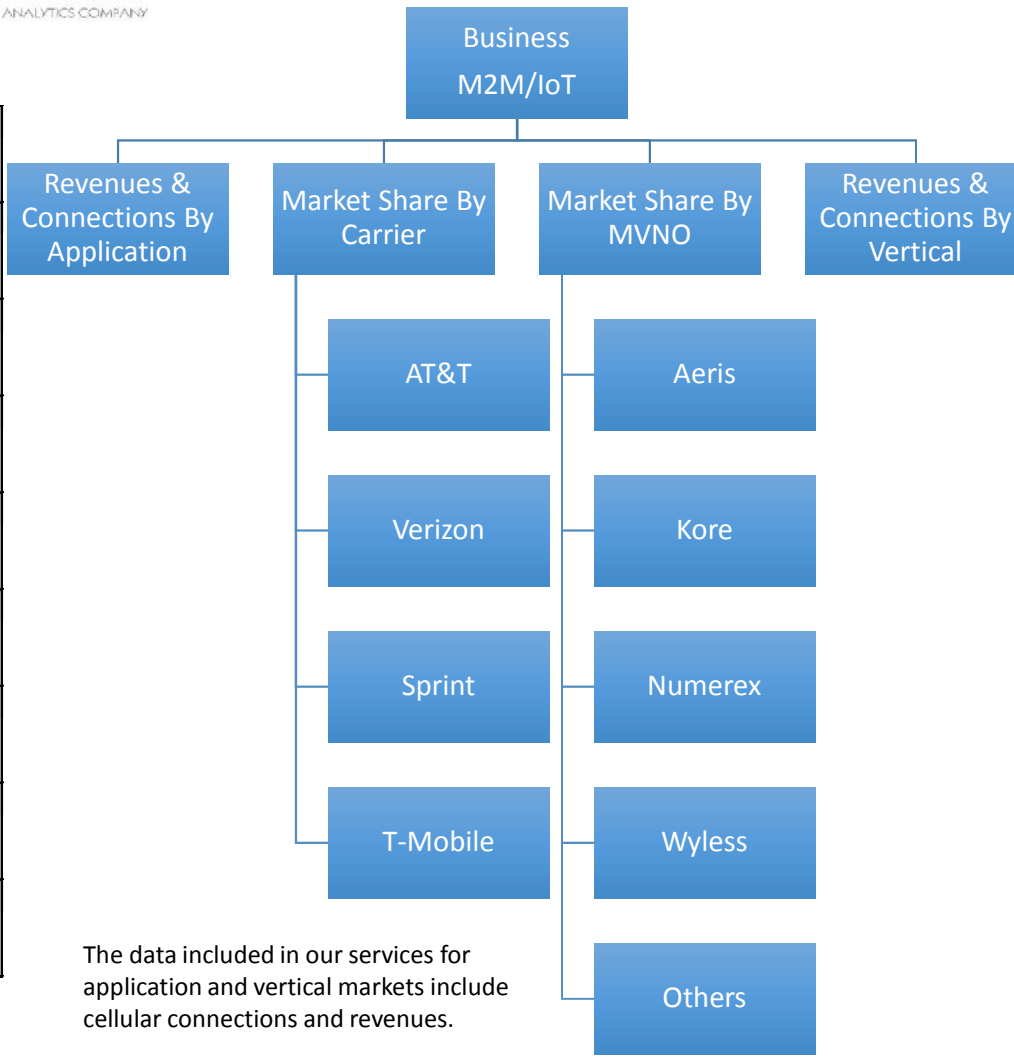
# Business IoT/M2M Connections



**Verticals**

Automotive, Transportation & Distribution
% Change
% of Total IoT
Energy and Smart Grid
% Change
% of Total IoT
Security and Surveillance
% Change
% of Total IoT
Healthcare
% Change
% of Total IoT
Commercial Buildings
% Change
% of Total IoT
Industrial
% Change
% of Total IoT
Retail
% Change
% of Total IoT
Consumer Electronics
% Change
% of Total IoT
Others
% Change
% of Total IoT

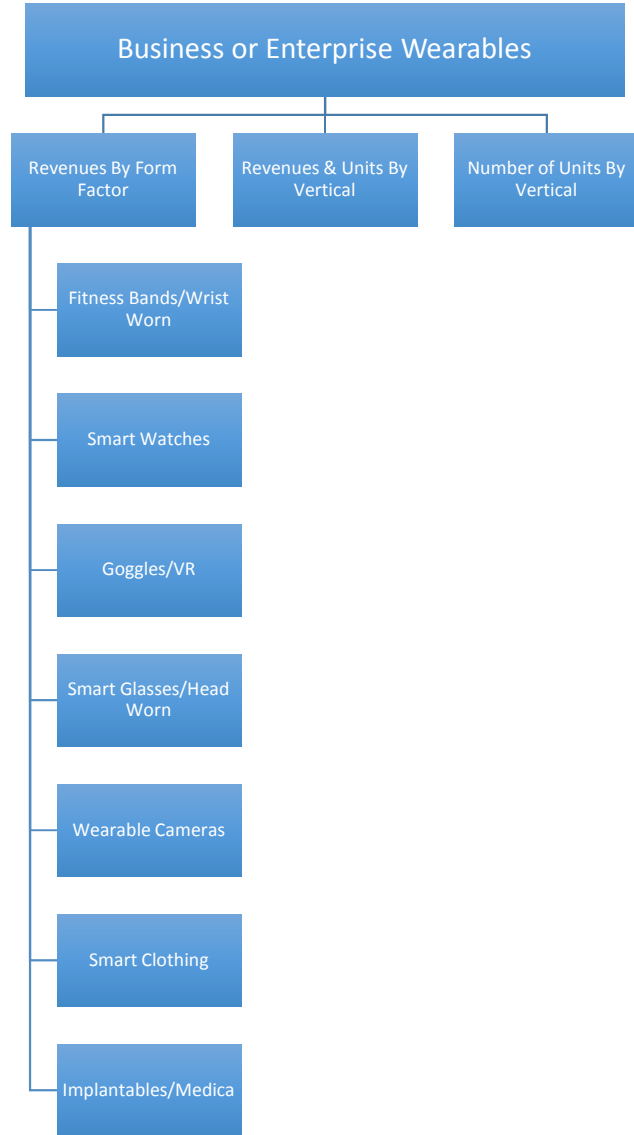
- 5 year forecasts
- Quarterly Trackers Available



The data included in our services for application and vertical markets include cellular connections and revenues.

**APPs**

US Business Connections xThousands	
% Change	
% of Business IoT	
Fixed Asset Tracking	
% Change	
% of Business IoT	
Portable Asset Tracking	
% Change	
% of Business IoT	
Aftermarket Telematics- UBI	
% Change	
% of Business IoT	
Aftermarket Telematics- BPHH	
% Change	
% of Business IoT	
Aftermarket- Others	
% Change	
% of Business IoT	
Fleet Tracking	
% Change	
% of Business IoT	
Smart Grid	
% Change	
% of Business IoT	
Commercial Security & Surveillance	
% Change	
% of Business IoT	
Medical Devices & Equipment	
% Change	
% of Business IoT	
Building Automation	
% Change	
% of Business IoT	
Industrial Automation	
% Change	
% of Business IoT	
Vending, PoS, Transaction Terminals	
% Change	
% of Business IoT	
Digital Signage	
% Change	
% of Business IoT	
Others	
% Change	
% of Business IoT	

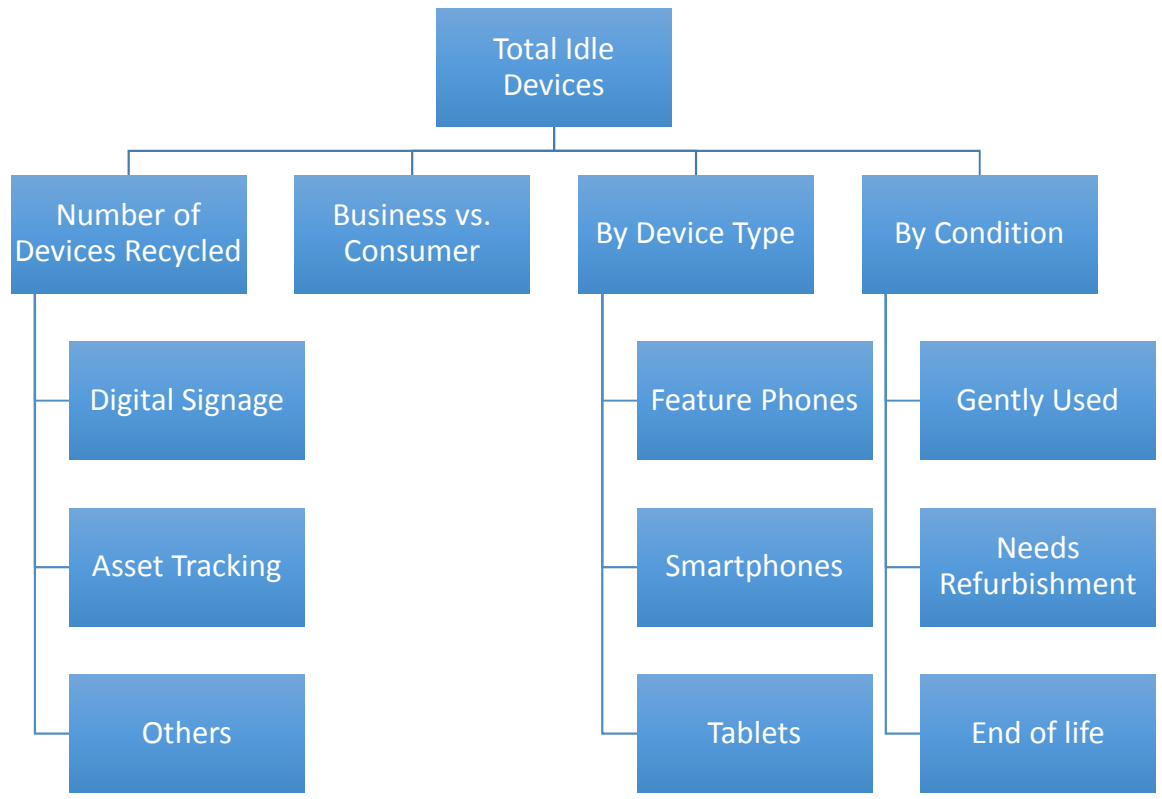


- 5 year forecasts
- 11 Verticals covered

## Reuse, Recycling, & Upgrading

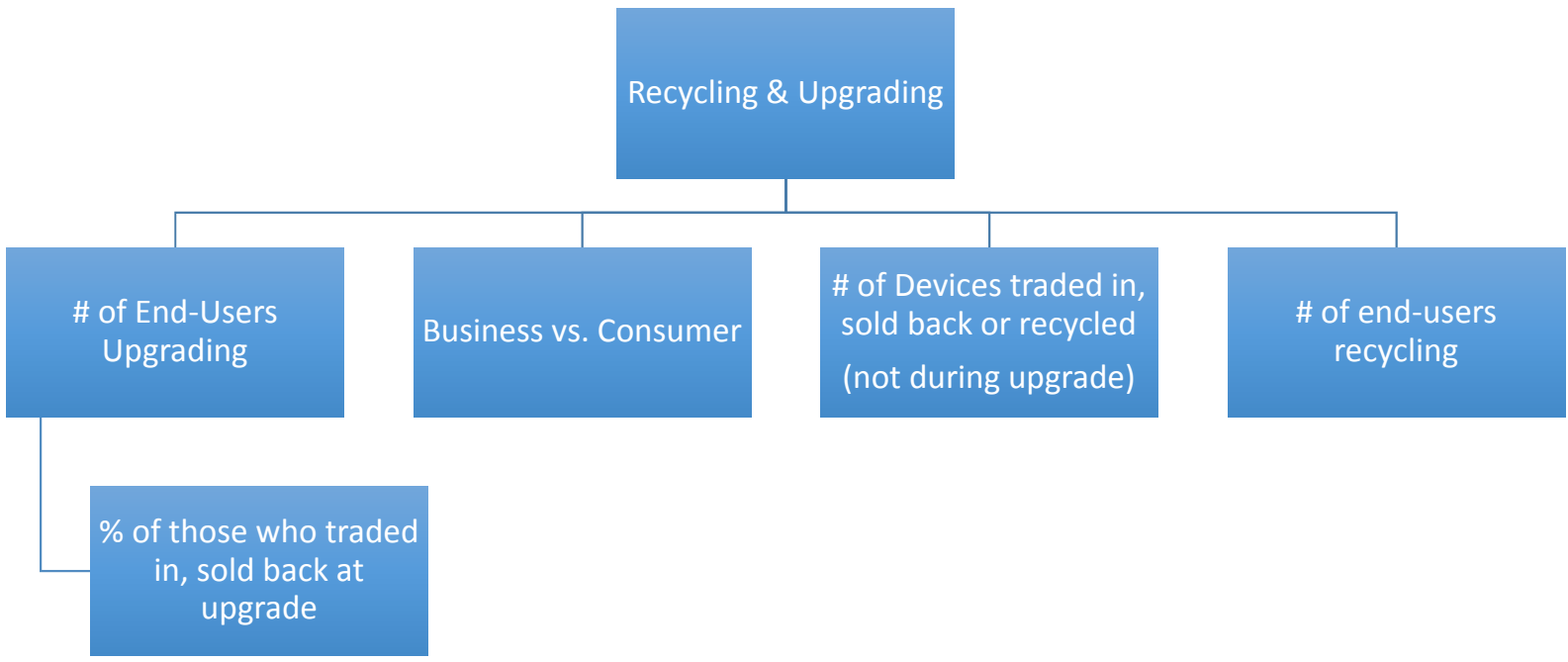


\* 5 year forecasts



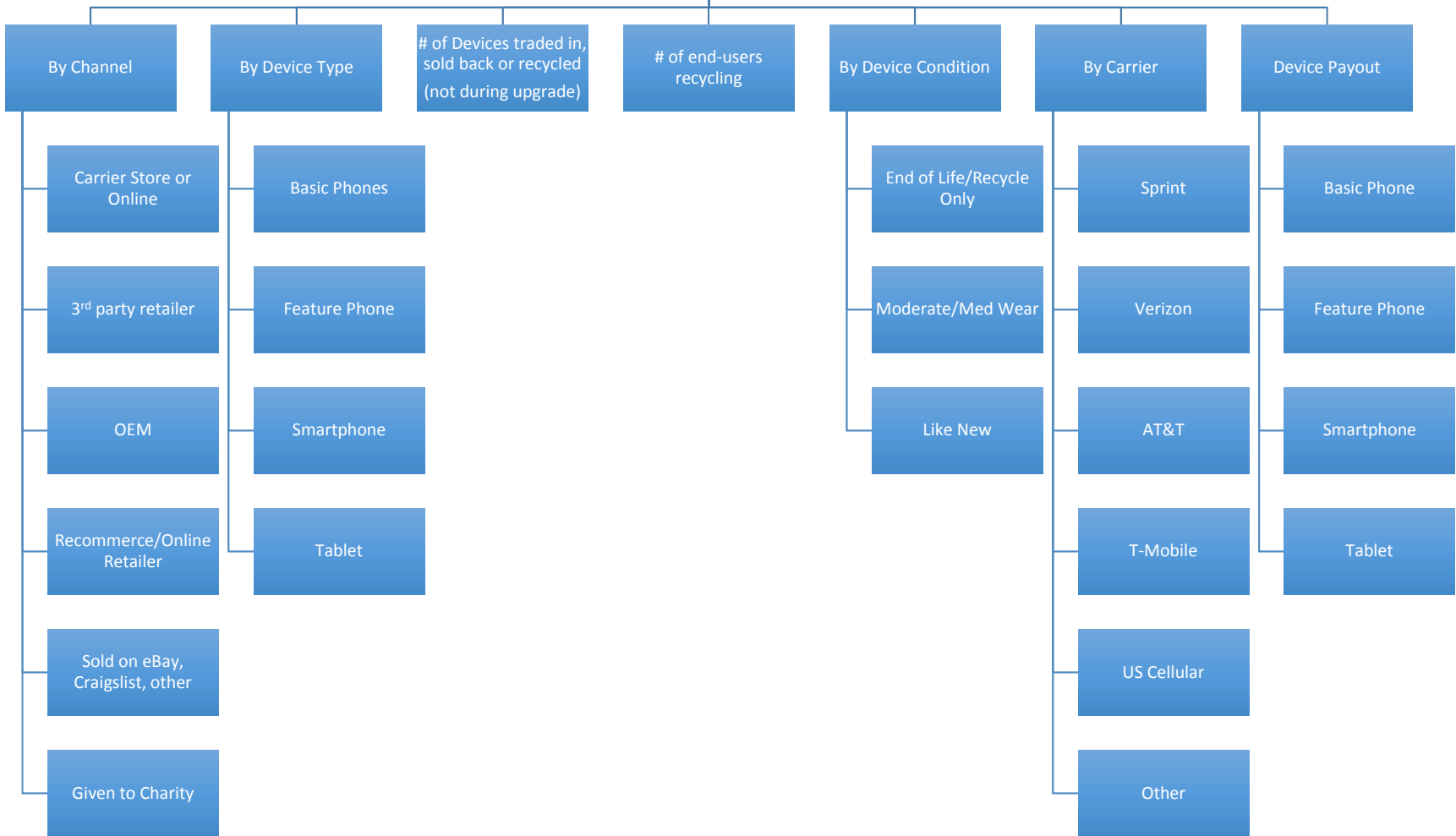


\* 5 year forecasts



Recycling Segmentation

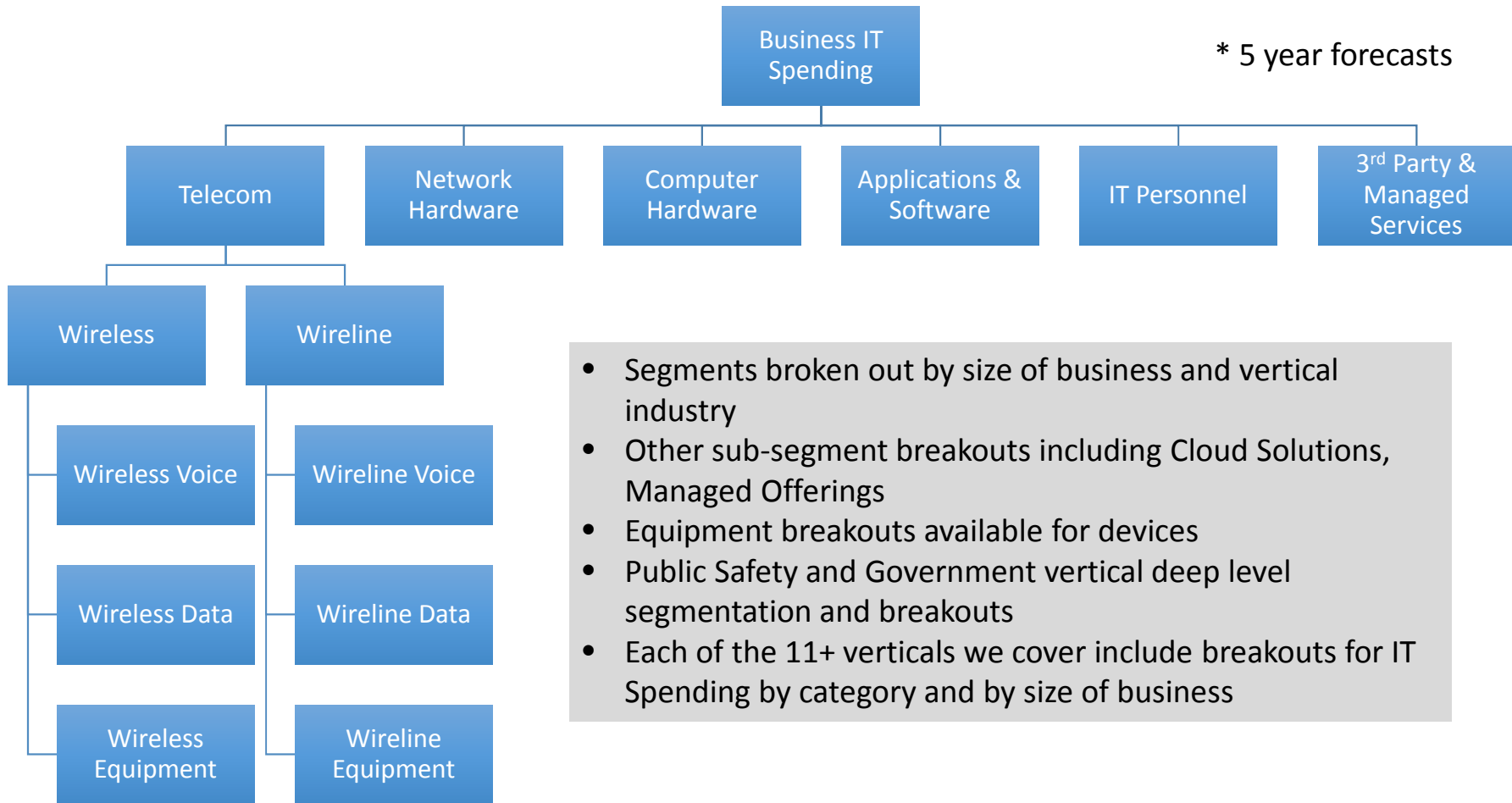
\* 5 year forecasts



# Business IT Expenditures



\* 5 year forecasts



- Segments broken out by size of business and vertical industry
- Other sub-segment breakouts including Cloud Solutions, Managed Offerings
- Equipment breakouts available for devices
- Public Safety and Government vertical deep level segmentation and breakouts
- Each of the 11+ verticals we cover include breakouts for IT Spending by category and by size of business