



# Fletcher/CSI

## Technology Practice



### Strategic Consulting for Wireless Manufacturers

#### Challenging times call for decisive support and action.

As the amount of data exchanged over wireless devices increases exponentially, wireless device manufacturers face increasing pressure to produce devices with high functionality, at low cost, and in minimal time. Manufacturers must balance downstream demand with upstream supplies in an effort to meet the needs of carriers and consumers alike. As technology continues to improve and barriers to entry continue to decrease, wireless device manufacturers face increasing competition from well-entrenched industry players as well as new entrants. To succeed in this ever-evolving competitive environment, companies need to stay keenly aware of their competitors' strategies and tactics to avoid being blindsided, while constantly moving towards uncontested market space.

Fletcher/CSI has provided clients in the wireless manufacturing industry with strategic and tactical support since 1988. We will work closely with you and your stakeholders to fully understand your challenges and help you address them.

#### Services tailored to wireline and wireless manufacturers:

- Channel evaluation
- Vertical market review
- Retail and wholesale competitive studies
- Competitor sales and marketing strategies
- Research, Development, and Innovation
- Competitor sales, marketing, and operation strategies
- Trend analysis in established and emerging markets
- Client/Market perceptions
- Best practice benchmarking