



LIGHT READING'S TECHNOLOGY RESEARCH SERVICE FOR FINANCIAL PROFESSIONALS, INVESTORS, AND LEADERS IN THE WIRELESS COMMUNICATIONS/NETWORKING INDUSTRY.

---

# Microsoft Mobility Tackles Hard Issues

## TABLE OF CONTENTS

### I. Introduction

- Attacking Mobility From All Angles

### II. Mobility: What's It Worth to Microsoft?

- The Trend in Revenue Growth
  - Revenue by Business Division
  - Seven Core Businesses
- Mobility Revenue Guidance

### III. WinCE Operating Systems

- Market Shares and Market Forecasts
- Pocket PC, Smartphone 2002, WinCE.Net
- Revenue and Licensing

### IV. Silicon Partners

- Standardized on ARM Cores
- What Scope for Processor Innovation?
- Viewpoint: The Importance of Reference Designs

### V. Carrier and Manufacturer Partners

- Carrier Relations
  - Enterprise-Focused Mobility Services
  - Device Partnerships and Device Customization
- Hardware Alliances
  - Outsourcing
  - Shaking Up the Handset Sector

### VI. .Net Compact Framework

- Developer-friendliness

### VII. Conclusion

## October Highlights

- **Down trend in revenue** growth prompts reporting rethink at Microsoft
- **Seven core businesses;** new CE Mobility group
- **MIS and mobility servers** transferred to new Server and Tools group
- **Mobility revenue –** guidance is nothing special
- **Pocket PC grabbing** market share. What future for Palm and Symbian in the PDA space?
- **Orange launches first** Microsoft smartphone
- **AT&T Wireless link** shows “win-win” potential; Redmond to rule the mobile enterprise?
- **Consumer neglected** by enterprise focus
- **3G and CDMA strategy** poorly articulated