

Vital Wave Consulting Helps Market Technology Solutions for Developing Countries

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PALO ALTO, August 10, 2005 – Information and communications technology (ICT) companies hoping to increase their revenues in fast-growing emerging markets gained an ally last week, as a collection of experienced business managers, researchers and technicians came together to form Vital Wave Consulting.

Unlike other ICT industry research and consulting companies, Vital Wave will focus exclusively on developing countries. The company will provide market research, strategic planning and solution evaluation services.

According to founder and principal consultant, Brooke Partridge, “Emerging market initiatives need to move out of the corporate social responsibility department and into the mainstream strategic planning process if a company wants to prosper in the 21st century. Our services are tailored to business managers and investors who need actionable data and strategic advice when they make decisions about how to generate incremental revenue in developing-country markets.”

Partridge explains that, for emerging markets, traditional data sources are often inaccurate or obsolete. Data must be gathered from a broad range of sources and supplemented by primary research to identify usage trends and generate credible, actionable market sizing and forecasting estimates.

“Business managers are often told that emerging markets represent a ‘huge’ opportunity,” says Partridge. “But ‘huge’ is not an acceptable characterization of the market size when making investment decisions. It does not illustrate the competitive landscape, user needs, economic buyers, usage models, barriers to entry, or a host of other factors that make developing-country markets different from those in the developed world. We go well beyond ‘It’s huge,’ to deliver the actionable data, expertise and analytical tools our customers need to reduce risk and increase revenue gains in emerging markets.”

About Vital Wave Consulting

Vital WaveTM Consulting offers a comprehensive range of services that facilitate information and communication technology (ICT) business expansion in emerging markets. The

company's services help customers realize profitable growth, maintain a competitive edge, and position themselves for long-term success in the global marketplace. Focusing exclusively on business growth in emerging economies, Vital Wave Consulting provides frontline experience, hard-to-find data and essential resources that enable faster and easier expansion with controlled risk.

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