

# m-Profits

Making Money from 3G Services

Tomi T Ahonen

*Independent Consultant, UK*



JOHN WILEY & SONS, LTD



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“Just like the book *Services for UMTS*, this book offers a very interesting perspective on the dynamics of mobile money making. It is particularly interesting because it attempts to deal with the wireless industry at the moment of the sector’s global recession and retreat. I am sure the book will be a good read not only for academics but also for industry professionals, operators, bankers and analysts.”

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**Mark S. Weisleder, Director Channel Development  
Bell Distribution Inc., Canada**

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**Tomi T Ahonen** is an independent strategy consultant on 3G/UMTS and the mobile internet. A frequent speaker at industry conferences on five continents, Tomi has been quoted over 80 times by periodicals on 3G topics. Previously he set up and headed Nokia's Global 3G Business Consultancy department and set up the segmentation for Nokia Networks.



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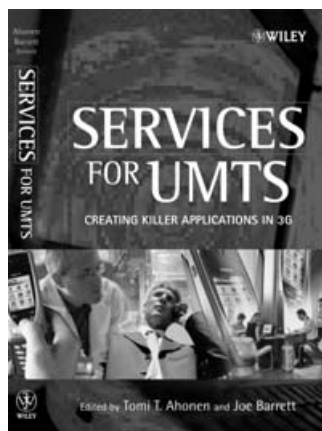
### Other books by Tomi T Ahonen:

#### **Services for UMTS: Creating Killer Applications in 3G**

Edited by Tomi T Ahonen & Joe Barrett

(John Wiley & Sons, Ltd, Mar 02, 0471 48550 0, 392pp, Hbk, £34.95)

*Services for UMTS* is devoted to 3G services and provides detailed scenarios for over 170 of them. Written by 14 of the world's leading experts on 3G services, applications, networks and terminals, it discusses the characteristics of mobile services, introduces the 5 M's of how to create value in mobile services and includes chapters on categorising, marketing and partnering. Written for the non-technical reader and with a strong business focus, *Services for UMTS* includes illustrations, statistics, diagrams, analogies from other industries and realistic service vignettes.



#### Reviews of *Services for UMTS*:

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#### **3G Marketing: New Strategic Partnerships**

by Tomi T Ahonen, Timo Kasper & Sara Melkko

(John Wiley & Sons, Ltd, available Nov 02, 0470 85100 7, approx 340pp, Pbk, approx £29.95)

*3G Marketing* discusses the full marketing and sales side of new wireless services including customer intelligence, segmentation, service creation and management, tariffing, promotion, distribution channels, sales management, portals, brands, reachability, terminals and managing churn.

For more information and ordering details for both books please visit our website at [www.wileyeurope.com/commstech](http://www.wileyeurope.com/commstech)

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# Foreword

I was deep in thought as I returned from Japan this June. I had been introduced to NTT DoCoMo's third generation Foma services that have been available for close to a year now as well as to the Sha-Mail picture messaging offered by J-PHONE/Vodafone. I was considering the difficult contradiction surrounding the global telecommunications industry. Already functioning in Japan, and being introduced elsewhere, the advanced world of third generation wireless services is a fascinating and imaginative challenge limited in its opportunities only by our abilities to conceive.

However, at this moment consumers seem to have an unwillingness to use, or even a difficulty to use all of the new mobile services and advanced terminals being offered by the industry and the operators.

To describe the market with one word that fits people's lives, that word for the ICT markets today is pain. The foremost reason for the pain seems to be how the industry has become blind to the technology-led way of building the market. The opportunities created by technology in itself have driven to fast, badly timed and, when considered by their magnitudes, perhaps even too massive investments. The day-to-day behaviour and communication of people and the significance of real needs have been left unseen.

We live in a time of paradox. I do not see any signs around the world of an

