

The AirAlliance™ Partner Network

The AirAlliance™ Partner Network (AAPN) is a gathering of wireless data leaders and pioneers that share a common goal; the growth and prosperity of wireless machine-to-machine (M2M) communications through value driven products, applications and related services. Each AAPN partner represents the AIRDESK extended network. The AAPN is comprised of four different types of members:

- 1 Hardware Manufacturers** – Hardware manufacturers turn to AIRDESK as an integral part of their distribution channel. With AIRDESK, hardware manufacturers can efficiently sell in volumes lower than 25,000 units and, through AIRDESK, can provide the technical support and know-how often needed during development-phased projects.
- 2 Application Developers** – Application developers rely on AIRDESK to help develop their complete wireless communications/M2M solutions, providing support in hardware selection and navigating through integration and certification issues. Application developers can also direct their customers to AIRDESK to provide support for integration, regulation, activation or airtime services.
- 3 Systems Integrators** – Systems integrators turn to AIRDESK to provide solution-level support to their integration challenges. Whether the question is about hardware compatibility and selection, regulation and certification processes, or application development, AIRDESK can support their needs, either directly or through introductions to other AirAlliance™ members. In addition, systems integrators have the opportunity to be part of the solution that AIRDESK develops for a variety of customers.
- 4 Network Carriers** – Network carriers recognize that by partnering with AIRDESK they have the opportunity to sell activation and airtime services for wireless data communications – and make better use of their excess capacity, especially during off-peak hours. AIRDESK gains access to the customer at the point of hardware selection, and acts as the catalyst in streamlining wireless M2M deployments. AIRDESK has a broad customer base of more than 4,000 customers that have worked on, or are currently working on, wireless data communications and M2M deployments.

AirAlliance™ End Solutions

A critical component of the AirAlliance™ Partner Network is the delivery of comprehensive solutions for customers in a number of industry verticals. AirAlliance™ End Solutions support start-to-finish

M2M deployments, incorporating services among multiple IT vendors that deliver a turnkey solution to the customer. These solutions include the following:

- **Fleet and Asset Management** – Provides the customer with an understanding of where, in real-time, a particular vehicle or item is in transit to elevate a business' operational efficiencies related to routing, scheduling, dispatching.
- **Utilities** – Enables wireless monitoring from capacity on transmission lines to system performance in remote power generation stations to improving service delivery and remote collect billing.
- **Security** – Ensures that surveillance equipment protects both physical and operational assets over a wide area without the need to deploy a fixed data network.
- **Vending** – Allows machine operators to better manage inventories in order to avoid depletion of any one item and needless monetary loss.
- **Healthcare** – Enables healthcare providers to gain access to timely information about patients, and mobilize medical systems located outside medical facilities.

AirAlliance™ Partner Benefits

Key benefits of membership in the AirAlliance™ Partner Network are:

- **Marketing / Products & Services** – AIRDESK will promote featured members' products and services on the AIRDESK Web site.
- **Sales Channel and Networking** – AIRDESK has a 12-year track record of helping thousands of customers develop and deploy wireless data and M2M communications. These customers seek out AIRDESK because it provides cost-effective solutions by assembling the right match of technology, activation and support services to meet their individual needs.
- **Promotion of the AirAlliance™ Partner Network** – AIRDESK will promote the AirAlliance Partner Network and its members to media and analysts.
- **Case Studies** – Featured members will have the opportunity to participate in case studies written and distributed by AIRDESK that promote successful M2M deployments.

