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Press Release

J.Gold Associates releases report on The High Cost of Change in Wireless Email

Our analysis indicates that the cost of switching a user from one wireless email system to another is \$845.....the total cost to an enterprise with 1000 users is \$845,000.

Northborough, MA, January 13, 2006: A report released today by J.Gold Associates analyses the cost of switching from one wireless email system to another, based on users' fears that the RIM BlackBerry service may be shut down. It finds that an organization with 1000 users would have to spend \$845,000 to migrate its users to a new wireless email system. Although many enterprises are fearful of a shutdown, J.Gold Associates believes that it is highly unlikely the service will be shut down, and users should continue to deploy if it makes business sense to do so. However, companies looking at switching to an alternative wireless email solution should assess the substantial costs closely and weigh them against the risk before making a decision. Some of the key findings of the report include:

- A cost of \$845,000 for a 1000 user organization, or \$845 per user to migrate to another wireless email system
- The need to not only replace software, but also to replace the email device in each user's hands, a very substantial cost
- The cost is split nearly evenly between costs for IT infrastructure and end user deployment

According to Jack E. Gold, Principal and Founder of J.Gold Associates, "most companies fail to realize the high cost and amount of disruption switching to a new wireless email solution would entail. While most companies only look at the per seat SW license cost, there is a great deal of infrastructure that needs to be replaced as well, and these costs add up very quickly. Companies must weigh the risks in staying put, versus the substantial costs in making a move to another wireless middleware platform."

The research report with cost model is available by contacting Jack Gold at J.Gold Associates.

For Immediate Release

Further information can be obtained by contacting Jack Gold, J.Gold Associates, at 508-393-5294, or by email at jack.gold@jgoldassociates.com.

About J.Gold Associates:

Founded by a recognized technology expert and industry veteran with over 35 years of experience in engineering, product marketing, market research and analysis, and technology advisory services, J.Gold Associates provides its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries. We offer a broad based knowledge of the technology landscape, and bring that expertise to bear in our work. Current focus areas include mobile computing, wireless, mobile content, collaboration, future of the digital office, and emerging personal technologies, J.Gold Associates provides strategic consulting, research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions and go to market strategies.