



## BRITISH BUSINESS TO REAP THE BENEFITS OF 4G

- Pioneering study into businesses' 4G LTE experiences reveals UK PLC will be big 4G winner
- Findings show 76% of US firms say they have increased innovation as a result of 4G
- 86% of US 4G-enabled businesses claim to get more work done on the move with 4G
- Seven out of 10 British businesses (74%) intend to rollout 4G within 12 months
- Study marks today's commercial launch of 4G from EE

**London.** The world's first global study into 4G LTE business benefits, released today, reveals how the superfast network could help British firms increase innovation, boost productivity and cut costs.

Similar business benefits have been realised by US, Swedish, Japanese and German 4G LTE-enabled organisations since the technology was first introduced, according to the EE and Arthur D. Little study<sup>1</sup>. The study, based on 14 in-depth interviews with 4G LTE-enabled businesses worldwide and responses from over 1,200 business decision makers, marks today's commercial launch of 4G. It gives British firms insights on how 4G can benefit their business.

### **Innovation boost**

Over three quarters of US-based respondents (76%) agree 4G has helped their firms innovate and jump ahead of the competition. This innovation boost has been realised by firms in the construction, automotive and healthcare industries to name but a few. They are using 4G to introduce new ways of working, products and services before rivals do. For example, a German car manufacturer will become the first to 4G-enable cars when it releases the LTE Car Hotspot, a USB adaptor giving passengers access to superfast internet. While a US-based construction company uses 4G to send vast quantities of critical data in the field back to base in real-time. It has used one application over 4G to reduce project completion times by as much as 30%, saving \$1,000 a day.

### **Productivity increase**

More than eight out of 10 US businesses surveyed (86%) get more work done on the move with 4G. This is because employees can browse the mobile internet faster than before, access files in the cloud more quickly and communicate with colleagues and customers using high quality video conference calls while on the move. For instance, 40% said sales teams can now get deals completed in the field, without having to come back to base. While in Germany, a city hospital is trialling a 4G-enabled ambulance, aimed at improving survival rates of stroke patients. The high data transfer speeds of 4G are essential given the high resolution Computerised Tomography (CT) images which are uploaded by the ambulance to the hospital. Alarm to therapy times were reduced by 54% during the trial.

### **Cut costs**

While nearly half (47%) said 4G has saved their company money, with one small business based in Los Angeles saving \$100,000 (£62,000) alone. Cost efficiencies were achieved by this organisation, and others, by introducing 4G devices and hot-desking, then reducing office space as a result; cutting wasted employee time; and slashing print costs as documents can be easily transferred between devices.

The study was commissioned by EE to give UK businesses the inside track from countries which are using 4G to the full. The UK's most advanced digital communications company recently announced its 4G business plans. For small businesses, plans start from £30 a month for 1GB of data, 1,000 minutes and 1,000 texts. EE also provides medium sized, public sector and corporate customers with a range of dedicated 4GEE plans for only £3 a month more than existing 3G data plans. The study also looked at domestic demand for 4G.

### **UK demand for 4G**

Newcastle's business community is showing the strongest demand for 4G in the UK, outstripping London, the home of Tech City. Eight out of 10 Newcastle-based businesses (85%) intend to rollout the superfast mobile service within 12 months. In comparison, 74% of businesses nationally and 78% in London plan to do the same. When it comes to rollout within organisations, the study found CEOs and sales staff will be first in line to get the new technology – the study noted a similar trend occurring in America.

**Martin Stiven, Vice President of Business at EE, said:** “4G is having a transformational effect on businesses across the world. It's unsurprising 86% said that now they've experienced the benefits of 4G, they wouldn't go back to 3G. We're keen that British businesses reap the same rewards, helping them become more productive, efficient and innovative. That's why we've announced highly competitive 4G pricing and released this study detailing how other nations are using 4G successfully.

“We want British business to fully benefit so it's positive to see this unprecedented demand as firms across the nation begin realising the potential of 4G.”

**Study author, Joseph Place from Arthur D. Little, said:** “Businesses are using 4G LTE to bring a more fundamental level of mobility to their organisations. For example, 4G can be used to set up a fully-connected office almost anywhere, dramatically increasing agility and responsiveness. We also expect to see innovative 4G-specific products emerging, for instance in the mHealth arena. We're positive that UK businesses will begin to see such benefits as they roll out 4G during 2012 and beyond.”

EE is offering the UK's first superfast 4G mobile network, which gives businesses access to the fastest data on their smartphone, tablet or computer. EE's 4G service will be available in London, Manchester, Bristol, Birmingham, Cardiff, Edinburgh, Leeds, Liverpool, Sheffield, Glasgow and parts of Southampton on 30th October; expanding further within those cities, as well as a further five cities by Christmas – Belfast, Derby, Hull, Nottingham, Newcastle. Nationwide 4G roll out will accelerate through 2013, with 98% of the UK population covered in 2014.

**For more information about EE, businesses should visit: [www.ee.co.uk](http://www.ee.co.uk)**

To download a copy of the study, please visit: <http://business.ee.co.uk/ad-little>

## Ends

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## Notes to editors

The 4G LTE business benefits study is made up of a report from Arthur D. Little and quantitative research from EE. See footnotes for details.

## Footnotes

1. Arthur D. Little's report, The Business Benefits of 4G LTE, features quantitative and qualitative research, which took place during September 2012. It features:
  - a. An online survey of 256 US-based senior business decision makers whose firms use 4G LTE
  - b. 32 in-depth interviews with CIOs in the USA, Sweden, Japan and Germany
2. In addition to the report, EE conducted an online survey of 1,019 UK senior business decision makers

## 4G business benefits examples

| Innovation  | Productivity  | Cost savings  |
|---|---|---|
| According to the study, one firm combined 4G with head mounted cameras allowing fieldworkers to stream video to experts back at base.                     | In Germany, one city hospital is trialling a 4G-enabled ambulance, aimed at improving survival rates of stroke patients. The high data transfer speeds of 4G are essential given the high resolution of CT images which are uploaded by the ambulance to the hospital. Alarm to therapy times were reduced by 54% during the trial. | Cost efficiencies have been achieved by firms introducing 4G devices and hot-desking, then reducing office space as a result.               |
| Another firm installed CCTV cameras in record time by using 4G, instead of digging up the road to install a fixed line connection, saving time and money. | A US haulage company said its trucks literally became its office as with 4G, employees no longer need to come back to base.   | 4G has enabled American organisations to slash print costs as documents can be easily transferred between devices instead of being printed. |
| A German car manufacturer will become the first automotive firm to 4G-enable cars when it releases the LTE Car Hotspot, a                                 | A law firm said that if staff forget a crucial file or need it unexpectedly, they can access it instantly from court, rather than   | A US-based construction company uses 4G to send vast quantities of critical data in the field back to base in real-time. By                 |

|   |                                   |   |
|---|-----------------------------------|---|
| USB adaptor giving passengers access to superfast internet. It is due to launch in November 2012. | race 10 miles back to the office. | using one application over 4G, the firm has reduced project completion times by as much as 30%, saving \$1,000 a day. |
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**About EE**

EE is the UK's most advanced digital communications company in Britain, providing mobile and fixed line services to 27 million customers, and from 30th October 2012 will become the first company in the UK to provide 4G mobile services alongside fixed-line Fibre.

EE is the company that runs the Orange and T-Mobile brands in the UK, and will be launching its new superfast 4G brand – EE on 30<sup>th</sup> October.

Its 4G service will cover a third of the population by the end of 2012 and its Fibre service will cover 50% of the population by the end of the year.

EE's mobile service currently provides coverage to 99% of the population with 2G and 98% of the population with 3G.

**About Arthur D. Little**

Founded in 1886 as the world's first consulting firm, Arthur D. Little has continually transformed business thinking and practice by applying its expertise in the areas of strategy, technology and innovation. Today, Arthur D. Little helps companies to create growth, overcome strategic challenges, improve innovation capabilities, and increase efficiency and competitiveness in a globalised marketplace. Arthur D. Little has a global footprint in 20 countries with a network of over 1,000 people.