

FocalPoint 40 Profile: AIRDESK

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AIRDESK Summary

AIRDESK is a leading international provider of wireless data solutions and services focusing on the M2M and telemetry markets. AIRDESK specializes in offering products, services and solutions that help companies take advantage of the benefits of wireless data solutions. Corporations, systems integrators and original design manufacturers rely on AIRDESK for its expertise and broad range of technologies and services to ensure the success of their wireless deployment for embedded commercial and industrial applications.

AIRDESK Offerings

AIRDESK offers a unique capability in wireless application development and industrial wireless integration by acting as a comprehensive data resource with access to – and knowledge of – all available wireless product technologies to provide turnkey solutions and services. AIRDESK integrates and distributes embedded modules for mobile data applications, wireless modem solutions, software and modem development kits, antennas and cables. In addition, its offerings for professional and partnership services provide customers with additional technology resources without increasing operating expenses. AIRDESK's strategic alignment with several of the nation's largest carriers allows the Company to act as a customer's internal carrier advocate for product acceptance and certification.

AIRDESK Differentiation

As a provider of wireless data solutions and services, AIRDESK is able to offer technology from the most progressive manufacturers, including Kyocera, Nokia, Motorola, Sony Ericsson, Wavecom and Sierra Wireless, among others. Strategic corporate partnerships enable AIRDESK to serve as an M2M advisor, customizing a package of wireless data tools, technical knowledge and implementation expertise for each customer. AIRDESK offers full-service support to companies seeking assistance with wireless solutions, from account activation to service plans, rebates, promotions, and product information from all of its hardware and carrier partners.

Cosworth Technology

Case Study

Cosworth Technology, located in the United Kingdom and the United States, offers fully integrated powertrain solutions. The company's core capabilities include engine design and development, a patented casting process, engine assembly and machining, test, installation, calibration, and diagnostics. Cosworth

Technology was seeking a solution that would allow it to gather information and diagnostic metrics in order to maximize vehicle testing and development services. AIRDESK helped Cosworth Technology identify and select the right solution for its data and information needs. AIRDESK introduced Cosworth Technology to the Wavecom Fastrack and Integra modem to deploy the i3000® Intelligent Vehicle Data Recorder and Communicator through T-Mobile's GSM network. The i3000 is a multi-functional device that can be custom configured to perform simple tasks like data collection in automobiles, as well as complex functions like algorithmic monitoring for predictive diagnostics. With its new wireless capability and access to critical data and metrics, Cosworth Technology now provides shorter time to market, coupled with years of enduring performance.



AIRDESK Markets

AIRDESK serves customers in a variety of markets where access to data is critical. Currently, primary sectors include security, vending, public utilities, transportation and field service. The company is unique in its tailoring of solutions to individual corporate entities, as well as OEMs and integrators of embedded commercial and industrial applications. AIRDESK has the expertise, technology access and service capabilities to support any business seeking to purchase and implement embedded wireless data solutions.

FocalPoint Perspective

There are very few companies as well positioned to capitalize on M2M as AIRDESK. The company has staked out relationships with almost every major component manufacturer driving the innovation and large scale adoption of M2M technologies, including Nokia, Sony Ericsson, Wavecom, etc. Its partner list reads like a who's who of M2M. AIRDESK's management has also recognized the opportunity to guide adoption, not just supply solutions. They have acted on this notion by building a services arm to educate stalwart industry players unknowledgeable about how best to proceed. The risk still remains that those same stalwarts will insist on rolling their own solutions for the foreseeable future. This puts a burden on AIRDESK to educate the market about the opportunities and challenges of M2M. But it's a burden we feel they are fit to shoulder.