

FocalPoint 40 Profile: nPhase

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nPhase Summary

nPhase is an M2M technology company based in Chicago, Illinois. A recent spin-off from IT consulting firm Professional Consulting Services, nPhase provides enterprise-level M2M solutions that enable the monitoring and control of a company's machine assets.

nPhase Offerings

nPhase provides end-to-end monitoring services for companies looking to remotely access and control devices, often many miles apart. Indicative of its roots as an IT consulting firm, nPhase addresses customer needs by choosing connectivity and management technologies that are most appropriate to specific end-user scenarios. They offer an open and interoperable data management solution that integrates with a variety of hardware and software and communicates with customer systems, including SAP, Oracle, J.D. Edwards, and homegrown applications.

In addition, the company offers virtually communications-independent support, including Ethernet, telephone lines, wireless, satellite, paging networks, and other protocols. Lastly, the company manages its own Network Operations Center on a 24 hour - 7 day a week schedule. The company has also developed turnkey M2M solutions by utilizing partnerships with Nokia, AT&T Wireless, and Opto 22.

nPhase Differentiation

nPhase has integrated a set of solutions which simplify the task of connecting machines to a network (wired or wireless). nPhase's customers are able to make significant changes to their business by:

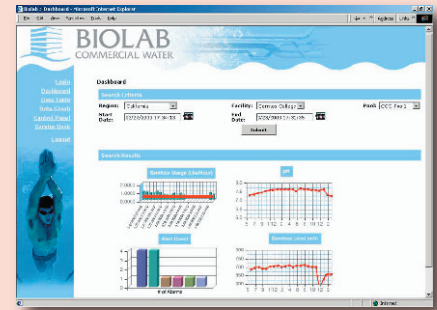
- 1) developing new products;
- 2) gaining precise and consistent data from their devices on an ongoing basis;
- 3) automating and enhancing service calls;
- 4) enabling higher-value services and solutions, leading to greater revenue generation.

By adopting nPhase M2M solutions, companies can leverage these features to broaden and enhance their relationships with end users and partners.

BioLab Commercial Water

Case Study

Working with BioLab, nPhase created a solution that includes a combination of BioLab's chemical feed equipment, wireless connectivity, an automation application, and compatibility with standard enterprise class software solutions. nPhase was able to provide this M2M solution by working with partners Opto 22 (installation of feed and automation equipment) and Nokia (two-way wireless modem). Through this alliance, nPhase created a single user interface that allows swimming pool operators to monitor and control BioLab's equipment remotely. Under the BioLab trademark "Data-To-Knowledge," nPhase's solution also allowed BioLab to enable its workforce (often mobile) to access all assets in the field via a PDA. As a result, BioLab has realized a new business model in a competitive marketplace, allowing it to offer new customer solutions and value. BioLab customers are now able to ensure consistently high swimming pool water quality with minimized maintenance costs. Most telling, the impact of this deployment has also encouraged BioLab's service contractors to seek out new business models due to nPhase's successful implementation of M2M technology.



nPhase Markets

nPhase can provide device networking and management solutions across numerous markets. It currently has some key implementations with BioLab, a provider of swimming pool chemical treatments (see Case Study); SpectraSite Communications, a cell tower owner and operator; Checkers Drive-In Restaurants; and Cingular. In addition, it can provide solutions for equipment monitoring, environmental monitoring, building management, quick service restaurants, convenience stores, data centers, freezers, and pretty much any other type of asset.

FocalPoint Perspective

We are optimistic about nPhase and its role in M2M. There has been much hype about embedded intelligence and wireless connectivity, but there have been few compelling examples of companies that can integrate a complete M2M solution for an end customer. nPhase provides a technology-agnostic, end-to-end solution that can be configured to meet a customer's specific situation or need. Partnerships with Nokia, Opto 22, and others also allow nPhase to deliver a turnkey solution for those companies looking for a fast and reliable implementation. Examples like BioLab, Spectrasite, and Checkers demonstrate the significant benefits that can be realized by companies investing in M2M. We anticipate that nPhase will see rapid growth, particularly as companies look to implement M2M-related technologies in order to make headway with cost reduction, service optimization, and new revenue streams.