Application Distribution with Verizon Wireless

- By Adrian Velthuis

Around the wireless telecommunications industry, everybody wants to talk to the wireless carrier. And why not? The wireless carrier enjoys an enviable relationship with its customers. Wireless users increasingly identify their handset as the single most personal piece of technology that they own. Furthermore, many customers are comfortable with large variations in their monthly service cost. At the Wireless Data Group of Verizon Wireless, we receive dozens of calls everyday from companies seeking to sell us their 'platform'. Few of these companies consider the sticky issue of how we can generate revenue with that platform. Much more than a platform, Verizon Wireless needs an integrated community that included technology, billing, support, and sales and distribution. We need a way to manage applications from a diverse set of innovative developers, to distribute the applications that our customers want, and to charge for those applications on our customers' bills. Most important of all, we need to make it easy for our customers to use. **BREW** provides one such program.

In corporation with Qualcomm, Verizon Wireless has launched the Binary Runtime Environment for Wireless (**BREW**). Technically speaking, **BREW** provides a standardized API for developers to address the functions of the CDMA chipset. More importantly, **BREW** offers application developers access to our customers; customers with dollars to spend on the right applications.

Anyone can tell you, it is applications that drive users to adopt new technology. As such, Verizon Wireless is eager to provide our customers with a wealth of compelling applications for their handsets. Through the mobile shop application installed on every **BREW** handset, our customers can browse a catalog of applications, purchase them, and download them right over the air. The charges are passed directly to our customers' wireless bill. Application developers typically share in the revenues generated from the purchase of the application.

The **BREW** model is nothing short of revolutionary. Gone are the days of the 'carrier barrier' or 'walled garden'. No one can guess which applications will drive the widest adoption. No single company or handful of companies or hundred companies can fulfill the promise of the wireless world. Our goal is to provide a marketplace in which our customers have access to the broadest selection of applications from the best application developers. Application developers are expected to follow some ground rules, and applications must meet some rudimentary certification, but **BREW** is open to all, and Verizon Wireless is 'open for business'. In order to manage the ground swell of support that **BREW** has generated, we have launched the Wireless Developers Community.

The Verizon Wireless Developers Community is designed to provide the tools and guidance that application developers need to learn about developing for Verizon Wireless handsets, identify successful applications, certify your application, and start earning revenue. This community is much more than a web page where developers' logos are posted, never to be heard from again. The Verizon Wireless Developers Community provides developers with a step-by-step process to establish business terms with Verizon Wireless and to move an application from certification to production to revenue generation.

'Show me the money'

It's clear that the Internet model of free content and shareware systematically devalues the hard work of thousands of developers. The pay-per-download environment that **BREW** provides, along with the trusted certification and customer support of Verizon Wireless, satisfy a fundamental business need – Distribution.

Distribution and User adoption are the twin pillars on which successful products are built. No matter how compelling a product may be, if users can't get to it, they can't buy it – that's distribution. No matter how widely available a product is, if nobody wants it, nobody will buy it – that's user adoption. Verizon Wireless' goal is to put **BREW** handsets with the mobile shop applications in the hands of our customers, providing the critical distribution mechanism. It's up to developers, to build the compelling applications that customers want, driving user adoption.

Our early results are tremendous. In April, Verizon Wireless launched **BREW** in San Diego, California as a trial market. After one month, every indicator was extremely positive. Handset sales exceeded expectations by 70%, and application downloads were four times higher than expected. In addition, this launch provided the opportunity to demonstrate the nuts and bolts of **BREW** and Verizon

Wireless. From the functionality of the handsets and the Application Download Server, to billing and customer service, to the sales and training programs all performed with flying colors.

Development Opportunities

It gets even better. With nearly 30 million subscribers, Verizon Wireless is the largest wireless carrier in the U.S. That kind of market share gains us entrée to the largest names in games, media, and publishing; companies like Mattel, Fox, and Disney. We're excited about adding these names to the ever-growing list of BREW applications. They're excited about extending the reach of their brand to our customers. After the excitement, who builds the application? Meet Dale Crowley of NuvoStudios in San Francisco, California.

Dale started NuvoStudios in 1998. NuvoStudios was one of the earliest participants in the Verizon Wireless Developers Community with an application in November of 2001. Since then Dale has been a valuable asset in turning ideas into applications.

Dale's experience highlights some fundamental needs. Application developers need a mechanism to generate opportunities, and Verizon Wireless needs sources of innovation and development. Meeting these needs means forging strong connections. That is the theme of the Verizon Wireless Developers Community.

We're connected. Connected to developers, customers, and publishers. Connected to billing, sales, and training. Connected to all the elements that make this community work. The participants in the Developers Community that demonstrate their commitment by building and certifying their applications will be eligible for development opportunities with Verizon Wireless.

The Verizon Wireless Developers Community is built on two fundamental principles. Our job is to help developers build their applications and, equally important, help them sell their applications. These goals require support and marketing.

Support

First and foremost, the Verizon Wireless Developers Community is about tapping those connections for accurate, consistent communications. At the Developer's Website developers will find a one-stop shop providing documentation from a wide array of sources consolidated at a single point. No more hunting multiple websites for some scrap of information. And that goes for business information as well. In our experience, the vast majority of questions from developers focus on business terms. The developers community provides a clear path to establish a business relationship with Verizon Wireless, should Verizon Wireless desire such a relationship and move it forward.

Marketing

Verizon Wireless can be a valuable ally to increase exposure for developers and their applications. Aside from the power of wireless distribution through mobile shop, Verizon Wireless is developing in-store collateral for over 1200 retail locations nationwide, webbased promotions, and our upcoming application catalog to help application developers reach their audience, our customers. Most important of all is the Verizon Wireless retail sales force. Verizon Wireless has been named one of the nation's top 100 companies for "unparalleled commitment to workforce development" by *Training* magazine. Those training techniques have been geared up to make sure our sales force is equipped to explain and promote **BREW** and the wealth of applications that it delivers.

How do I get started?

Visit the Verizon Wireless Developers site at developers.verizonwireless.com. There, you'll find all the information you need to get connected.

Moving Wireless Forward
Verizon Wireless. *We're Connected. . .*