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Mobile networks meet modern man's desire to inform and be informed anywhere, and at any time.

Telecommunications is a fast-moving environment. The pace of change and innovation is particularly rapid. For our customers Time-to-Market is essential for their results and so for our success. Telecommunications is a fast-moving environment. The pace of change and innovation is particularly rapid. For our customers Time-to-Market is essential for their results and so for our success.

CMG has been active in this market for over 20 years. CMG Wireless Data Solutions has become the market-leader in the area of software for Short Message Service systems. New products like Cell Broadcast Systems, Mobile E-mail services, and Wireless Application Protocol are the new base for mobile networks.

To strengthen our position and to prepare ourselves for the always changing market, we felt the need for methodology to analyse the market and our customers in a better way, to support the direct and indirect distribution of our product and services.

The methodology of Virtual Power[®] for Account Planning and Opportunity Assessment, have contributed to our understanding of the organisations and their business needs and increased our market position.