

# Case Study



- Objective
  - Turn a potentially low cost engineering wireless concept into a worldwide household technology with in 5 years
- Results
  - Created a working agreement between industry leading firms - Microsoft, Nokia, Lucent, SonyEricsson, Motorola, IBM, Intel 3Com & Toshiba.
  - Developed the Bluetooth strategy and implementation plan.
  - Created a global Special Interests Group organisation.
  - Created a Bluetooth business and product qualification process.
  - Bluetooth is a household name, now over 500 million units shipped.
- Lessons Learnt
  - How best to work with a large group of strongly positioned technology firms.
  - The complexities associated with creating a global qualification process.
  - The problems generated by over marketing and over engineering.
  - Always challenge the accepted.
  - Believing you know most is not a guarantee for success.
  - Don't try to do everything, you must remain focused.