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# COMMUNICATION TECHNOLOGY: COM. 5540

## Yankee Group Study: Technical Innovation Briefing Paper

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As a telecommunications specialist working for the Yankee Group, you have been asked to provide a technical briefing to a group of financial analysts in New York.

In your technical briefing, you are asked to provide a state-of-the industry report on developments in a select area of telecommunications technology or service. The information that you provide will be used by the financial analysts to make recommendations concerning investment strategies.

Please select a topic from the following list and provide a 10-12 page technical briefing. The paper should not exceed 12 pages in length (excluding References). In your research, please include a minimum of 12 separate sources in addition to the possible use of your textbook. Given the nature of the assignment, three to five of those sources should be fairly current; that is, information made available during the last year. Also, let me caution you about taking information from the Internet. The quality of information varies significantly. Therefore, please limit yourself to no more than six sources (or 50% source material taken directly from the Net). as compared to traditional business magazines, journals etc.

(Graduate students will be asked to complete a paper that is 15-18 pages in length (15 sources - no more than seven sources taken directly from the Net).

### TOPIC SELECTION

Please select a specific technology or service listed from among the following topics:

- Cable Telephony
- Cellular Telephony – integrated services, 4<sup>th</sup> Generation
- Digital Animation
- Direct Broadcast Satellites (DBS)
- Electronic Commerce
- Geographic Information Systems (GIS)
- Global Positioning Satellites GPS (navigation)
- MP-3 File Sharing technology or MP3 music storage devices
- Internet Services:
  - Amazon.Com
  - Google: Advanced Services
  - E-Bay
  - Yahoo: Advanced Services
  - My Space
  - You Tube

Internet Music Downloading Services  
iTunes,  
Zunes  
Internet Protocol Television (IPTV)  
Verizon FIOS Service  
AT&T Broadband Television  
Podcasts  
Radio Frequency I.D. (RFID) Tags  
Satellite Radio  
Smart Cards  
Videoconferencing  
Videogame Systems (Playstation 3.)  
Virtual Reality  
Web 2.0  
WIFI (or Wireless Communication - Internet access) etc.  
WIMAX

Only one topic will be allowed for two people in each class. If you have a specific topic that you really want to research (and that does not appear on this list) please see me ASAP.

## **ORGANIZATION**

The technical briefing paper should be divided into five parts, including:

- I. Introduction
- II. Technical Description and Current Applications
- III. Innovation & Future Applications
- IV. Strategic Challenges  
Regulatory, Technical and/or Economic Considerations
- V. Forecast: Future Markets

The technical briefing paper should be 10-12 pages, typed, double spaced. It should be triple spaced when there is a break between parts.

Example:

## II. Technical Description

Fiber optics is a method of communications that uses light-wave technology . . .

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The title page should contain the following:

-- line 15 --

**Yankee Group Study: 43471-A**

**A Technical Innovation Briefing Paper on  
Radio Frequency Identification Tags (sample title)**

J.L. Stevens, Project Manager

-- line 40 --

Communication Technology (5540)

School of Communication

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Western Michigan University

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The project should be clear and well written. Please use proper reference or endnote citation scheme.

Please make a photocopy as a backup. If you make photocopies of special documentation to support the data contained in your paper, hold on to it. I may ask to see it later.

Please feel free to use charts or tables where appropriate. Please cite the source of the information at the bottom of the chart or table. Example:

Source: Time Warner Inc.

## **EVALUATION**

The evaluation of your technical briefing paper will be based on two criteria:

1. technical execution: level of organization, writing mechanics etc.
2. quality of information: including forecast & analysis, level of research etc.

## **PROJECT DUE DATE**

**Projects will be due: March 25<sup>th</sup> at 4PM -- Papers will not be accepted after that time.**