

LogMeIn: Customers Analysis



January 2012



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LogMeIn Mobile Customers

4 Types of Customers:



» Consumers



» Enterprise - Mobile Work force



» Service Providers



» Equipment manufacturers

LogMeIn Mobile Customers

Current research focuses on 2 segments:



» Consumers



» Enterprise - Mobile Work force



» Service Providers



» Equipment manufacturers

LogMeIn & Service Providers

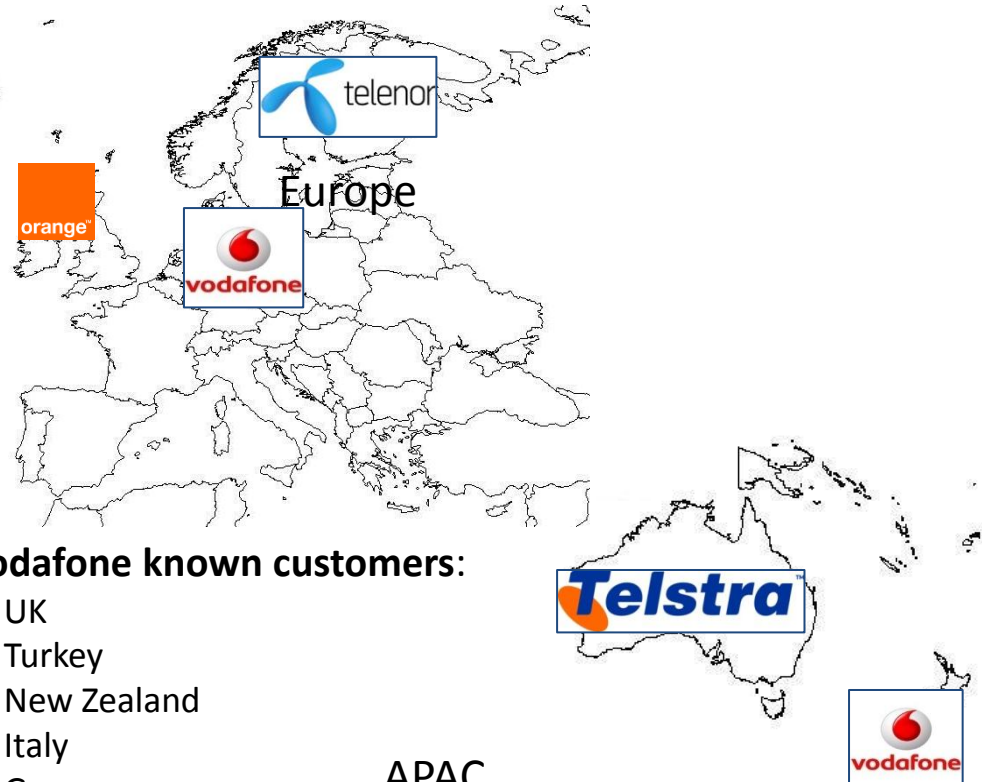
- Total Number of Customers:
50 Service Providers



- About half are Mobile Service providers (~25)
- Carrier Business Model: The company charges on a **per technician engaged basis**

Customers: Mobile Carriers

North America



Vodafone known customers:

- ❖ UK
- ❖ Turkey
- ❖ New Zealand
- ❖ Italy
- ❖ Germany
- ❖ Greece

- 4 of the 5 leading mobile carriers in US
- 2 of the 3 leading mobile carriers in UK
- We assume T-Mobile is working with LogMeIn also in Europe

LogMeIn: Employee Geographic Distribution

of Employees



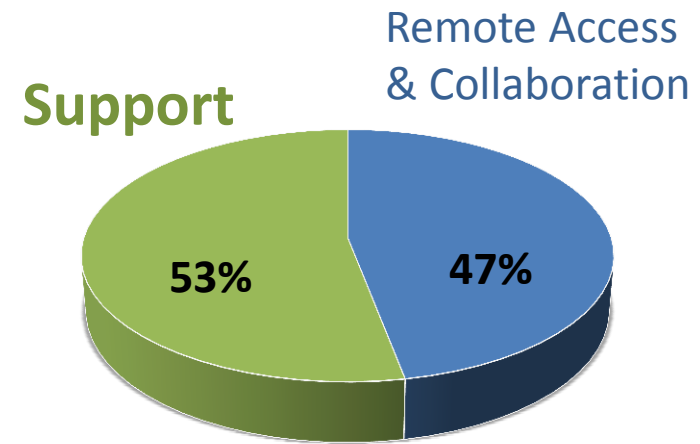
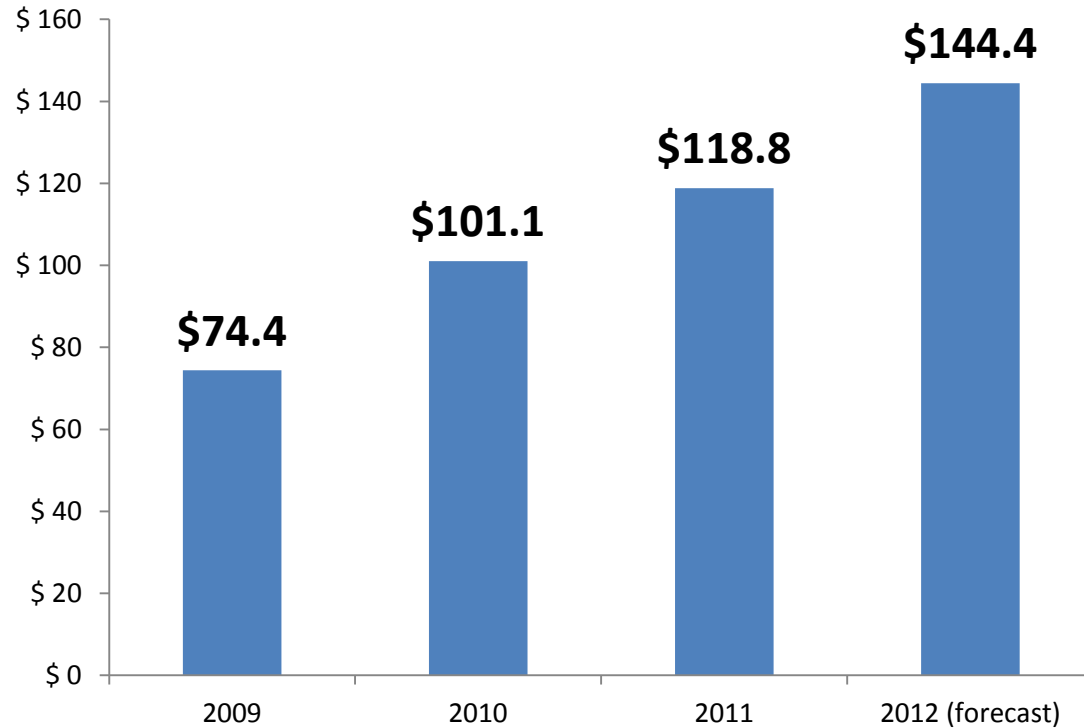
Note: The company also holds a subsidiary in Brazil

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Customers: Enterprises



LogMeIn: Revenues \$M

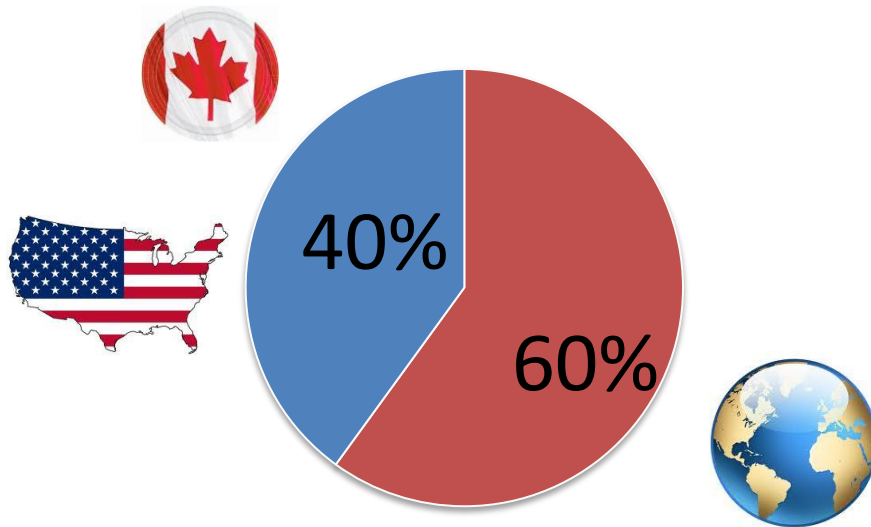


- “Support” products are the more relevant products for IT operators

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Revenues Vs. Subscribers

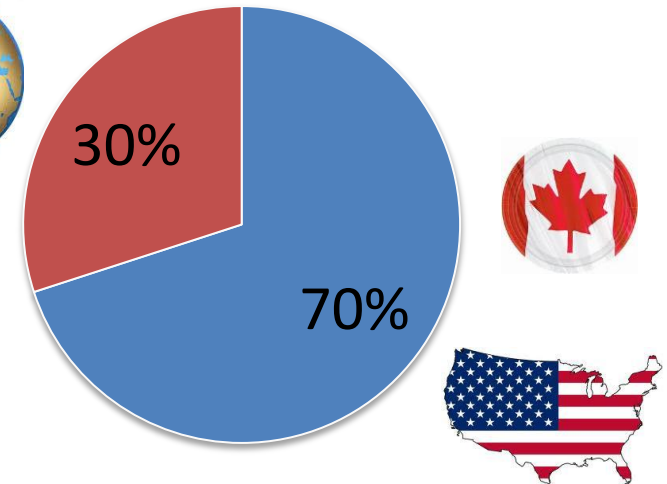
User Distribution



Mostly Europe



Revenue



- ▶ Breakdown is for all type of users (not only mobile)
- ▶ The revenue reflects the company's business model (freemium)

OEM Agreements



UMID



TOSHIBA



30 android devices



Competitive Intelligence
& Market Research

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