
Competition – Who's Under The Bed !

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Who ?

- The BIG Four Mobile Operators
- Ourselves
- The Regulator – Friend or Foe

Health warning – the following view are mine and not necessarily those of FCS

32 NEWS
mobile news UNITED COMMS FORTNIGHTLY REF

Voda debuts UC solution for SME

By James Blackman

Vodafone has launched 'One Net', a unified communications proposition for the small and medium sized business market, and a sister offer to its 'One' convergence play in the corporate sector.

Vodafone One Net is available via its direct and indirect channels. One Net is a flat-rate proposition, available for re-sale on 24 and 36 month contracts. It offers SME customers a single geographic number for receipt of all fixed, IP and mobile voice communications. It also allows a single voicemail service.

Vodafone claims it will save clients 20 per cent on their regular telephony bill from disparate suppliers.

The service, which sees all telephony hosted by Vodafone,

can run with a virtual switchboard, rather than a fixed switchboard or a PBX, so businesses can route calls among staff members, whether office-bound or in the field. Callers can switch calls between fixed IP line and mobile



Kelly - One Net for SMEs

phone mid-call.

Fixed calls are through Vodafone's partnership with BT. Vodafone owns networks of all mobile and IP services.

The One Net proposition can be upgraded through Corporate further unified communications services, including other messaging services, as well as Vodafone Internet provision. Through it will also offer cloud functions, hosted, by and sundry 'presence'.

Vodafone UK enterprise Peter Kelly said: customers have told us want to deal with communications providers can support them in business efficiency, outstanding customer and improving cash flow.

Mobile

- Mobile Termination Rate (MTR) – UK PLC subsidise the big four with 3-5p for every minute called
- MTR – distorts the markets – allows MNO to give away UNLIMITED PSTN calls and “free” handsets.
- Why – examples of a distorted market
 - Are Mobile Gateways illegal in the SP’s network.
 - Is it cheaper to call a mobile in China than 10ft away
- GSM Network
 - Wholesale Access to the GSM network for resellers
 - Single GSM UK Network – no black spots
 - The big four have equal access to PSTN and IP networks
- Winners - Service and Innovation not privilege

OURSELVES

- Why do we have 100' of call tariffs –
 - 40+ x 07x, 30+ 08x, 80+ 09 and 100 + 118 – TOTAL 250 +
 - No more than 15 call rates – Industry agreed max call charges
- Standardise CDR Charge Codes across products – ensure when user ports number it get correctly rated and categorised
- Ban the Slammers
- Clean up contract terms – Do we need anything more than 12 month agreements unless paid up front or on a lease – consumer trust !
- Keep it simple – consumers have more confidence – Industry has more Profit and LESS regulation.

The Regulator

- Need to look at the market as a whole
 - What would have happen if Ofcom had regulated the Internet
 - No more “Knee Jerk” like 0870
 - VOIP and Fixed are NOT the same
 - Holistic approach - Regulate for the new world – 5 year view
- No favours for Mobile operators – NP Process to go across the board
 - Ofcom saving £26 Million (4p per mobile handset per year)
 - Fixed line number porting is creaking ,VOIP will Break it !
 - Big bang does not work – small steps – abolish bi-laterals
 - NP needs sorting otherwise Business will loses their numbers

Conclusion

- The big FOUR are our biggest competition !
- Ofcom to include all Stakeholders in Number Porting Process
- Reseller need to “Invest” in their futures
- We need a 3-5 view
- We need focused and consistent lobby to get out message across
- It cost money “we need to put our hands in our pockets”
- If we don’t sort others will “eat our lunch” !!!!!

Thank You

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