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MOBILE

AGENDA

- Reseller & Dealer Options
- Devices
- Tariffs
- Billing
- New Legislation
- Equipment Financing
- Example Deals
- Incentive





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RESELLER & DEALER OPTIONS



Reseller Mobile Options

- Vodafone
- O2
- Gamma

- Monthly ongoing revenue stream

- Provisioning direct access to the networks for tariff changes

- Customer billed by you (Blizzard)

Dealer Mobile Options

- Vodafone
- O2
- EE

- Upfront commissions

- Includes any hardware/handsets free of charge (deducted from total commission)

- Customer billed by network



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DEVICES



 **BlackBerry**



LG



htc



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TARIFFS





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BILLING OPTIONS

Reseller Option

- White label billing
- Flexible bolt-ons
- New bill caps
 - Customer can now choose level of capping.

Dealer Option

- Network billed
- Customer deals with network direct
- New bill caps



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RESELLER BILLING BENEFITS

- Integrated bill with other services
- Alpha tag CLI
- Sub accounts
- Online reports
- Harder for competitors to unpick contracts

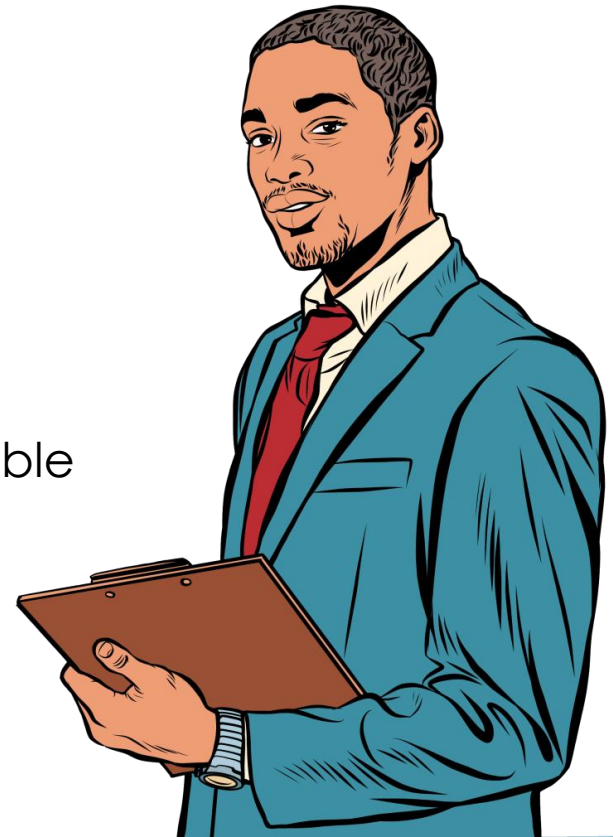




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NEW LEGISLATION

- Spend capping
- Offer bill limit
- Notifications
- Restricted charging
- Premium & non-standard services still chargeable
- Access bundles and free services





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EQUIPMENT FINANCING

Leasing (£1000 plus)

- Prevents contract and company failure
- Better and more flexible SIM deals

Deferred payment

- Delayed profit due to spreading the handset cost over the duration of the contract
- Heavier risk on company failure

Purchase

- Customer buys handset from us/elsewhere and treats SIM contract separately

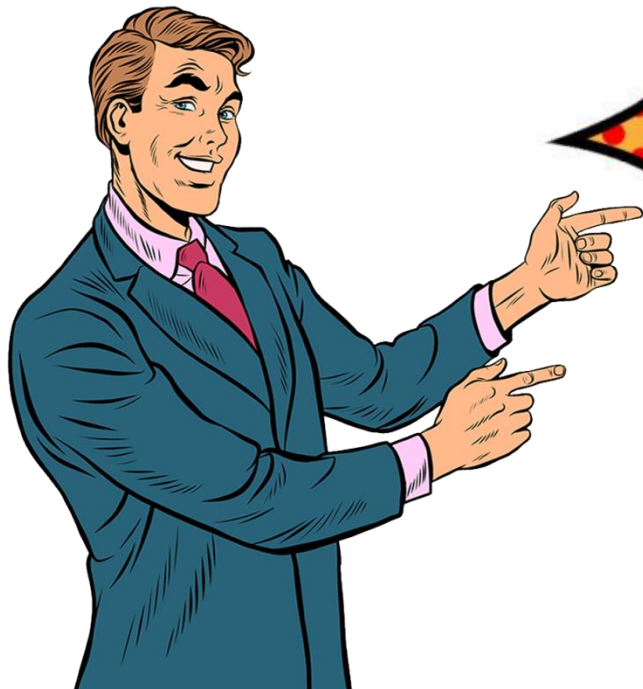


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= £10

RESELLER INCENTIVE



Mobile SIM Deals
Every £10 of monthly GP earned
= £10 voucher*

Applicable to all new orders
from 13th Nov - 19th Dec.

*Contract must be a 24 month term minimum

*Reward earnings will be clawed back if the contract doesn't go live within 30 days of receipt


*Amazon voucher



SUMMARY

- Shift from fixed to mobile – look at your own habits
- Fixed line call minutes halved since 2010
- 'Voice' is fourth application on a mobile at best
- Telephone system apps will replace fixed extensions in some cases
- Subscription mobile offers fixed profit
- Retain and increase customer ownership



A stylized comic book speech bubble with a white, cloud-like center containing the text "Q&A" in bold black letters. The bubble is surrounded by an orange background with a red polka-dot pattern, all set against a blue background with radiating lines. There are also some black curved lines around the bubble suggesting motion or impact.

Q&A