

COMMSDAY.

ispONE moves into mobiles

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Virtual internet wholesaler ispONE yesterday launched OneMobile - a “virtual MVNO” which aims to deliver a complete whitelabel package to organisations wishing to deliver mobile services.

In what OneMobile describes as an “MVNO-in-a-box”, the new undertaking is built around parent company ispONE’s virtual ISP business model.

OneMobile director of sales and marketing Chris Monching spoke with CommsDay, describing the service as a “total outsourcing platform”. According to Monching, organisations “no longer have to rely on a network to provide themselves”, with a branded mobile service. “It will take the complexity out of providing a mobile phone service” he said.

Monching added that OneMobile also provides a web-based billing platform which allows clients to create their own mobile usage plan for a branded device. “They set up the parameters for a plan, and it will rate the plan for them”, he said. Customers also have the option of choosing a pre-set plan. He also revealed that the MVNO service will use Vodafone as the carrier.

The launch of the OneMobile and Vodafone offering comes in the same week as Crazy John’s formally ditched Telstra to create an own-brand MVNO using the Vodafone network.