

MVNO solution launched for mobile market

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Outsourcing provider of virtual ISP services, ispONE, today launched OneMobile.

The Mobile Virtual Network Operator (MVNO) solution allows organizations to implement a MVNO strategy to sell mobile services under their own brand.

The OneMobile package provides: competitive Wholesale Minutes; re-branded SIMs with the organization's name; access to 3G services and mobile Internet; Web-based billing and rating platform; secure online ordering, provisioning and activation; go to market implementation.

Speaking at the launch today in Melbourne, ispONE marketing director, Chris Monching, said the timing is right for companies such as retailers or brand based organizations to introduce an MVNO strategy and offer mobile telephony solutions under their own brand.

He said organizations can capitalize on the growing consumer demand for mobile devices and the trend towards permission-based marketing.

"By 2010 it is anticipated that the average household will spend \$1000 per annum on permission based marketing," Monching said.

"Adopting an MVNO strategy allows companies to target their customer base with highly segmented mobile campaigns to increase overall revenue growth and build on customer loyalty."

The OneMobile solution allows wholesale customers to order a plan, activate accounts and even rate their own plans online by using the Aspire platform.

One customer that has recently become an MVNO using OneMobile is TADACT, a not for profit organization that cares for people with disabilities and aged pensioners.

TADACT executive director, John O'Neil, said it is offering 25,000 pensioners a branded mobile plan and even a handset that will allow them to affordably enter the digital world.