



Got a strong brand: why not sell mobile phone services?

Stuart Corner, iTWire

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ispONE, a provider of outsourced virtual ISP services, has launched an MVNO offering on the Vodafone network designed to enable any organisation with an established brand to offer its customers a mobile phone service.

Chris Monching, director of sales and marketing for ispONE said: "We see a huge opportunity in the non-traditional ISP marketplace, It allows then to create new revenue streams, build customer loyalty and build a direct relationship with their customers."

The concept of established non-telco brands offering mobile service is well established in Europe but is in its infancy here. According to Monching. "Tesco is a huge retailer in Europe and they no have over 2.5 million mobile and broadband customers. Aldi in Germany [now well established in Australia] is another."

According to Monching, "the timing is right for companies such as retailers or brand based organisations to offer mobile telephony services under their own brand to capitalise 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 \$1,000 per annum on permission based marketing."

Monching added: "ispONE now has a total telecommunications platform [mobile, Internet and fixed line through resale of Telstra services] that can be provided to a known brand or a retailer..

The service, OneMobile, promises to provide "everything an organisation needs to deliver a compelling, branded mobile telephony proposition to their customers." It includes the supply of wholesale minutes; SIMs branded with the organisation's name; a web-based billing and rating platform; online ordering, provisioning and activation. Using ispONE's management platform 'Asp!re' wholesale customers can create their own mobile phone plans and generate billing records for end user invoicing.

ispONE claims that "the system can work in any environment in any market, whether it's a large ISP wanting to offer mobile plans or a large retailer wishing to adopt a telecommunications strategy."

Monching told iTWire that the initial offering was of postpaid services only. "We are looking at doing prepay next year, he said. "We can supply handsets also, or the customer can source those themselves if they prefer." Vodafone's data services, including HSDPA are also available under the offer.

One of the first customers for OneMobile is TADACT, a not for profit organisation that cares for people with disabilities, the aged and veterans. Executive DIRECTOR, John O'Neil: "Currently we are providing Internet service's to our customers through ispONE and by adding mobile plans allows us to

extend our product offering. ispONE's OneMobile MVNO solution provides everything we need to offer our 25,000 pensioners a branded mobile plan and even a handset that will allow them to affordably enter the digital world."

ispONE claims to have over 100 ISP customers serving more than 30,000 end users.