

MVNO and wholesale services

||||| Succeeding in the MVNO and wholesale business



FINANCIAL SERVICES & RETAIL

ENTERPRISE

INTERNET CONTENT PROVIDERS

PUBLIC SECTOR

TELECOMMUNICATIONS > SERVICES

TRANSPORT



gemalto
security to be free

Supporting you at each development stage

Challenging environment for MVNOs

To succeed in today's crowded and competitive wireless world, the MVNO needs a detailed understanding of the target market - who the potential customers are, and what they want. A close partnership with the host operator is equally important, in order to exploit SIM-based services to the full.

Gemalto strong expertise

We have close to a decade of experience in helping MVNOs and Operators launch new services. In that time, we've worked with over 200 virtual providers to bring exciting new services to market. Making use of our unique breadth of expertise ensures the MVNO a swift and smooth entry into the world of wireless services.

From launch to profitable business

We provide proven, targeted services for each key step of development:

- > **Pre-launch.** We manage the whole process of SIM procurement and value-added service development. Potentially complex negotiations are suddenly simple!
- > **Commercial launch.** We know the process end to end, and provide support at every stage. We will help you to create awareness around your services using all available channels - internet, SIM, point of sale and direct mail.
- > **Managing operations.** We don't just help to launch new MVNO businesses - we're here to help them succeed and grow. Services operated from Gemalto premises handle the complexities of the SIM life cycle and service management.

At each stage, our focus is on making sure you gain every advantage from SIM services as the cornerstone of a profitable business.



More value for MVNOs

At the heart of our offering to MVNOs is a dedicated team of professionals who work with the MVNO and host operator at every stage. The MVNOs can focus on their core business while enjoying the benefits of:

- > **Faster time-to-market** with proven processes, expert assistance and quality training
- > **Flexible business model** with Gemalto services to complement the relationship with the host MNO
- > **Confidence for the future** with Gemalto's expertise in new markets like mobile payment or mobile-TV

Ensuring a good start

You are about to launch your marketing campaign! Energize your direct marketing campaigns by putting your brand into hands of customers: Gemalto will enclose the SIM into a secured carrier and transmit customized messages in a cost effective manner. It will be easy to track and measure rate of return through activated subscriptions.

Your business case is to sell through e-boutique? Don't waste time and deliver straight after the order. Gemalto will send your personalized SIM packed with handset or any other package in 48 hours directly to the customer!

Grabbing attention at the point of sale

You only have 2.6 seconds to turn prospects into your customers through your packaging. Your package is your number one salesperson and once you have lost the opportunity you may never get it back.

Gemalto offers eye-catching, highly customizable and eco-friendly packaging to grab attention at the point of sale and promote your brand. It is simple now to manage logistics and deliver maximum effect in retail space: all packaging arrives in special ready-to-display boxes.

Each package can take the shape of what you are promoting: St- Valentine's Day, football players or passport, for example.



with tailored solutions and services for every need

Staying attractive with the most efficient ROI

You care about better customer experience? But you are hesitating of investing in complex IT infrastructures. Gemalto will help you to ensure continuity of service when your customers are traveling, changing handset or using data services. Services managed by Gemalto such as roaming, services upgrades, handset configuration, push-style promotional campaigns and brand management - will keep your customers interested, happy and loyal.

Matching each segment with the most appropriate offer

You want to add value to your core business and extend your offer to mobile? As your key asset, it's important that you

exploit SIM to the full - and Gemalto can help you do just that. It bonds the subscriber to the MVNO, and supports fast, easy and cost effective deployment of mobile services. It works with every make of handset, and the service experience stays the same across handset changes and upgrades.

Tailored wholesale program

Operators and wholesalers look for optimized solutions to manage SIM and services. Our tailored program helps them to implement simplified processes to manage multiple profiles in line with the host operator's requirements and standards. We provide different levels of support and take care of the necessary interfaces with MVNOs. By partnering with Gemalto, the wholesaler will benefit from:

- > Improved time-to-market and cross-functional approach to manage and centralize all your MVNOs
- > Skilled support and outsourced operations to manage SIM, logistics and services

More value for wholesale providers

- > **Prepare and launch** the MVNO SIM business
- > **Optimize distribution** with flexible logistical services and solutions
- > **Manage multiple brands** with reduced costs
- > **Deliver value** with Gemalto tailored wholesale program

What MVNOs say



Yallo (Switzerland): Our yallo business requires a different approach to customer service because end-users expect to receive their SIM almost immediately [...] which Gemalto's one-stop-shop approach provides.



Virgin Mobile (United Kingdom): The SIM card plays a vital role in building a direct relationship with subscribers. For this reason, we need a reliable partner, with sound expertise in SIM-based solutions, who will make it easy for us to deploy our own features and support our branding strategy.



PosteMobile (Italy): We appreciate the high level of support Gemalto provided. Today, we are placing our trust in their service management solution again, to bring increased simplicity and convenience to our subscribers. Our goal is to transform the mobile phone into a real e-wallet, easy to use, anytime, anywhere.



NRJ Mobile (France): We use SIM packaging to support our branding & sales visibility.

What MNOs say



KPN (Spain): Gemalto was able to put forward the advanced outsourcing solution MVNOs need for differentiation, cost control and accelerated time-to-market.

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