



)))|(((**obsidian** **comms**

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The Growth of Mobile and the Impact on Budget Planning

- ❑ The use of Mobile is changing
- ❑ Costs are increasing with increased usage – inbound and outbound
- ❑ Future developments to address these increasing costs

All within the context of Fixed to Mobile Convergence



Mobile network operators charge a fee to connect calls that are made from another fixed or mobile network.

These mobile call termination charges generate more than £2 billion per year for operators and account for about half the price of a typical call from a BT fixed-line phone to a mobile.




Over 15 billion minutes of fixed-to-mobile calls are made every year, of which BT's share is about 50%. The United Kingdom operates a 'calling party pays' system, whereby the entire cost of the call is paid for by the calling party.


Mobile call termination charges are paid in the first instance by the originating network operator to the terminating operator and thus form part of the costs which determine the charges collected by the originating operator from its retail subscriber customers.



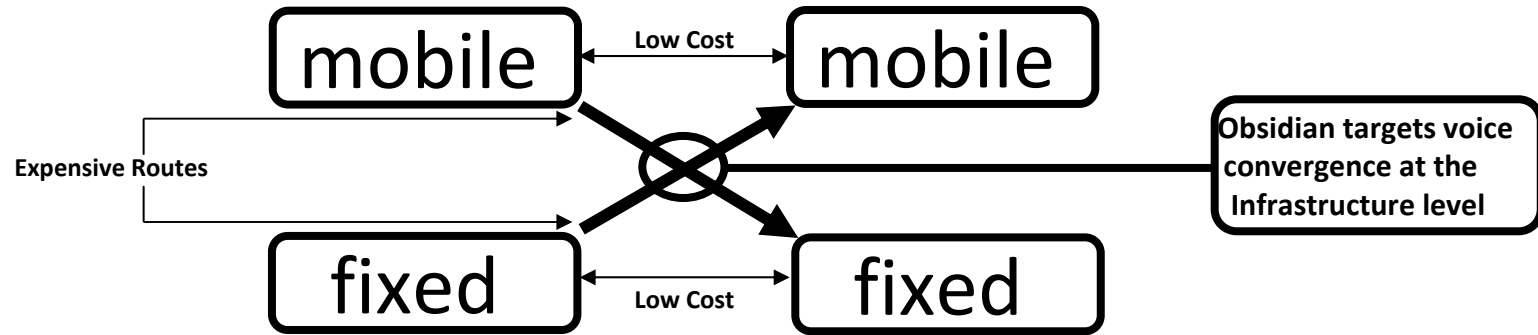
Interconnect Charges

- ❑ Current Wholesale interconnect charge is around 6.9ppm
 - ❑ New Ofcom charge controls announced in March 2007 – contested by Operators
 - ❑ Staged Wholesale reduction over 4 years to 2011
 - ❑ Projected Retail rates to reduce as follows:
 - 3 to 7.9ppm – a drop of 45%
 - T-Mobile and Orange to 7.1ppm – a drop of 20%
 - Vodafone and O2 to 7.1ppm – a drop of 10%
 - ❑ Wholesale likely to be affected similarly
 - ❑ Further “Glide Path” reductions after 2011
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- A decorative wavy line with a gradient from black to white, flowing across the bottom of the slide.

Fixed to Mobile Convergence

- ❑ FMC Defined - making sure that both your wired (fixed) and wireless (mobile) telecommunication and network devices work together seamlessly (convergence)
 - ❑ Obsidian addresses FMC from a voice infrastructure perspective with the sole purpose of reducing telephony costs with minimal disruption
 - ❑ Crossing voice network borders is an expensive exercise
 - ❑ It is on average 2.5 x more expensive to call a mobile from a landline
 - ❑ It is on average 30x more expensive to make an international call from a mobile than a landline
 - ❑ 22% of business international calls are made from a mobile device (GSM)
 - ❑ 80% of mobile phone calls are made from a fixed location (Nokia)
 - ❑ 41% of business mobile calls are made “in building” (idc)
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- A decorative graphic at the bottom of the slide consisting of several overlapping, wavy, horizontal lines in shades of gray and black, creating a sense of motion or a liquid surface.

Crossing Network Borders

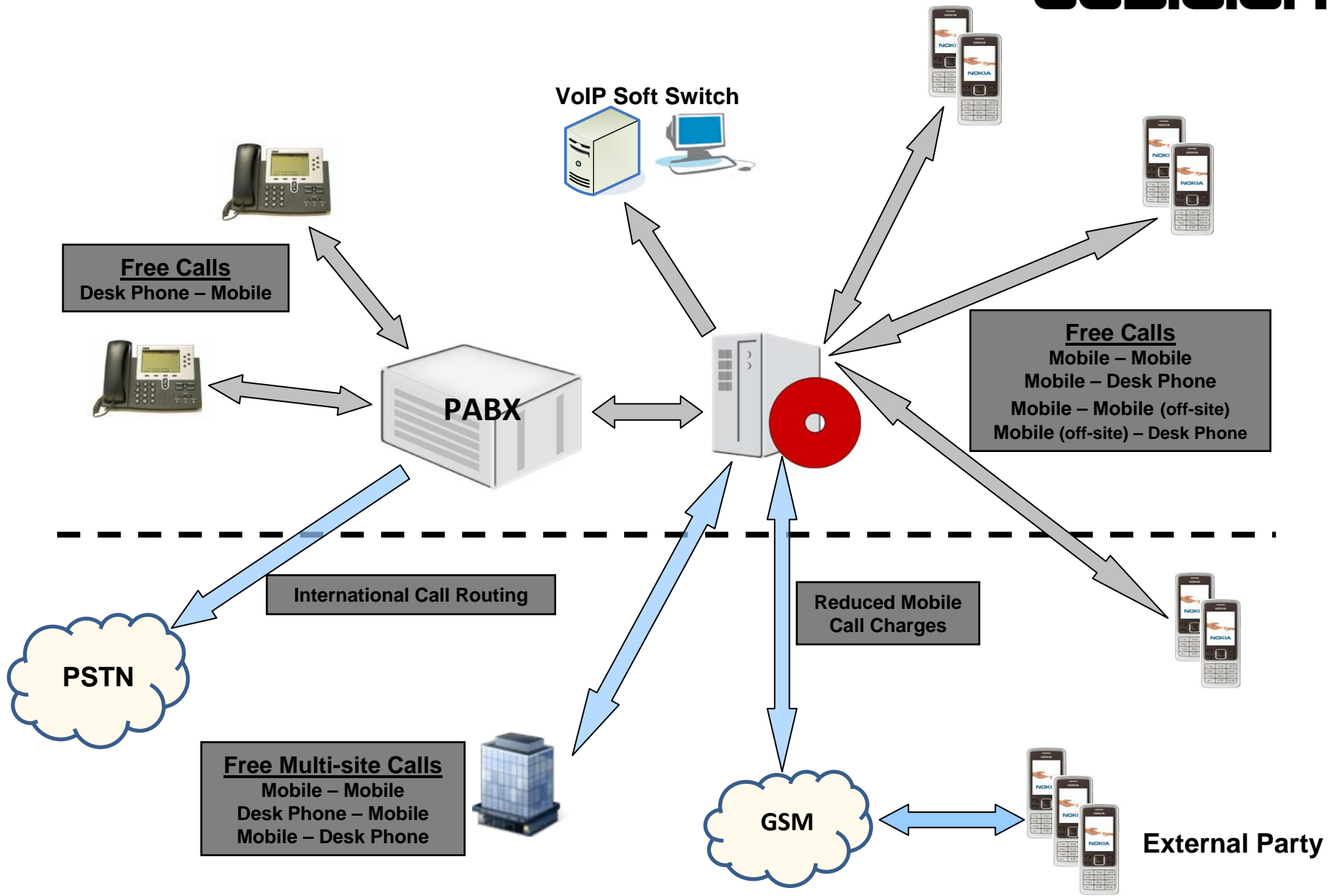


Call Route	Standard		FMC	
	National	International (US)	National	International (US)
Mobile - Mobile	0.05	1.50	0.039	0.04
Mobile - Landline	0.05	1.50	0.01	0.05
Landline - Mobile	0.09	1.20	0.039	1.20
Landline - Landline	0.01	0.04	0.01	0.04

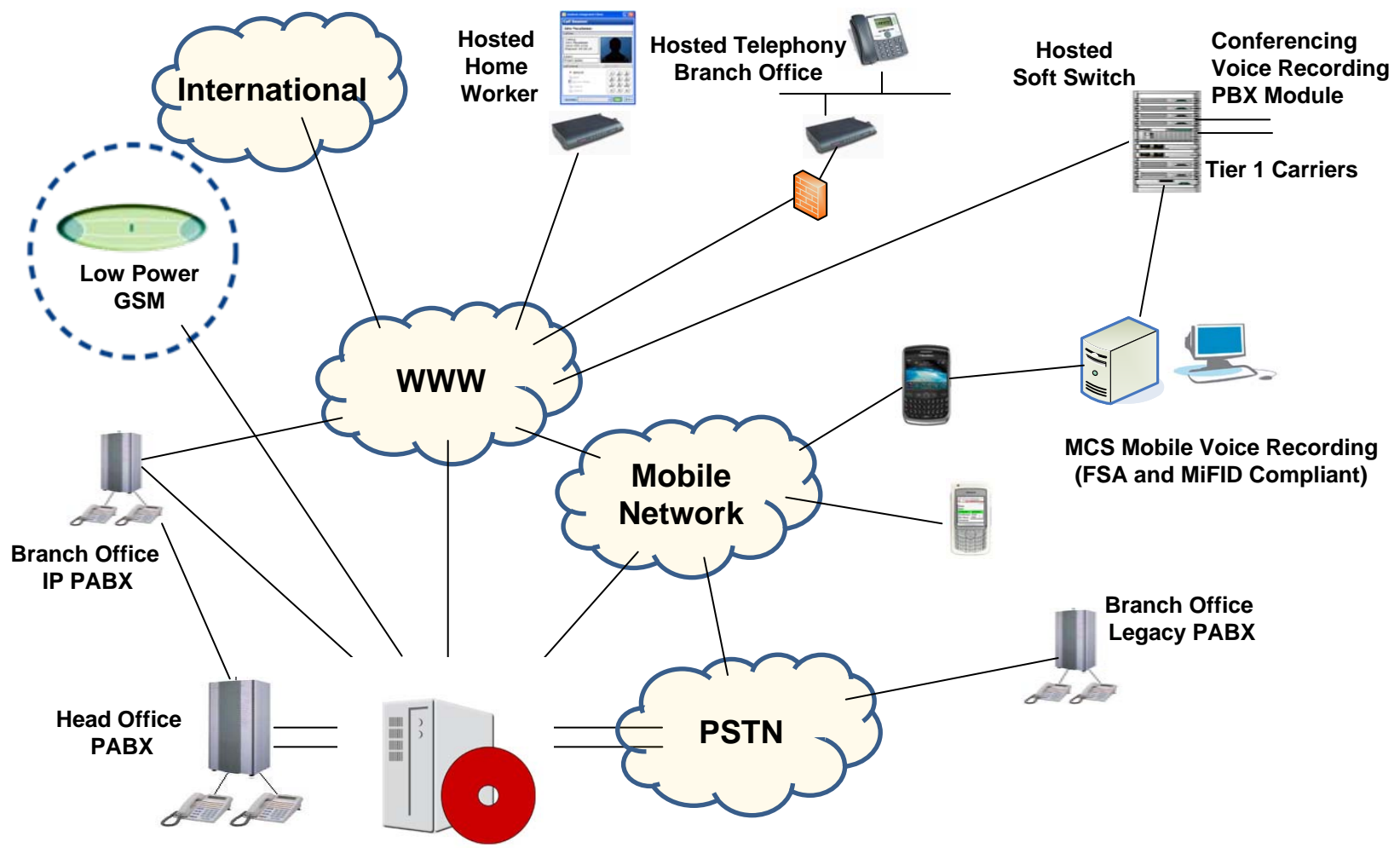
With focus on infrastructure - examples

- ❑ Calls from on-site mobiles to on-site PABX extensions and vice versa **are free**
- ❑ Calls from on-site PABX extensions to other mobiles are **significantly reduced**
- ❑ Calls from on-site mobiles and on-site PABX extensions to remote site PABX extensions via the corporate voice network **are free**
- ❑ Calls between registered on-site mobiles within the building **are free**
- ❑ Calls from company mobiles to international destinations are **significantly reduced**
- ❑ Calls from registered on-site mobiles to local, national, international and non-geographical numbers (e.g. 0845) are **significantly reduced**

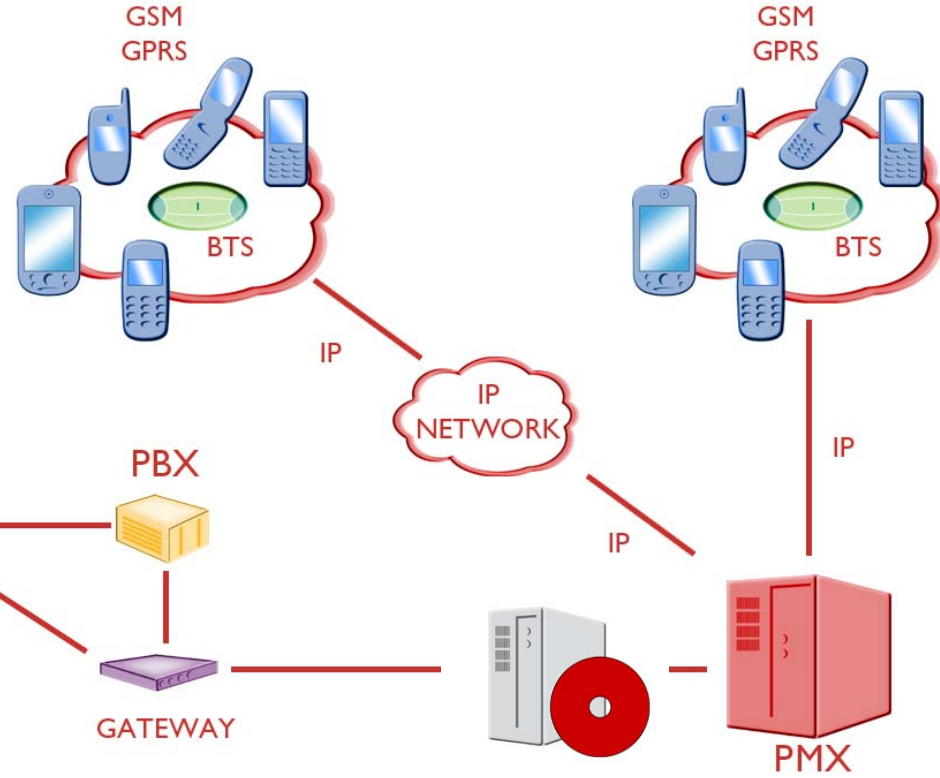
With focus on infrastructure?



A different perspective #1




A different perspective #2



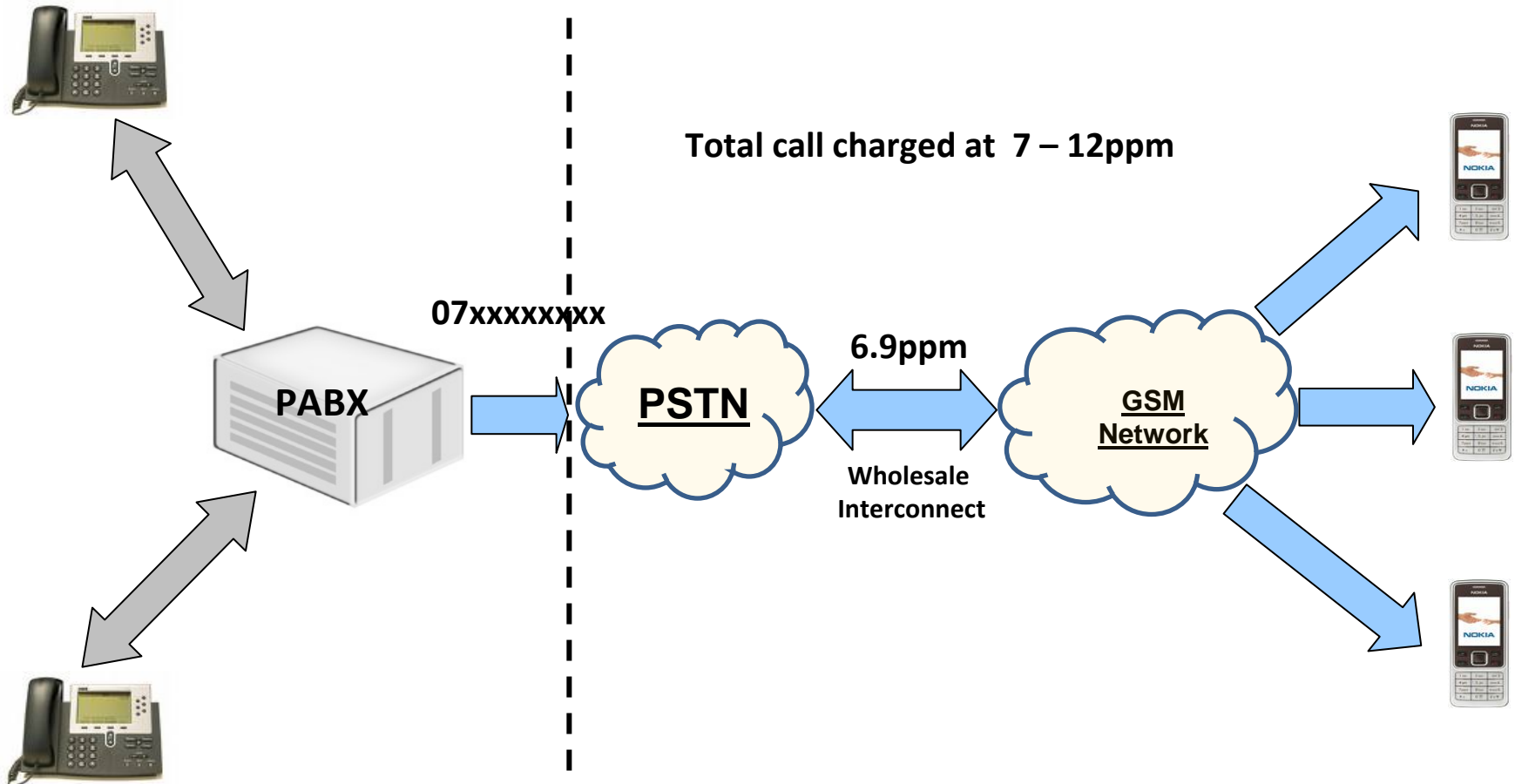
Example of cost reduction – L2M

Landline to Mobile Calls – cost reduction

- ❑ FMC Hub - GSM gateway engine with cross network SIM cards
 - ❑ Convert a landline call into a mobile call to dial another mobile - seamlessly
 - ❑ Call costs reduced by around 50%
 - ❑ Absolutely NO change to the user dialing experience
 - ❑ Connect multiple sites transparently to the FMC Hub
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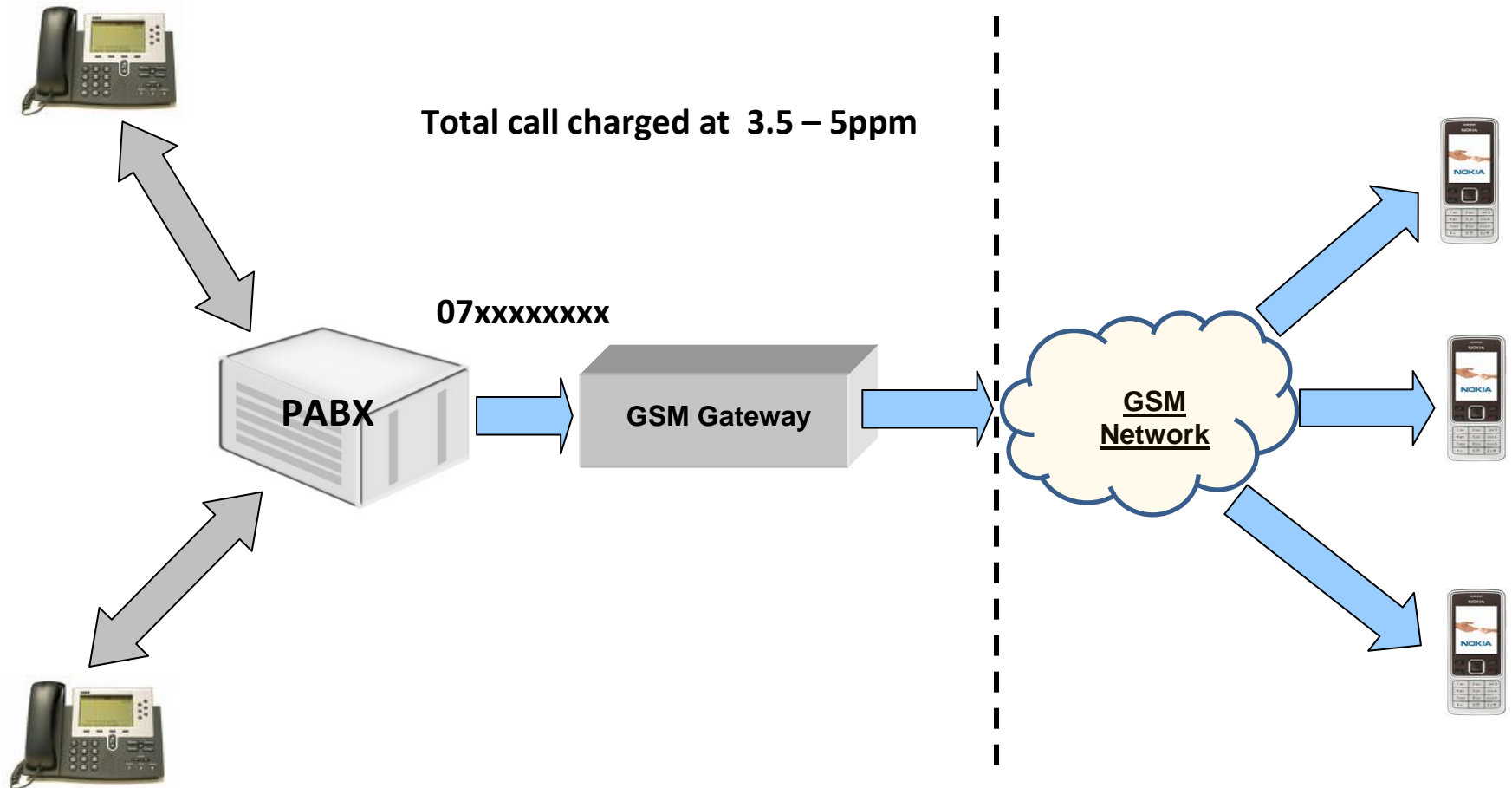
Example of cost reduction – L2M

How does it work?



Example of cost reduction – L2M

How does it work?



Mobile to International Calls – cost reduction

- ❑ Simple transparent application on the handset
- ❑ Call costs reduced by around 50%
- ❑ Works alongside existing service provider & mobile numbers - seamlessly
- ❑ Absolutely NO change to the user dialing experience



Example of cost reduction – M2I for Blackberry

How does it work?

- ❑ Employee dials international number as normal from Blackberry directory
- ❑ M2I invisibly intercepts the call and seamlessly redirects to a local Obsidian fixed line access number
- ❑ Call routes across to the M2I network whilst paying only for the local rate access call plus Obsidian published fixed line rate



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