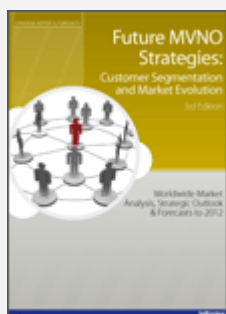


### **This Edition**

- iPass Jordan
- Jordan MVNO Guidelines
- 20:20, Ikea, CPW
- UK MVNO Potential
- Centernet Vs Mobilking
- Callkey hits 200,000
- India opens to MVNOs

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**Evolution** - Wholesale business models

**New players** - Within the telecommunication realm including Google and Apple

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### **iPass Partners With IIJ For Mobile Broadband Services – Japan**

iPass Inc., a global enterprise mobility service provider, and Internet Initiative Japan Inc. (IIJ), a leading network solution provider, have entered into an alliance for mobile broadband services. Under the terms of the agreement, iPass will expand its Mobile Broadband services in Japan by utilizing NTT DOCOMO and EMOBILE networks (supported by HSDPA technology) through IIJ's MVNO service. This will allow more than 3,500 iPass enterprise customers to have a wider choice of mobile connectivity in Japan. iPass Mobile Broadband is an improvement of iPass Mobile Office service, which allows multi-national corporations to economically deliver mobile productivity to its employees globally through a single device.

Commenting on the agreement, Hideshi Hojo, Managing Director (Sales Division) of IIJ, said: "iPass is the established market leader for global enterprise mobility and was our obvious choice when looking for a partner in this field. Enterprises need to cater for the requirements of a very heterogeneous group of mobile workers and for iPass to be able to offer various access technologies including a choice of mobile broadband networks in Japan will help meet these requirements. We are looking forward to working with iPass and equipping its customers with high-speed mobile broadband communications provided by our MVNO service with two distinctive mobile networks in Japan".

Chee Leng Loy, Managing Director of iPass Asia, said: "This partnership with IIJ, one of Japan's leading MVNOs, will further solidify the mobile broadband presence of iPass in the critical Japanese market. Some of the world's largest companies' count on iPass to keep their users connected, regardless of their location. With multiple nationwide mobile broadband services and over 27,000 Wi-Fi hotspots in Asia alone, we can offer business users a unique combination of coverage, simplicity and affordability".

### **TRC Issues MVNO Guidelines – Jordan**

Telecommunications Regulatory Commission (TRC), the Jordanian telecom regulator, has issued guidelines for the provisioning of MVNO services in the country. According to the guidelines, a company will be required to take individual license to operate as an MVNO. TRC will allocate unique blocks of 10,000 numbers to MVNOs as per the national numbering plan. The companies, in return, will be required to pay 10% of their operating revenues (net of service tax) annually to the TRC in the form of arrears.

### **20:20 Inks Distribution Deal With Ikea And Carphone – UK**

20:20 Mobile has been selected as a distribution partner for Ikea's MVNO service, which utilizes the network infrastructure of T-Mobile. Commenting on the agreement, Andy Cutler, Sales Director of 20:20 Mobile, said: "We're really excited to have been appointed as distribution partner for this new venture between Ikea and Family Mobile. 20:20 has a great deal of experience in strategic partnerships of this kind, successfully working on a range of MVNO contracts, delivering the value-added support our clients expect". The company will handle the kitting and dispatch for the new service and will also operate the online store. According to sources, the company emerged as a winner after beating its competitor Brightstar.

20:20 Logistics has also been selected as the first preferred supplier for Talkmobile, a low-cost MVNO subsidiary of Carphone Warehouse, which uses the network infrastructure of Vodafone to run its operations. The company has built and will host Talkmobile's website to provide end-to-end service for handsets and SIMs sold through the website. 20:20 will distribute Talkmobile SIMs into the UK dealer market. Phil Henchoz, Sales Director of 20:20, said: "Carphone has a genuinely exciting proposition with Talkmobile as well as fantastic brand pedigree and we're delighted to have been chosen as their first preferred supplier". Jason Rigby, Head of Sales at Talkmobile, said: "Talkmobile has found great traction in the market since the launch in April, with customers seeking genuine value. We are delighted to bring 20:20 on-board as the first supplier to distribute the Talkmobile brand into the UK marketplace".

### **UK Operators Eyeing MVNO Opportunities – UK**

Network operators in the UK are understood to be aggressively eyeing opportunities in the MVNO business in order to grow their service revenues. Tim Stone, Head of Wholesale at Vodafone, said: "We are seeking to grow aggressively. We are talking to a lot of people – there are four or five big brands we're talking to at this time". Phil Crookes, Head of Wholesale at O2, said: "O2 had revised its wholesale strategy, considered conservative, in recent months to keep pace with Vodafone. We recognize now our competitors have become much more aggressive, that the market has moved on. So, we are taking a more open approach". A source from Orange claimed: "Orange is very interested in wholesale. It is striving to secure the right deals and to grow share quickly, in the way Vodafone has done".

Ralf Weber, Head of Wholesale at T-Mobile International, said: "We realize our partners have opened up, but we are the market leader and we are very much in hunting mode". The company has entered also into an MVNO partnership with Swedish furniture chain Ikea. A 3 spokesperson said: "We are open for business. We have capacity for a lot of voice traffic on our network, so the MVNO model appeals to us". The company is also expected to declare MVNO business with the distributor Elite Business Systems shortly.



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## Centernet In Sponsorship War With Mobilking – Poland

Centernet, a subsidiary of NFI Midas and the fifth mobile operator in Poland, has deprived Mobilking, a Polish MVNO, of sponsoring the Speedway super league by becoming the sole sponsor of the league. This is despite the fact that Mobilking, whose contract expires in October 2008, is also financing the league. Commenting on the situation, Tomasz Rudnicki, Chief Executive Officer of Mobilking, said: "It's not fair. This is a conflict of interest. I will demand explanations from the league management". Centernet also plans to launch its MVNO operations in the country.



## CallKey SIM Card Shipment Reaches 200K Mark – UK

CallKey, a UK-based MVNO supplying Travel SIMs which eliminate high roaming fees charged by MNOs, announced that it has shipped over 200K SIM cards through its network of international distributors. The company provides a 100% white label platform which enables distributors to customize SIMs as their own, including putting their own brand on SIMs and web portal, customizing audio prompts and short-codes. Distributors can also set up multiple sub-distributors, each having its own pricing and customization.



The company also provides every distributor with an access to their own personal "back office" account to manage their customer and sub-agent account and view all CDRs in real time. Distributors are also provided with a fully optimized A-Z wholesale rate sheet according to regions, including the EU, which enables them to set their own tariffs and thereby profit margins. Distributors are able to compete with incumbent operators as these SIM cards provide the facility of free inbound calls in more than 50 countries and relatively cheaper outbound calls and particularly targets corporate and leisure travelers.

## TRAI Opens Door For MVNOs – India

The Telecommunications Regulatory Authority of India (TRAI) has released its recommendations for the entry of MVNOs in India. A separate license will be issued, under the Indian Telegraph Act, to those operators which do not own spectrum for mobile services, but have a tie-up with existing operators for the same. Further, MVNOs will not have any roll-out obligations and the FDI limit is fixed at 74%, which is the same as in case of Mobile Network Operators (MNO). There is also no limit on the number of MVNOs connected to a single MNO. However, the company seeking an MVNO license will have to submit their agreement with the MNO to TRAI before the issue of license, and MNO will be required to pay charges for the utilization of spectrum by the MVNO.



The entry fees for MVNOs has been fixed as 10% of MNOs, subject to a maximum of INR 5 crore (USD 1.1 million) for Metro/Category A, INR 3 crore (USD 0.71 million) for Category B and INR 1 crore (USD 0.23 million) for Category C service areas. The annual license fee is kept same as that of MNO of the service area. TRAI also issued the guidelines that allocation of numbers, number portability, interconnection with other service providers and roaming will be provided by parent MNO. The company also needs to protect its subscribers against failure of agreement between MNO and MVNO or in the case of MVNO quitting the service.