

Client Needs

Provide optimal access to services and products while user is roaming outside their 3G network.

Business Value

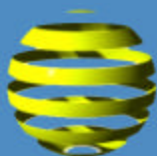
Improve user experience by managing quality and speed of services.
 Minimize cost by reducing the amount of data sent on 3rd party networks

Client Profile

First 3G Operator to offer nationwide 3G services in the UK. 1.2 million UK subscribers as of Aug 2004.

For more information on how Ceremon can help your business, please contact Ceremon at one of the following:

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About the Client

The client is the first operator to deliver third-generation (3G) mobile multimedia and communications services in the UK, offering a convergence of media, information and telephony to enable live video calls, multimedia content and entertainment while on the move.

Its services are available from sister companies in Australia, Austria, Denmark, Hong Kong, Italy and Sweden. It also holds UMTS licenses in Ireland, Israel and Norway.

Situation

At launch the client had 45% population coverage and 3% geographic coverage. This required a detailed analysis of all of the products and services offered by the client to identify customer experience when they roam out of the 3G geographic coverage area.

Ceremon Solution

Ceremon offered in-depth analyses and potential approaches that can be used by the client to improve customer experience when they roam out of 3G coverage areas.

While roaming outside 3G coverage areas, subscribers were offered access to services using non-3G network to allow wider acceptance of the client's products and services. The roaming network could be a 2G or 2.5G network, which may result in deterioration of quality of the products and services offered by the client.

To address this issue Ceremon identified ways to block or provide limited services that provided an acceptable level of quality:

- ⊕ Analyzed impact on each product of roaming in 2G and 2.5G networks
- ⊕ Identified different options to address product-roaming issues
- ⊕ Provided a balanced approach to reduce cost with minimal impact to user experience
- ⊕ Implemented proof of concept to reduce amount of data sent out while user is roaming on 2G or 2.5G network
- ⊕ Created a cost benefit analysis for different product roaming solutions