
Mobile Virtual Network Operator Solution

Our **Mobile Virtual Network Operator** (MVNO) **Solution** enables you to offer your customers world-class 3G mobile services via the Telecom WCDMA mobile network.



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Wholesale



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Suitable for niche players to global brands, our MVNO Solution provides a cost-effective, low risk way of entering the growing New Zealand mobile market.

As a Telecom Wholesale MVNO, you'll have access to a complete portfolio of postpaid mobile services and flexible device options – providing you with the resources you need to compete effectively as you build and grow your mobile business.

Our MVNO Solution offers extensive coverage in New Zealand and an ultra fast mobile Internet experience via advanced HSPA+ technology. In addition, you'll have the reassurance of comprehensive advice and support from dedicated account, mobile and customer service teams.

Benefits

With our MVNO Solution you can:

- use our **simple, competitive price construct** to create compelling mobile offers and whole-of-business bundles specific to your customers' needs
- **differentiate your product** by marketing mobile services under with your own brand and providing your own customised service support
- leverage our supplier relationships for **device logistics and repair**, and choose from Telecom Wholesale's range of devices from world-leading manufacturers
- take advantage of our full wholesale service wrap including **fault diagnosis and resolution** to help you service and support your end customers
- rely on a **proven wholesale provider** of telecommunications solutions, with over 10 years experience in supporting New Zealand service providers.

We'll work collaboratively with you to develop a mobile proposition to suit your business. No matter what your business objectives are, there are compelling reasons to become a Telecom Wholesale MVNO:

- **Retain and grow** – build a closer relationship with existing customers by adding mobile to your fixed-line portfolio and offering a tailored suite of services
- **Improve profitability** – create innovative solutions and develop new revenue streams by adding mobile connectivity to your existing products
- **Enter new markets** – attract new customers by leveraging your existing brand and distribution network to expand into the New Zealand mobile market
- **Target a niche** – ensure your share of the mobile market by providing a differentiated service, tailored to your target customer segments.

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How It Works

Our solution is designed to allow you to build a differentiated portfolio based on world-class mobile infrastructure and support arrangements, while retaining full ownership of the contractual relationship with your customers.

Telecom Wholesale provides:

- end customer mobile services including calling, messaging, and Mobile Broadband
- the option to purchase from Telecom Wholesale's range of mobile devices
- SIM cards that can be customised with your own branding
- tools and processes to help you provision and support end customers
- International Roaming support for your end customers while they're overseas
- twice daily automated billing feeds to keep track of end customers' usage
- the option to reserve a block of numbers using Telecom's 027 prefix.

As a Telecom Wholesale MVNO you'll be responsible for:

- your own marketing, branding and end customer pricing
- managing end customers' billing and collection
- providing Tier One helpdesk services to end customers.

Availability

Telecom Wholesale's MVNO Solution provides extensive 3G mobile coverage to end customers in New Zealand and in over 210 destinations across more than 430 networks worldwide. The Telecom WCDMA network is a 3G only network and operates at 850MHz nationwide.

Requirements

MVNOs are responsible for their own setup and development costs that enable them to wholesale our mobile services. To become a Telecom Wholesale MVNO you'll need to:

- enter into an MVNO agreement and provide a security payment
- be able to reach a minimum of 5,000 mobile connections over 3 years
- establish contractual relationships for device logistics and repair
- apply for reseller access to the Industry Portability Management System (IPMS).



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Wholesale

Telecom Wholesale is an operationally separate business unit within Telecom that wholesales network connectivity products to internet and telephone service providers throughout New Zealand. Telecom Wholesale's broadband, business data, voice and interconnect products give providers the foundation on which to build their own network or telecommunications services for their customers.

For more information contact your Telecom Wholesale account manager or see www.telecomwholesale.co.nz to find out more about becoming a customer.

www.telecomwholesale.co.nz
