

Free Mobile Case Study

Business Objective

To rapidly establish substantial market share for their new (Greenfield) 3G GSM mobile network.

The Challenges

- Achieve rapid ROI on 3G license cost whilst being a late entrant to the French mobile market
- Limited telecom skills and resources as was Greenfield MNO
- Get services to market more quickly and competitively than traditionally possible within telecoms operators

The Solution

An Open Next Generation IN—To enable in-house development of all mobile voice and messaging services

Key Points

- Open solution enables services to be developed by and 3rd party, including in-house R&D
- Service development uses agile methods and modern tools
- Provides integration to telecom networks and charging systems using common standards

Solution Benefits

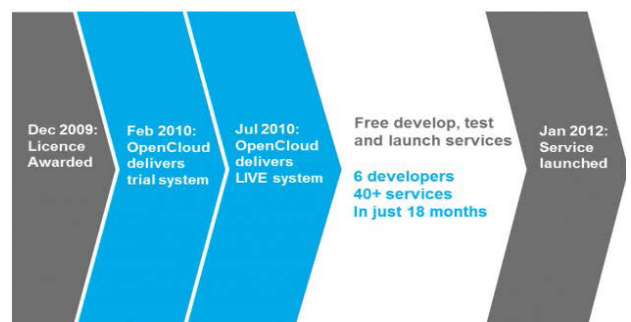
- Allows Free Mobile to take ownership and control of their service roadmap and innovate independently using high levels of available in-house development skills—and faster time-to-market
- Avoids the expense of paying equipment vendor change request costs
- Can leverage lower cost, more available modern IT skills for service innovation
- Helps support disruptive end-user pricing

Net Results

- 40+ services developed, tested and launched by a team of three to six in-house developers in <18 months
- 1-2 days to develop simple services
- ONLY 1 person to support the platform—lower OpEx
- Use of Java facilitates development without reliance on telco skills
- Free acquired 8% mobile market share in first year

About Blank

Founded in 2007, free mobile won 4th GSM licence in 2009 and holds 8.5 million mobile connections (Q1/2014). free mobile is based in France. The population of France is 66 million.



Introduction of an Open Next Generation IN