

# NetworkIP Customer Story: MVNO Realizes Success

Mobile Operator realizes 7x revenue growth in International Long Distance calling in seven months over its existing plan

## MVNO Needs:

- Competitive and compelling international calling product offering
- Ability to attract new subscribers and generating consumer loyalty
- Improved call quality for international calls
- Subscriber intelligence

## NetworkIP Solution:

Full integrated suite of International Long Distance (ILD) plans providing global coverage including:

- Unlimited international calling to over 50 countries
- Competitive pay-as-you-go products
- Promotional programs to market new offerings
- Smart routing system that will automatically select the least cost plan for the subscriber utilizing one access number
- Real-time call quality monitoring via iQT Technology
- Marketing support via sales training video, incentive programs and proprietary research
- Granular analytics from the Odessi reporting tool

## Results:

- 7x revenue growth in international long distance and still growing
- Only 5 week MVNO migration and integration into NetworkIP from previous solution
- Mitigated tax and regulatory obligations giving the MVNO a competitive advantage
- Guaranteed margins, turnkey resale offering

Consumers have an increasing number of choices when selecting their wireless service and the features that go along with them. MVNOs (Mobile Virtual Network Operators) have emerged as a preferred option for consumers that don't want to sign up to a long-term contract, or be subjected to a credit check or find that an MVNO is a less expensive option.



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NetworkIP met with one provider and reviewed their international long distance offerings. Analysis showed that they were not rate competitive, their quality was inconsistent and they had little flexibility in what they could offer subscribers wishing to call internationally. Additionally, the provider didn't have any intelligence on where their subscribers were calling, what the quality was or that 15-20% of their subscribers needed ILD and weren't getting what they needed.

Real-time call quality measurement was necessary given the MVNO's previous issues with quality. iQT Technology from NetworkIP gave them the ability to monitor the connections and seamlessly adjust routing as necessary to ensure the highest quality for international calls. This was a boost for consumer satisfaction in continuing service with the MVNO.

The MVNO was also impressed with the amount of information that NetworkIP could provide through their Odessi reporting system. Not only could they gather all of the destinations and quality metrics, they could also segment subscribers to do advanced marketing and granularly review their business metrics to meet the needs of their subscribers. As part of their dedicated service, the NetworkIP account team regularly checks Odessi reports and offers observations and ideas to the MVNO to evolve their offerings.

Together with their customer, NetworkIP designed a rate deck that allowed for unlimited calling to 52 countries and a pay-as-you-go offering that was both cost competitive in the marketplace and margin friendly for stores. Combining the unlimited plan with the pay-as-you-go rates, subscribers have a compelling reason to sign up with the MVNO and their dealers have new products to differentiate themselves from the competition. Stores were trained on the offerings via an animated video that described the scenarios on which plan was best tailored to their subscriber's unique needs.

NetworkIP also relieved some of the regulatory and tax liabilities for the MVNO clearing the way for a quick time-to-market. The MVNO developers were very comfortable with the API integration and the time between initial integration conversations to availability in the marketplace was a short five weeks.

Pete Pattullo, CEO of NetworkIP, says "Our unlimited and pay-as-you go products are a great fit for the MVNO marketplace. Our smart technology combined with our smarter service is smart business for them. They receive the best combination of cost and quality, ongoing support from our dedicated team and guaranteed margins to grow their business."

[If you'd like to see how NetworkIP can add to your smart business, contact us today for a no-obligation assessment.](#)

