Predict
MOBILE

OFCOM OPEN COMMUNICATION

How Open Communications can leverage users data, cut through complexity & get better value outcomes

Scope of these comments relates specifically to business mobile phone communications market, its customers and suppliers

The Ofcom report correctly recognises

1. SMEs as separate named entities to consumers

2. Complexity increases with business size

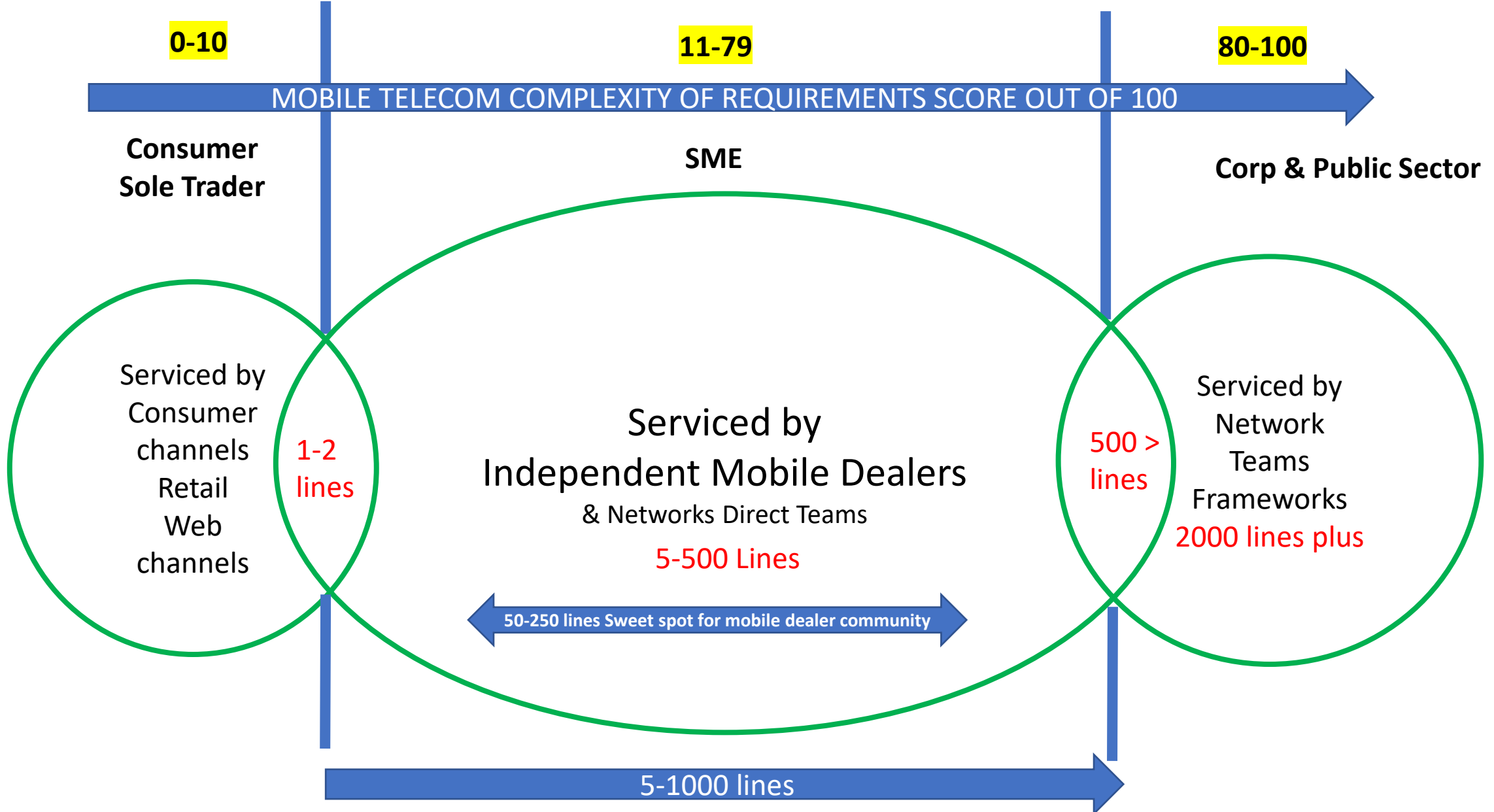3. Importance of APIs for the improvement in services and outcomes

Key issues & discussion points about the report

1. Consumers painpoints being similar to SMEs is incorrect

2. SMEs and consumers despite being named separately are rolled into one in the narrative

3. Link between Open Comms API data and market expertise - its important when listening to voices without deep market understanding at this stage

4. Accessibility of the report to generate quality responses to the questions
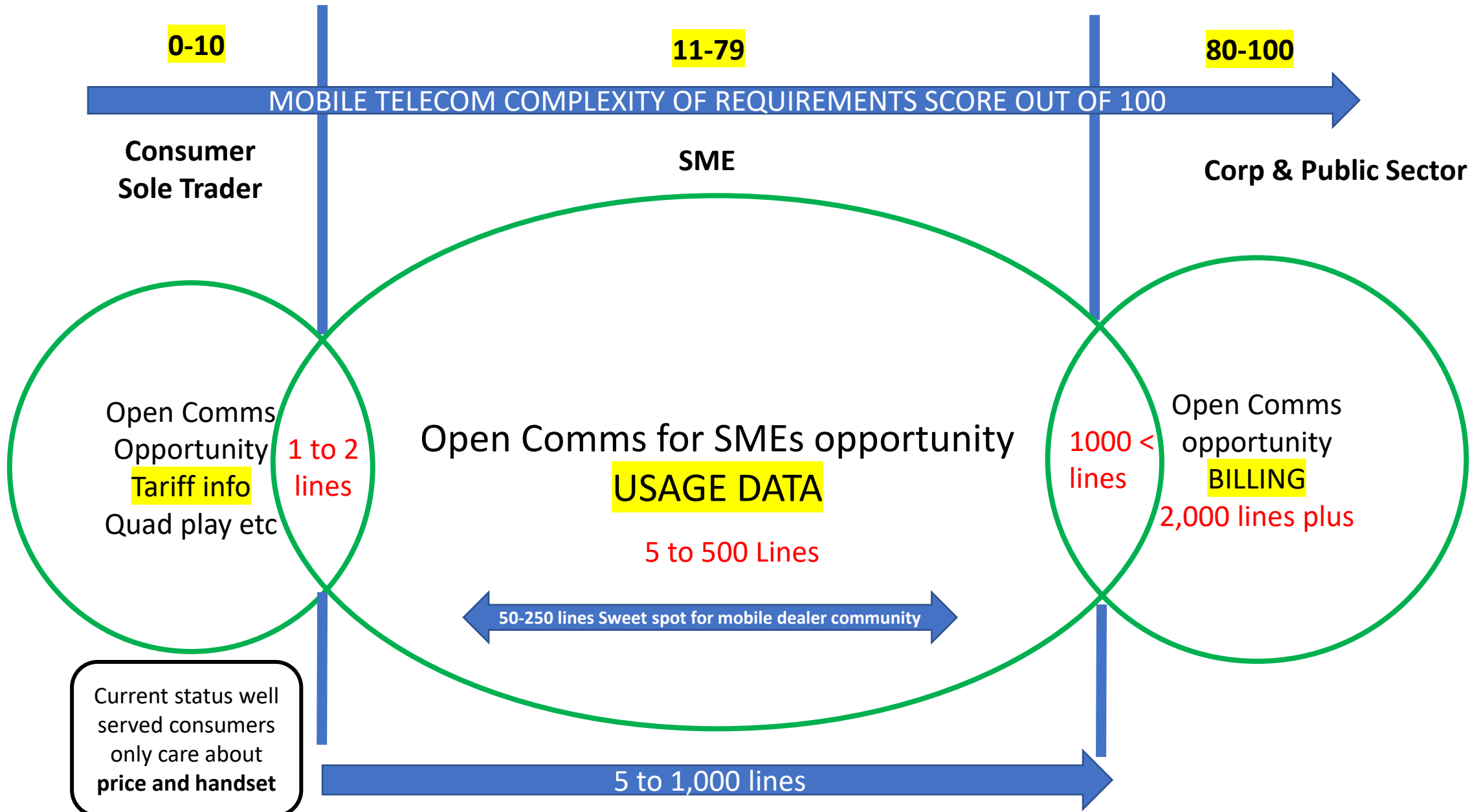
5. Interpretation of the qualitive research

API Requests

1. Open API data, to access the usage data of all lines on a business account

2. Permission to access usage data needs to be centralised on the account

3. Usage data & charges to categorised uniformly across tier 1 networks i.e. Calls, Texts, Data. In UK, In Europe, ROW etc

4. Access to itemised usage data & costs as a minimum, but ideally also aggregated usage data.

5. No unreasonable time frame restrictions on historical usage data this is important for Machine Learning predictive solutions

Addressable Market Size & Supply Chain

Predict MOBILE

0-10 11-79 80-100

MOBILE TELECOM COMPLEXITY OF REQUIREMENTS SCORE OUT OF 100

**Consumer
Sole Trader**

SME

Corp & Public Sector

Serviced by
Consumer
channels
Retail
Web
channels

1-2
lines

Serviced by
Independent Mobile Dealers
& Networks Direct Teams

5-500 Lines

500 >
lines

Serviced by
Network
Teams
Frameworks
2000 lines plus

50-250 lines Sweet spot for mobile dealer community

5-1000 lines

How can Open Communications help

Predict MOBILE

0-10   **11-79**   **80-100**

MOBILE TELECOM COMPLEXITY OF REQUIREMENTS SCORE OUT OF 100

**Consumer
Sole Trader**

SME

Corp & Public Sector

Open Comms
Opportunity
Tariff info
Quad play etc

1 to 2
lines

Open Comms for SMEs opportunity
USAGE DATA

5 to 500 Lines

1000 <
lines

Open Comms
opportunity
BILLING
2,000 lines plus

50-250 lines Sweet spot for mobile dealer community

Current status well
served consumers
only care about
price and handset

5 to 1,000 lines

Complexity score & who is buying

Predict MOBILE

(1-10) **Consumer & sole trader – considerations v simple**

1. Only care about handset & cheapest tariff
2. Single user tariffs
3. May lease 1 or 2 handsets
4. Porting from networks

Who buys 1 to 5 lines

Sole traders less than 5 lines
Micro business owner

(11-79) **SME – choice considerations – v complex**

1. Shared data tariffs
2. Sim only and leasing combinations
3. International and Roaming
4. Mobile device management
5. BYOD
6. Legacy lines in commitment
7. No clear view of real usage
8. History of miss selling
9. Flexibility of staff
10. Data requirements vs voice
11. Multi devices single end user
12. IT professionals are NOT Mobile comms experts

Who buys 5 to 1000 lines

Company Manager = 2 to 20 lines

MD = 21 to 50 lines

IT Manager = 51 to 500 lines

Buyers = 500 plus lines

All customer decision making units have different objectives & painpoints. Challenge for OC is how best to help

IT Manager / Professional

IT Professional Roles
Vendor contract requirements

Searching

Choosing

Maintaining

Renewing

IT Professional Mindspace

Mobile phone estate

Telephony – voice-lease line

Software

Managed print

Infrastructure

Web services

Policies

Security

IT Professional Prioritisation

Time

Spend

Importance
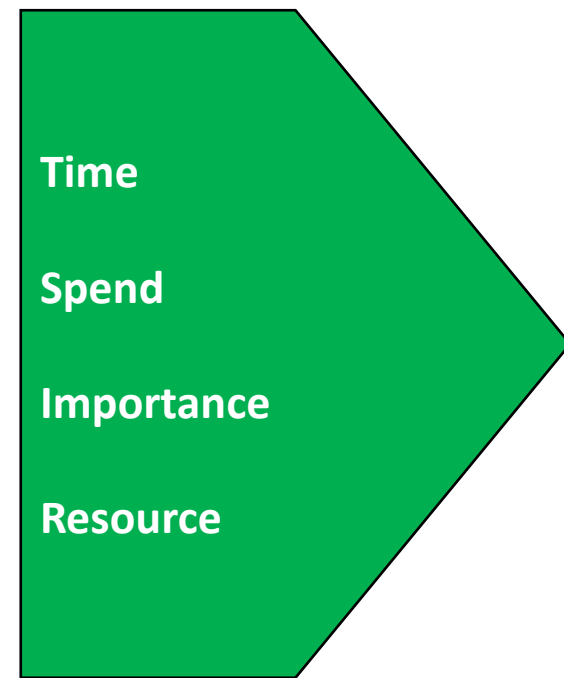
Resource

IT Professional Support

Ofcom Open Communication ✓

Mobility is now mandatory but not "core" to IT professionals knowledge or dept resources
Mobile market is non-transparent and based on rev share model.
This results in poor decisions and universal pain points……

Consumers have access to many online services not available to the business market

Consumer mkt well served

Travel Broadband

Energy

Money

uSwitch

Money Super Market

Confused.com

skyscanner

gocompare.com

Mobile Phone Insurance
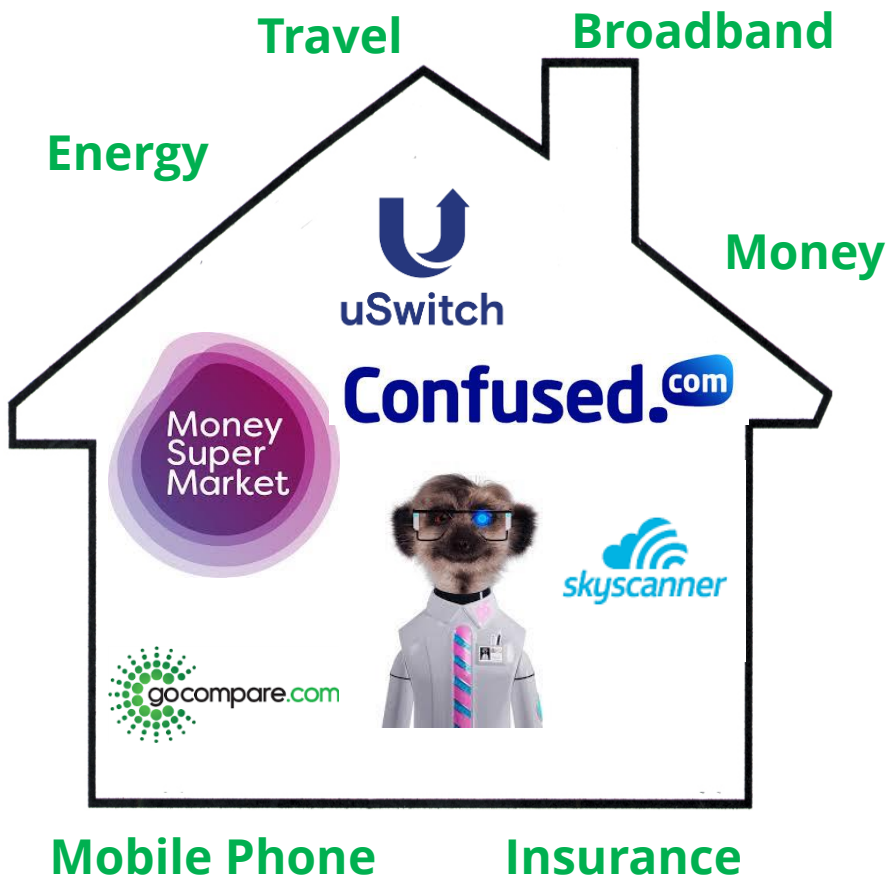
B2B mkt limited service options available

SOFTWARE ADVISORY SERVICE

BROKER INSIGHTS

bill monitor™

Predict MOBILE

Insurance Mobile Phone Software

B2B market tools deficit

Predict MOBILE

How Open Comms APIs can help solve Pain Points

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IT Professional pain points

1. Time consuming search/compare/choose/switch (approx. 8 Weeks)
2. Cost are higher than they should be due to lack of transparency and analysis
3. No confidence in solution – lack of control

Mobile Supplier Problem

1. Need new customers
2. Expensive to find customers
3. Unfair tender processes

**APIs Provide
ACCESS TO YOUR DATA**

JOHNSTON CARMICHAEL

**LEVERAGE DATA
CUT THROUGH COMPLEXITY
GET BETTER VALUE**

IT Customer Benefits

1. Saves over 50% on contract costs
2. Only takes 10 mins
3. Total confidence

Mobile Supplier Benefits

1. Wider Geo reach
2. Lower COA
3. Level playing field
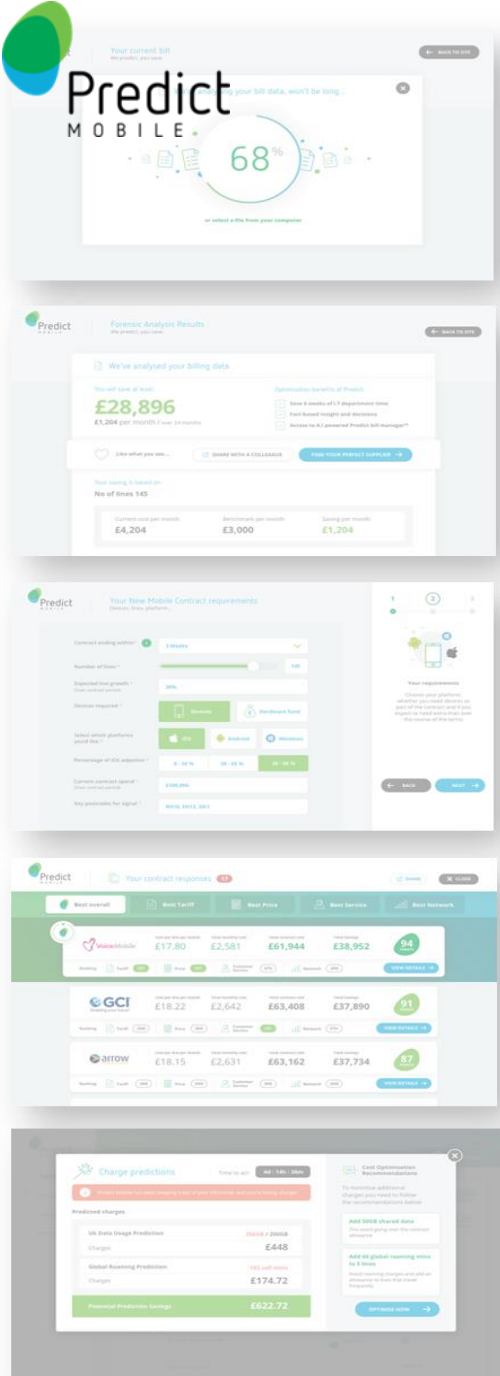
Predict Mobile is the **only B2B comparison & matching site** for mobile communications

Predict Mobile **helps IT directors** find the best suppliers with the optimum solution

It's the only site to use **AI to continually optimise costs** using the **EARLY WARNING SYSTEM**, during the contract period

Comparison Sites
Consumer vs B2B - Automation vs Manual

	Consumer Market	Current B2B Market	Predict MOBILE **B2B**
Requirement Evaluation			
Suppliers Search			
Results Evaluation			
Renewal Automation			
Machine Learning powered **Early Warning System**	✗	✗	✓
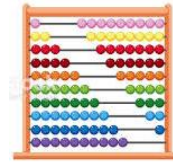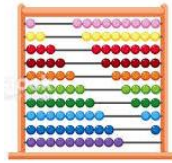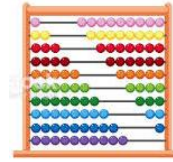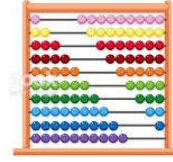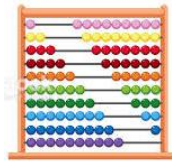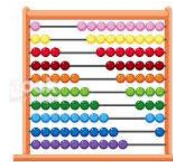
Familiar look but with a deep B2B Focus

First time ever a side by side, apples for apples comparison has been achieved

Compare Responses

Term - 24 months
Total lines - 120

✕ CLOSE

Column 1 — Vodafone

Predict Mobile Score	94 POINTS
Network	**vodafone**
Total saving (against previous contract)	**£28,000**

Fixed Costs

Total contract cost	£57,600
Monthly contract cost	£2,400

Cost breakdown

Expected out of bundle cost (pm)	£500
Expected out of bundle over term	£12,000
Total costs inc. out of bundle spend	£69,600
Total expected monthly costs	£2,900
Hardware fund	**£10,000**
Effective contract cost	**£59,600**
Effective cost per line per month	**£21.00**

Ranking

Tariff	1ST
Price	1ST
Customer Service	2ND
Network	5TH
Convenience	2ND

Column 2 — O2

Predict Mobile Score	91 POINTS
Network	**O₂**
Total saving (against previous contract)	**£21,240**

Fixed Costs

Total contract cost	£63,360
Monthly contract cost	£2,640

Cost breakdown

Expected out of bundle cost (pm)	£500
Expected out of bundle over term	£12,000
Total costs inc. out of bundle spend	£75,360
Total expected monthly costs	£3,140
Hardware fund	**£9,000**
Effective contract cost	**£66,360**
Effective cost per line per month	**£23.00**

Ranking

Tariff	2ND
Price	3RD
Customer Service	1ST
Network	5TH
Convenience	2ND

Column 3 — EE

Predict Mobile Score	75 POINTS
Network	**EE**
Total saving (against previous contract)	**£17,600**

Fixed Costs

Total contract cost	£72,000
Monthly contract cost	£3,000

Cost breakdown

Expected out of bundle cost (pm)	£500
Expected out of bundle over term	£12,000
Total costs inc. out of bundle spend	£84,000
Total expected monthly costs	£3,500
Hardware fund	**£14,000**
Effective contract cost	**£70,000**
Effective cost per line per month	**£24.00**

Ranking

Tariff	4TH
Price	2ND
Customer Service	5TH
Network	1ST
Convenience	1ST

Predict
MOBILE

Predict Mobile's AI, Early Warning System saves an additional 12% of contract costs and is a mobile industry first!

Your Recommendations

Potential Prediction Savings — £622.72

Time to act: **4d : 14h : 36m**

- Dashboard
- Recommendations
- My Contract
- My Docs
- Account

PredictMobile keeps track of your bills and analyses trends to help avoid charges from going over your allowances

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Uk Data usage prediction — 256GB / 200GB

Charges — **£448**

Action:

Add 50GB shared data
You need to add 50GB to cover the additional usage this will stop you being excessively charged

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Global Roaming prediction — 182 call mins

Charges — **£172.62**

Action:

Add 60 global roaming mins to 5 lines
Avoid roaming charges and add an allowance to lines that travel frequently

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Logout

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Thank You