

# Wireless Operator

**Voxbone works with Telefónica to help O2 deliver new service in the U.K.**



## Executive Summary

O2, Telefónica and Voxbone have created an innovative value-added service that enables O2 mobile users in the United Kingdom to add a second telephone number to their existing mobile subscription. This second number is a fixed local telephone number from a country of choice. A call to this number is routed over Voxbone's global VoIP backbone and delivered as a regular call to the mobile phone on the O2 network, making it easy and more affordable for O2 users to stay in touch with friends and relatives abroad. The service is called International Favorites and was launched by O2 in October 2010.

## The Challenge

The U.K. has one of the largest and most competitive mobile markets in Europe, served by five major providers, as well as by a growing number of low-cost MVNOs. To differentiate from competitors, O2 has developed new offers and value-added services for its customers.

Mobile data network coverage and usage adoption has strongly increased in the past several years. Additionally, technological advances have put multimedia smartphone devices into the hands of a growing number of consumers, enabling easy access to multiple networks and protocols, such as WiFi, 3G, 4G/LTE and VoIP. Regular international calls can be expensive and fall outside of most monthly calling plans.

These trends place the mobile telecom industry at a major crossroads. Does it choose to fight and slow the erosion of international call revenues by blocking third-party VoIP applications, limiting mobile data traffic and charging premium rates? Or does it choose to innovate with value-added services and content?

## The Solution

O2 embraced the benefits of VoIP by introducing a service that makes international calling simple and affordable, using Voxbone's IP network. In collaboration with Voxbone, Telefónica and O2 developed International Favorites to offer a new telecom experience to those with friends and family abroad.

An O2 customer pays a flat fee of £10 per month for 3,000 minutes (50 hours) of calls to three selected international landlines and an international Call Me number, which friends and family abroad can call without paying international rates. The Call Me number complements the subscriber's U.K. mobile number, allowing two phone numbers to be mapped to the same device. Friends and relatives in a country in which the O2 subscriber has a

Call Me number can dial the number and be charged for only a local PSTN call. The call is then transmitted through Voxbone's IP network to the U.K., where O2 sends the call to the handset of the subscriber. The subscriber receives a regular incoming call. No special phone, application or configuration are required. The billing process is simple, with a fixed fee added directly to the customer's regular monthly bill.

*"Working with Voxbone has been a very good experience. They have proven to be a reliable partner, providing us with the flexibility and quality of service we need."*

Gabby Levine, Carrier Relations Manager

The Call Me number feature is built on VoxDID, a Voxbone service enabling service providers to extend the international reach of their telephone network, rapidly and with limited costs. The service provides geographical and national phone numbers from more than 50 countries and 8,000 cities for direct inward dialing (DID). Calls to these telephone numbers are converted from PSTN to VoIP and are routed to anywhere in the world over Voxbone's intercontinental private IP backbone. In a growing number of countries, existing telephone numbers can be ported to the VoxDID service. Numbers can be ordered and configured in real time via Voxbone's Web-based administration portal (VoxCOMMAND) or application programming interface (VoxAPI).

## How it Works

To understand how International Favorites, supported by Voxbone, works, consider the case of Juan, who lives in London, and often calls family and friends in Madrid, Spain. International Favorites gives Juan a local phone number in Madrid for his friends to call. They can reach him on a local number from their hometown at any time. Because they pay local call charges to reach Juan, there are no barriers to regularly staying in touch. Juan can answer the call on his mobile phone, which also supports his U.K. mobile number.

## The Benefits

*International Favorites offers significant benefits for O2. Customer churn is decreased because the international phone number service cannot be ported to another mobile service provider. Additionally, consumers who receive more international calls will call friends and family abroad more frequently.*

The integration of VoxDID allowed O2 to introduce the International Favorites service with Call Me numbers from 42 countries in only a couple of months. Number sourcing, local interconnects, carrier relations management and regulatory compliance are handled entirely by Voxbone, ensuring rapid deployment with limited costs and limited risks. Voxbone's application programming interface (API) gave O2 automated access to millions of phone numbers, allowing real-time provisioning and configuration for International Favorites subscribers.

## About Voxbone

Voxbone is the market leader in providing worldwide geographical, toll-free (ITFS) and mobile telephone numbers and inbound SIP trunks, enabling cloud communications services providers, conferencing and collaboration and enterprises to extend the reach of their voice services internationally, rapidly and with minimal costs. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 8,000 cities around the world, as well as the first emergency-calling service accessible in multiple European countries from a single IP-based interconnection.

For more information, visit [www.voxbone.com](http://www.voxbone.com) or connect with Voxbone on [LinkedIn](#) or [Twitter](#).

## About O2 Telefónica

O2 is the commercial brand of Telefónica UK Limited and is a leading communications company with over 23 million customers - read more about O2 at [www.o2.co.uk/news](http://www.o2.co.uk/news). O2 runs 2G and 3G networks and was the first to trial 4G/LTE, reaching speeds of over 100Mbps, as well as owning half of Tesco Mobile. It also operates O2 Wifi, O2 Health, O2 Unify, O2 Media and has recently launched the O2 Wallet. O2 employs over 11,000 people in the UK, has over 450 retail stores and sponsors The O2, O2 Academy venues and the England rugby team. Telefónica UK Limited is part of Telefónica Europe plc which uses O2 as its commercial brand in the UK, Ireland, Slovakia, Germany and the Czech Republic and is a business division of Telefónica SA. Telefónica



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