

# Wireless Operator

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



## Executive Summary

O2 subsidiary Jajah 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 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 3G 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, Jajah - a Telefonica sister company that specializes in IP-telephony solutions - 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, Jajah

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 4,000 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 and iNum® telephone numbers. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 4,000 cities. Voxbone enables Internet communications services providers, global carriers and national operators to extend the reach of their voice services internationally, rapidly and with limited costs. Voxbone is the only operator of its kind with self-owned licenses, telephone number ranges and network infrastructure in its footprint. In 2010, Voxbone's private global VoIP network carried 2.1 billion minutes of voice traffic. The company excels through its quality of service, best-in-industry management tools and regulatory compliance. Voxbone has more than 700 wholesale customers around the globe, including Skype, IDT, Global Crossing, Jajah and Arkadin. Founded in 2005, Voxbone is privately held and has offices in Brussels, Los Angeles and Singapore.

For more information, visit [www.voxbone.com](http://www.voxbone.com).

## About Jajah and O2

Jajah launched in March 2006 with a friendly, easy-to-use, web-activated calling solution for any consumer with Internet access. Since then, it has developed and released a range of IP-telephony solutions, including Jajah Direct, Jajah@call and Jajah mobile, attracting more than 10 million customers globally. Jajah also has emerged as the leading IP communication platform with a fully managed, scalable infrastructure providing white label and outsourced telephony services in more than 200 countries. The platform has been chosen by a growing number of mobile operators, telcos and technology companies, including Yahoo!, Microsoft, Intel and O2. In 2010, Telefonica Europe acquired Jajah. Telefónica O2 UK Ltd. is a leading communications company for consumers and businesses in the U.K., with 22 million mobile customers and more than 700,000 fixed broadband customers.



**voxbone**

### Voxbone Europe (HQ)

Avenue Louise 489  
B-1050 Brussels  
BELGIUM

Tel: +32 2 808 00 00  
Fax: +32 2 808 00 01  
iNum: +883 510 001 000 000  
Email: [sales@voxbone.com](mailto:sales@voxbone.com)

### Voxbone North America

65 West Easy Street  
Simi Valley, CA 93065  
UNITED STATES

Tel: +1 805 880 9800  
Fax: +1 805 210 3819  
iNum: +883 510 001 000 002  
Email: [sales@voxbone.com](mailto:sales@voxbone.com)

### Voxbone Asia Pacific

3 Temasek Avenue (Level 21,  
Centennial Tower)  
SINGAPORE 039190

Tel: +65 6549 71 92  
Fax: +65 6549 70 01  
iNum: +883 510 001 000 004  
Email: [sales@voxbone.com](mailto:sales@voxbone.com)