



CounterPath
an Alianza Company

Case Study

Network Norway Case Study

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" Our business customers see the value of mobilizing their PBX services and using them from anywhere in the world."

- Lasse Ganbo, Head of Product and Services, Enterprise Network Norway

" Subscribers really like the ability to make calls using their mobile number from devices like tablets. Keeping the mobile number prime reinforces their calling identity."

- Lasse Ganbo, Head of Product and Services, Enterprise Network Norway

About Network Norway

Network Norway is a rapidly growing telecommunications provider. They currently are the 4th largest operator in Norway, with over 7% share of the market. Network Norway focuses on serving Small and Medium Businesses (SMB): These SMBs represent 70% of all enterprise subscribers in Norway. Currently, the company has approximately 90,000 subscribers.

The Challenge

Network Norway recognized that mobility is a central requirement for many businesses. The company is currently building out its mobile network, covering all the major cities, including over 50% of the geographic area of Norway. Network Norway's subscribers fall into two major groups: The first group offers mobile voice and data service via their smartphone solution. The second group uses Network Norway's hosted IP PBX for its business communications solution.

Network Norway offers hosted PBX VoIP services with about 60% of their subscribers using the hosted PBX service today. The company was looking for ways to enhance their offerings for both groups by adding multi-device mobility to all of their business services as well as offering a compelling reason for PBX business users to switch. In a mature PBX market, their research showed that the drivers for switching are:

- Reducing calling costs
- Reducing total costs of operations (TCO)
- Simplifying administration and maintenance
- Improving productivity and supporting flexible working

To meet these requirements, Network Norway designed its "Mobil IP" offering to enhance its hosted IP PBX services. Mobil IP extends the PBX services to new devices via VoIP over Wi-Fi: laptops, smartphones, and tablets. To achieve this mobility across several devices, Network Norway needed softphones that would operate on popular operating systems and devices. The softphone would also need to interact via SIP with the hosted IP PBX.



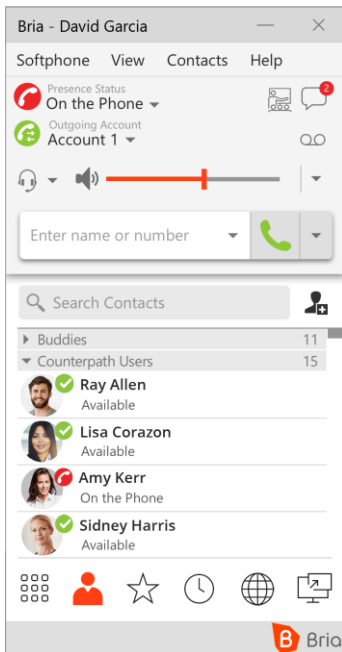
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The CounterPath Bria Solution



Network Norway evaluated CounterPath's Bria client. As the leader in SIP-based softphones, CounterPath has clients ranging across operating systems and devices. On the laptop, CounterPath supports both Windows and Apple. Likewise, it has softphone clients for both iOS and Android smartphones and tablets.

Network Norway launched the Mobil IP Bria and positioned the softphone as a supplement to a mobile device. In addition to extending service to multiple devices, it solves mobile coverage problems by leveraging a business' existing Wi-Fi network. Over 60% of calls are placed at home or business where Wi-Fi is readily available.

Typical customers range across several profiles:

- Customers with coverage issues, e.g. workers in remote buildings, or construction workers in underground areas.
- Customers with international operations (e.g. shipping companies), looking to leverage free internal PBX calling regardless of where employees are around the globe.

Results

The launch of the Mobil IP was accompanied by an advertising message focusing on the ability to call home for free - no matter where you are. For example, "Call from zero kroner per minute from anywhere in the world to anywhere in Norway" and "If the hotel you are staying on at abroad has Wi-Fi, you can easily end up saving the entire stay."

Adoption has shown that tablets are strong candidates for softphones, with over 60% of downloads going on tablets. Tablet and smartphone clients are available on Google Play and iTunes App Store. Another key point that many customers are responding to is the ability to keep the mobile number as the prime number - regardless of the device. People are surprised, saying "You can call using your mobile number from your iPad?"

For Network Norway, Mobil IP serves several strategic purposes. First, Mobil IP turns Network Norway's hosted IP PBX into a truly differentiated service that combines mobility and multiple devices to enhance worker productivity. This differentiation, coupled with the potential economic savings to customers, helps spur Network Norway market share growth. Second, it solves Network Norway's geographic coverage issues. Mobil IP provides a high-quality VoIP service that surpasses normal mobile service - especially if roaming onto another network. And finally, Mobil IP keeps Network Norway customers from roaming off its network. Network Norway must pay substantial per minute roaming fees to competing mobile operators until its mobile network roll out is complete. Therefore, Mobil IP lowers Network Norway's overall operating costs.

" Mobil IP using Bria helps our customers, helps grow our business services, and lowers our roaming costs. "

- Lasse Ganbo, Head of Product and Services, Enterprise Network Norway

Let's Start Talking

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