



# MVNO Launch

Dixons Carphone Case Study



Dixons Carphone plc is a multinational electrical and telecommunications retailer and services company headquartered in London, United Kingdom.

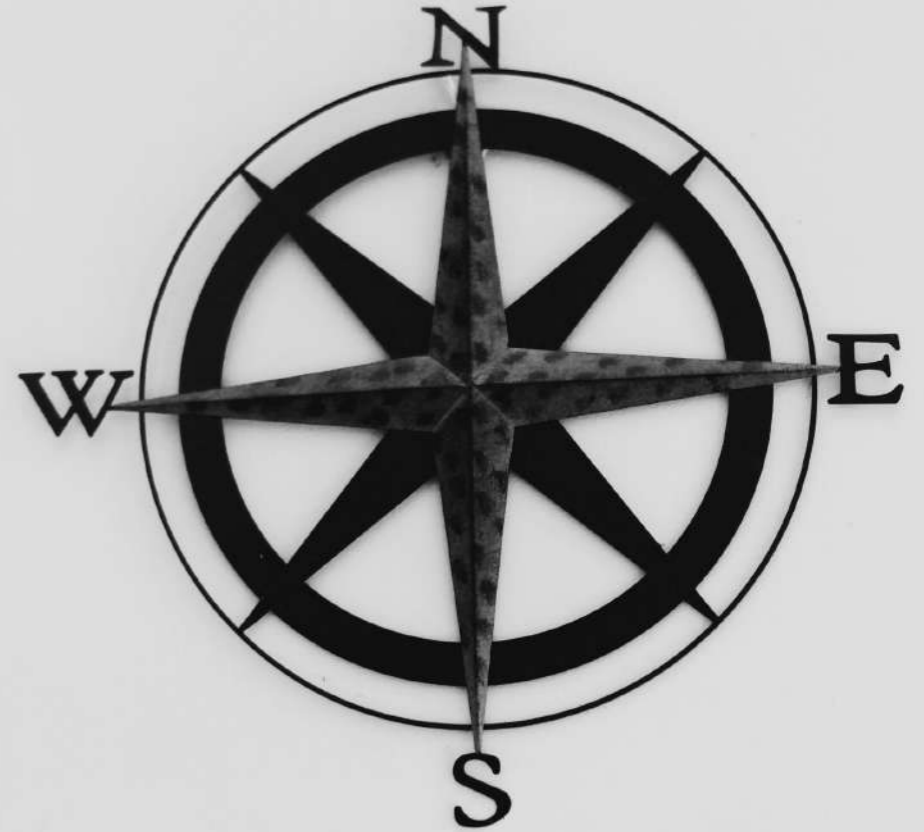
With revenues of over £9 billion, it was formed on 7 August 2014 by the merger of Dixons Retail and Carphone Warehouse Group. It operates under a number of brands across the United Kingdom, Ireland and mainland Europe. These include Currys, PC World and Carphone Warehouse in the United Kingdom; Elkjøp in the Nordic countries and Kotsovolos in Greece.

The company is listed on the London Stock Exchange and is a constituent of the FTSE 100 Index.

As a result of the acquisition of O2 Telefonica by Hutchison Three in the Irish market, the European Commission enforced remedies competition on Hutchison, including the hosting of two full MVNOs. Dixons Carphone had a unique opportunity to establish an MVNO in the Irish & UK marketplaces leveraging the assets of its existing mobile retail business, Carphone Warehouse, the largest independent retailer of mobile products and services in Ireland and Europe.

Although steeped in the expertise of selling mobile products and services in a retail environment, Dixons Carphone needed support in navigating the complexities of establishing and running a mobile network. Particularly challenging was the requirement imposed by the EUC on the new MVNO entrants, which were to be offering services within 12 months of approval.

## | THE CHALLENGE



After a robust tender process, Dixons Carphone turned to Mobilise to help with launching its new Mobile business. Mobilise utilised its extensive knowledge and expertise in the telecommunications industry to provide end-to-end consultancy support, including regulatory lobbying, business casing, proposition development, marketing sales and strategy, technology strategy, commercial negotiations, business process creation, project management and overall project governance.

## | THE SOLUTION

“When Dixons Carphone first began looking for an experienced team to work with and launch an innovative MVNO in Ireland within challenging timelines, we had 3 key objectives. These were to find a consultancy with an imaginative and can-do attitude, had unbeatable technical credentials and, most importantly, embraced our partnership philosophy. “

Peter Scott  
Dixons Carphone MD Ireland

Mobilise helped Dixons Carphone to successfully launch a new MVNO – iD Mobile.

Using Mobilise’s expertise Dixons Carphone successfully received approval to launch its MVNO and was live with its iD service to the market within the 12 months deadline and under budget by 5%. iD Mobile is the UK’s fastest growing post-paid MVNO acquiring ~2 million customers in just 4 years.

## | THE RESULTS

“From our perspective, Mobilise stood out from the pack and is now an integrated part of the Dixons Carphone MVNO launch team”

Peter Scott  
Dixons Carphone MD Ireland

Mobilise is a leading provider of SaaS solutions to the telecommunications industry. We are a dynamic and experienced company focused on delivering highly engaging digital-first service propositions and excellent customer experiences. With a strong track record, deep industry knowledge and a team of specialists, we support our clients in building and executing transformational strategies.

[www.mobiliseglobal.com](http://www.mobiliseglobal.com)

## | ABOUT MOBILISE



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