

A World Class MVNO Hosting Strategy for Leading Caribbean Triple Play Provider





When Caribbean triple play operator One Communications wished to open up its mobile network to new MVNO opportunities, it needed the best possible strategy to achieve commercial and technical objectives while complying with telecom regulations. By harnessing the strategic expertise of Mobilise Global, One Communications was able to design and activate a sustainable MVNO hosting strategy perfectly suited to the unique needs of the local market and drawing on international best practice.

The Challenge



One Communications (One) is a leading mobile, internet and cable TV triple play provider serving residential and business customers throughout Bermuda and the Cayman Islands. Following the introduction of new telecom regulations in 20XX liberalising MVNO access to mobile network infrastructure, One called upon Mobilise Global to advise on the optimum strategic response.

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Within an ever evolving regulatory and competitive environment, we wanted to ready ourselves for the potential hosting of MVNOs on our network. With Bermuda being a relatively small mobile market, we needed to design an MVNO hosting solution that was viable for One Communications, both technically and financially, and also sustainable for our MVNO partners.

Said Frank Amaral, CEO of One Communications.

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The Solution

The primary objective for Mobilise was to present One with a complete appraisal of challenges and opportunities – both commercial and technical – in the context of international examples.

This would take the form of a detailed report setting out the various options available to One in onboarding and hosting MVNOs on its mobile network; thereby fulfilling its regulatory obligations while at the same time enabling world class, differentiated services in the local market.



As part of the analysis, Mobilise provided background on the current MVNO market, identified historic key success factors for MVNOs and summarised the recognised technical and commercial approaches employed by mobile operators when hosting MVNO partners.

At the heart of the report were a series of strategic recommendations conceived by Mobilise, based upon years of global experience with mobile operators and regulators around the world. These outlined hosting options that One Communications could select from depending on the specific requirements of individual MVNO partners, and other considerations.

The Results



Mobilise provided One with the necessary expert insights to help shape a strategy to drive unique and innovative services to its MVNO customers. The report findings allowed One to create a best practices baseline for negotiations with potential MVNO partners and for lobbying the local regulator.

The scope of the analysis crucially included both the technical and commercial functions of facilitating MVNO access to the One network.

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Mobilise was instrumental in helping us to understand MVNO best practices through their international experience whilst also helping us create a template for onboarding MVNOs to our network.

Said Frank Amaral, CEO of One Communications.

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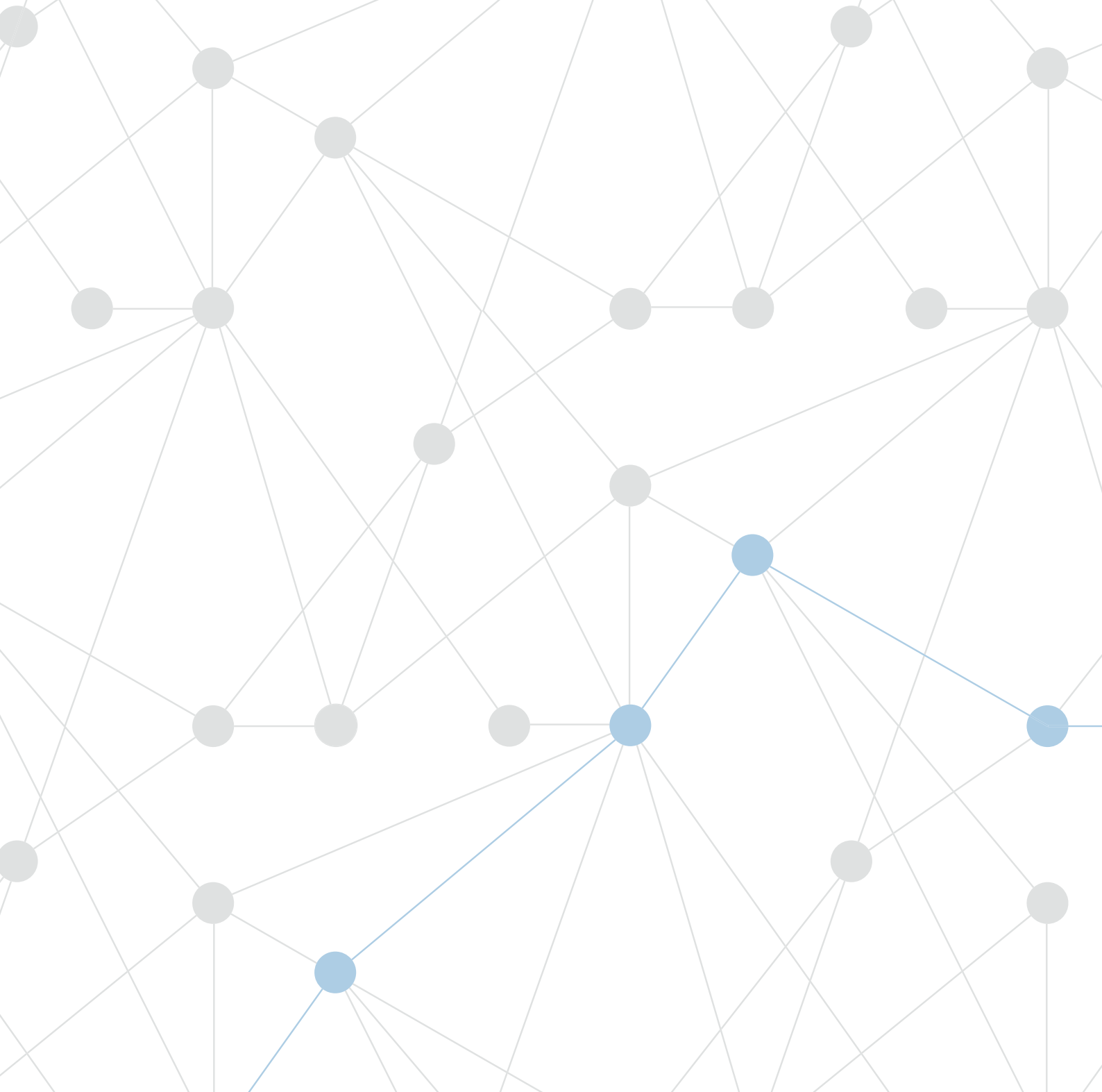
About Mobilise

Founded in 2011, Mobilise is a leading provider of SaaS solutions and consultancy services with a strong track record, deep industry knowledge and a team of specialists. We support our clients in building and executing transformational strategies.

Mobilise's core expertise is in providing software solutions and end-to-end consultancy supporting companies who are looking to enter the telecommunications market or to build a mobile strategy. Our wide range of services includes regulatory lobbying, business casing, proposition development, sales and marketing strategy, technology strategy, commercial negotiations, business process creation, project management and overall project governance.

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