

segment briefing

march 2010



Segment:	Segment	Product/ Service:		Marketing Contacts:	For any queries please contact your key account marketing manager
Brief date:		Go Live in Channel:			

summary





What starts?	Launch of Business Tariff Refresh Launch of BES Express
What stops?	Solo double allowance promotion

detail

Changes to pricing	<p>This tariff refresh covers a range of changes to the published SME voice tariffs, including single user and multi-sub plans. The plans/bundles covered in this refresh are:</p> <ul style="list-style-type: none"> ▪ Business Solo (which Business Infinity will become part of) ▪ Business SIM Only ▪ Business Sense ▪ text bundles <p>This refresh has been specifically designed to address key customer insights and to make significant positive impact on the customer experience. The customer insight confirms that business customers want choice and flexibility, with simple options that are easy and straightforward to understand.</p> <ul style="list-style-type: none"> ▪ <i>"My business requirements change constantly; give me a plan that adapts"</i> ▪ <i>"Don't include stuff I don't need; I know I'm paying for it somewhere"</i> ▪ <i>"I want to make sure I'm not paying for things I don't need"</i> <p>Details of all the tariffs, benefits, flexible extras and chargeable add-ons, how they've changed and what's included are highlighted and discussed in more detail in the attached presentation.</p> <p>Blackberry Enterprise Server Express is a streamlined alternative to the standard BES product. It enables customers to get quick and hassle free access to their e-mail, calendar contacts and more direct to their Blackberry device without the requirements for additional servers and licences.</p> <p>In addition to the launch of BES Express there are also changes made to the cost of our Blackberry BIS and Blackberry BES products, the details of which can be found in the attached presentation</p>
Why are we doing this?	<p>Orange is looking to continue its growth in market share within the SME marketplace in 2010 with this tariff refresh.</p> <p>Customer insight has told us that:</p> <ul style="list-style-type: none"> ▪ customers are looking for more choice but with simple options that are straight forward to understand ▪ business requirements are changing constantly due to economic pressures and businesses are needing to adapt quickly <ul style="list-style-type: none"> ○ <i>"My business requirements change constantly, so give me a plan that adapts with me"</i>

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	<ul style="list-style-type: none"> ▪ cost control is still important <ul style="list-style-type: none"> ○ <i>"I want to know what I'm paying for and that I'm getting value for money"</i> ▪ cash flow is still a major concern with many small businesses waiting up to 90 days for payment <ul style="list-style-type: none"> ○ <i>"I want to make sure I'm not paying for things I don't need"</i> ▪ small businesses require a plan that delivers work benefits but allows some time to play <ul style="list-style-type: none"> ○ <i>"I want emails but I also want to check the football scores"</i> ▪ many small business customers act and purchase like consumers – remember they are consumer 50% of the time! <ul style="list-style-type: none"> ○ <i>"Give me stuff for me, but sell me the business benefits"</i> ▪ increasing communications and access to greater collaboration tools are essential to ensure businesses are not missing any opportunity
Full T&Cs/ Business Rules	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  LEG11362 - Business Solo Terms and Condi </div> <div style="text-align: center;">  LEG11369 - Business SIM Only Terms and C </div> <div style="text-align: center;">  LEG11384 - Business Sense Terms and Cor </div> <div style="text-align: center;">  Text Bundles Terms and Conditions (v1) </div> </div>