

small business briefing

april 2010



Segment:	Segment	Product/Service:	Business Everywhere Superfast Broadband	Marketing Contacts:	For any queries please contact your key account marketing manager
Brief date:	24/03/10	Go Live in Channel:	Business Everywhere – 06/04/10 Superfast Broadband -09/02/10		

summary

What starts?	Launch of Business Everywhere Refresh Launch of Super Fast Broadband
What stops?	The current Business Everywhere 3 months free promotion will cease on the 5 th April 2010

detail

Business Everywhere Refresh

On 6th April 2010 Orange will introduce a new range of Business Everywhere plans into our portfolio.

This mobile broadband refresh will deliver the following changes to the business mobile broadband proposition:

Three new products will be launched:

- Business Everywhere Lite
- Business Everywhere 9to5
- Business Everywhere 5to9

Business Everywhere Unlimited will be refreshed:

- Business Everywhere 18: increased FUP to 10GB
- Business Everywhere 24: increased FUP to 10GB and 5MB roaming in Europe included

1.1 Business Everywhere new portfolio

Changes to pricing

BUSINESS EVERYWHERE			
	Price	Usage	Contract
Lite	£7.50	1GB anytime	24 months
9 to 5	£10.00	1GB plus unlimited between 9am-5pm (weekdays)	24 months
5 to 9	£10.00	1GB plus unlimited between 5pm-9am (weekdays) plus weekend	
Unlimited	£20.00	Unlimited	18 months
	£15.00	Unlimited plus 5MB roaming data in Europe	24 months

Fair usage policy 10GB
Out of bundle rate 1.7p/MB

All prices are ex. VAT

Launch of Super Fast Broadband

There will be different prices and speed depending on where the customer lives and the mobile voice contract they have.

Single user talkplan customers (excluding SIMO 30 days):

Customers will pay a different price (and will get a different service) depending on where they live. Contracts will be for 24 months.

Customers on shared plans tariffs:

Orange customers on shared plans (e.g. Business Sense) will be offered one price wherever they live. If Superfast broadband is bought for home working users then depending where the employee lives, the speed could change (e.g. one employee lives in LLU where the maximum speed is 20meg, and another lives in IPS where the maximum speed is 8meg).

All products come with unlimited usage allowance (FUP apply) and free wireless router.

		Price	Speed	Usage	Contract	Extra included
Single user talkplan customers	LLU	£10	Up to 20 meg	Unlimited (FUP)	24 months*	<ul style="list-style-type: none"> ▪ Wireless router ▪ Business customer service
	IPS	£15	Up to 8 meg			
shared plans	LLU/IPS	£15	Up to 20 meg Up to 8 meg			

Business Everywhere Refresh

Business Everywhere Lite

This is the first Business Everywhere product without unlimited usage allowance. Customers will get 1GB monthly usage allowance. If they go above the usage limit they will be charged the standard out of bundle rate of 1.7p/MB.

This product is aimed at business customers who have employees who use mobile broadband just to check emails and browse internet. It is a product similar to IEW but specifically aimed at Business customers. This product will replace IEW in the medium price book when consumer will refresh their portfolio and will introduce Mobile Broadband Animals.

Price of this product is £7.50 per month.

Contract length: 24 months

Business Everywhere 9to5

This product is specifically aimed at businesses that have employees who intensively use mobile broadband during the "standard" working hours: 9am to 5pm from Monday to Friday. Customers will get unlimited usage when they use the service from 9am to 5pm: outside this time slot they will get 1GB usage allowance. If they use more than 1GB outside their time slot they will be charged the standard out of bundle charge (1.7p/MB). The unlimited usage allowance from 9 to 5 has 10GB fair usage policy.

Price of this product is £10/month.

Why are we doing this?

	<p>Contract length: 24 months</p> <p><u>Business Everywhere 5to9</u> This product is specifically aimed at specific types of businesses:</p> <ul style="list-style-type: none"> ▪ Companies who have employees who have a long commute by train or travel a lot outside standard working hours ▪ Companies that work during the weekends ▪ Solo Businesses who have a standard job during the day, but also have their own activity. They work on their business during the evenings and weekends. <p>Customers will get unlimited usage when they use the service from 5pm to 9am and during the weekend: outside this time slot they will get 1GB usage allowance. If they use more than 1GB outside their time slot they will be charged the standard out of bundle charge (1.7p/MB). The unlimited usage allowance during the time slot has 10GB fair usage policy. Price of this product is £10/month. Contract length: 24 months</p> <p><u>Business Everywhere Unlimited 18 months</u> BEW 18 comes with UK unlimited usage allowance and 10GB fair usage policy. This product is aimed at businesses that make extensive use of mobile broadband and want the peace of mind of knowing that their bill will always be the same. Roaming usage is not included. Price of this product is £20/month. Contract length: 18 months</p> <p><u>Business Everywhere Unlimited 24 months</u> BEW 24 comes with UK unlimited usage allowance and 10GB fair usage policy. This product is aimed at businesses that make extensive use of mobile broadband and want the peace of mind of knowing that their bill will always be the same. 5MB of roaming usage in Europe (zone 1 and 2) is included: it doesn't replace a roaming bundle for extensive users of roaming, but it can be useful for those customers who need to check a couple of emails once in a while when they travel. Customers who extensively use mobile broadband abroad should buy Business Everywhere Traveller or a roaming bundle. Price of this product is £15/month. Contract length: 24 months</p> <p><u>Launch of Super Fast Broadband</u></p> <p>Most businesses couldn't function without broadband these days, whether that's in the office or at home. Our superfast broadband plan gives businesses unlimited use at speeds of up to 20 meg and great discounts when they take it with a mobile plan.</p>
<p>Key Priorities for this month</p>	<p>Business Everywhere Refresh Launch of Super Fast Broadband</p>

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Comms Messaging for priorities	Business Everywhere Refresh Launch of Super Fast Broadband
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