



# Heading for high-quality MVNO Models

Danet offers overall infrastructure and service for the realisation of new MVNOs

After first bargains, the MVNO model of the future will focus on high-quality value added services. Mobile terminals will play an increasingly significant role in the future to bind your customers to your company and your brand, with individually tailored Content and Entertainment, or to launch Direct Marketing actions geared to target groups. Therefore, the MVNO model will evolve to a crucial element of your Customer Relationship Management.

As experienced Telco and IT Service Provider, we will implement and operate your high-grade business models in the environment of these new virtual network operations. By doing so, we are focussing both on media and entertainment – and on brand-based companies. We will open up for you new business models that are based on customer and brand retention, far beyond the available discount offers.

We offer our Customers modular designed Services

Our solutions offering for the implementation of your MVNO approach has a modular structure and covers the core processes of this new business model. This enables us to provide you with tailored services that optimally fit in your individual business model. Depending on whether you are focussing on a pure IT back-office systems environment or a complete BPO, our solutions models will help you to systematically realize your MVNO approach.

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Our Services for MVNO at a glance

- Consulting in Business Model and Product
- Marketing
- Customer Care and Channel Management
- From Ordering/Selling to Billing (Payment)
- Network Services
- Provisioning, Operation and Delivery of Value Added Services in the environment of Content, Entertainment, etc.

The new MVNO business processes will be integrated in your existing process landscape – both on organizational and technical sides. Our modules can also be provided separately, depending on your requirements. Moreover, on the basis of the danet-own solutions models, we are, at any time, in a position to realize innovative price models in line with your MVNO model.



danet<sup>Group</sup>



For your MVNO Implementation experienced Partners are in demand

For the realization of an innovative model you will need experienced partners who are able to develop and implement these sophisticated models. Danet has the know-how that is required for: Our more than 25 years expertise in Telecommunications is qualifying danet as a competent partner for the in-depth realization of your (M)VNO model.

With Tchibofony, Danet as Service Provider was actively involved in the first MVNO solution in the german market

By order of o2, we supplied Tchibo with the Customer Care System ,which is mapping the whole order processing from the Point-of-Sales to the Net.

Thus, Tchibo has a continuous, efficient and integrated transaction processing.

Besides many other Business Support solutions, the first Content accounting settlement system in Germany has been developed by Danet: Our product XTCPlus is in many countries successfully used as "Real-Time-Charging"-platform for Content Services.



The internationally represented Danet Group is one of the most experienced IT service providers on the market.

Established in 1981, the corporation has specialized in comprehensive telecommunication services, as well as the integration of applications in complex and heterogeneous IT landscapes.

In this environment we operate qualitatively well-founded and innovative business solutions for our customers across their full value-creating chain.

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