

mobile tariff audit for
Sample Customer Ltd

audit ref: 12345

20/02/2014



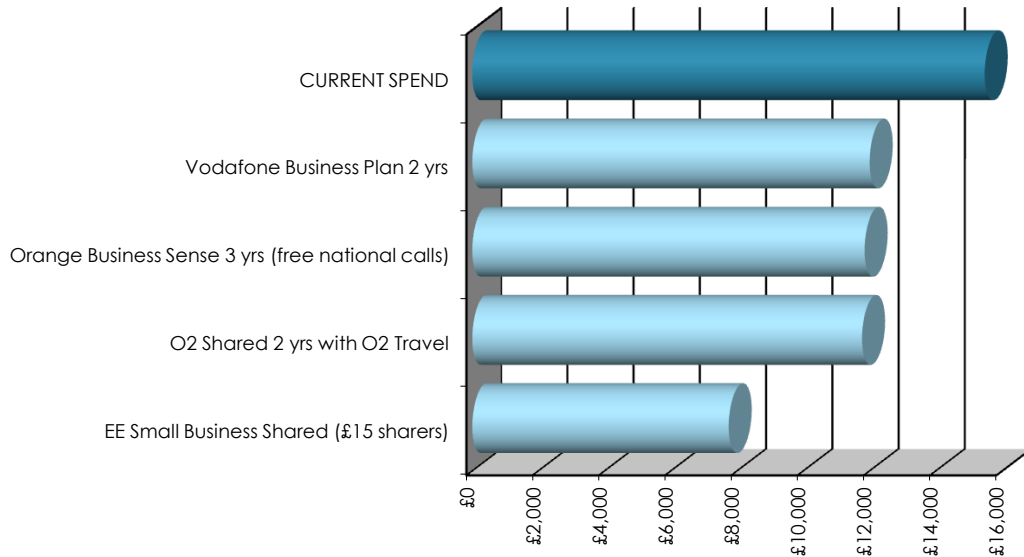
Part 1	executive summary
Part 2	analysis process
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Customer: Sample Customer
Connections: 20
Current Tariffs: Vodafone Business Share 5000

Current Charges	monthly	annually
For all connections:	£1,289	£15,469
Average per connection (ARPU):	£64	£773

Most Competitive Alternative	monthly	annually
For all connections:	£645	£7,740
Average per connection (ARPU):	£32	£387

Financial Saving	monthly	annually
For all connections:	£644	£7,729
Average per connection:	£32	£386



Based on the analysed bills, a saving of 50% (or £7729 per year) would be achieved on the optimum tariffs. A detailed breakdown of the recommended tariffs is shown in Part 7.

The analysis has been carried out by Tariffcom Ltd - the UK's leading independent telecoms pricing consultancy. Specialising in the analysis of fixed-line and mobile telecoms tariffs, the company provides services and analysis software to many leading network operators as well as telecoms consultants and end-users.

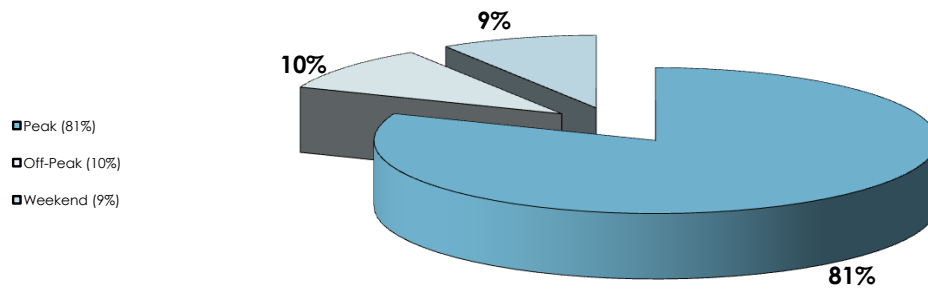
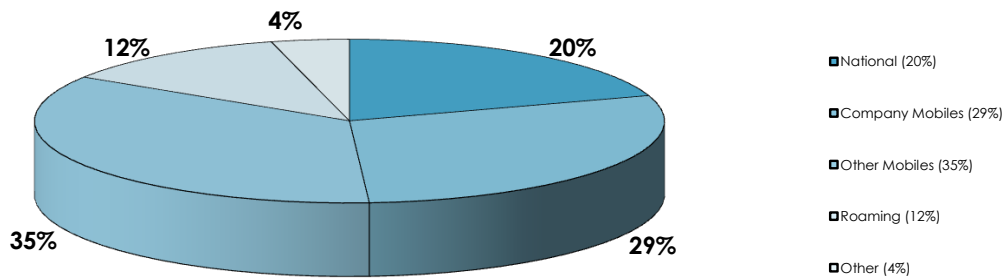
One of the company's key attributes is its independence and all analysis involved in the creation of this report is completely impartial. To discuss this report or any of our services contact Tariffcom, quoting the reference number shown on the front cover of this report.

- The cost of each individual call has been calculated at each of the alternative tariffs included in the audit. Although over 50 tariffs may have been included in the analysis, only the results for the most competitive ones are shown in this report. The analysis takes account of any minimum charges, bundled calls and discount schemes.
- 'Company Mobiles' means calls between the handsets which have been analysed for this report. It is assumed that all handsets will be moved to the same network and, for example, existing Vodafone to Vodafone calls will become O2 to O2 if they move to the O2 network.
- Where the bill indicates that a call is cross network (i.e. to a mobile number on a network other than the originating network) but doesn't specify which of the other networks the call is to, we assume that the number has not been ported and that the called handset is on the network which was originally allocated the dialled number.
- The results shown are based on the data analysed. There is no guarantee that the same savings will be achieved on future bills as the call-profiles of these could be significantly different from those analysed.
- The comparison excludes connection charges and all figures in the report are exclusive of VAT.
- Details of the bills analysed for this report (including the invoice dates) are shown in Part 6.

For period of 1 month:	Minutes	% of Minutes	Current Cost	% of Cost
Current Rental Charges	n/a	n/a	£521.80	40%
Main UK Voice Calls				
National Calls	1,191	20%		
Company Mobiles	1,708	29%	£3.80	0%
3 Mobiles	111	2%		
O2 Mobiles	996	17%		
Orange Mobiles	263	5%		
T-Mobile Mobiles	184	3%		
Vodafone Mobiles	484	8%		
Voicemail Retrieval	78	1%		
Standard Text Messages	n/a	n/a		
Other				
International Calls	81	1%	£12.60	1%
International Text Messages	n/a	n/a	£5.92	0%
Roaming Calls & Texts	689	12%	£365.29	28%
Other Calls & Texts	56	1%	£66.40	5%
Data	n/a	n/a	£313.25	24%
Discount	n/a	n/a		n/a
Total	5,841		£1,289.06	
Average per connection	292		£64.45	

Notes:

1. All charges exclude VAT
2. 'Current Rental' includes any charges for itemised billing
3. 'National Calls' includes calls to UK numbers beginning '01' or '02'
4. 'Company Mobiles' means calls between the handsets which have been analysed for this report.
5. Where the mobile network called cannot be identified from the billing information, we assume that the call is to the network originally owning the number range.
6. 'International' means any call from the UK to another country
7. 'Roaming' means any call made or received by the handset while the user is abroad
8. 'Other' includes calls to Directory Enquiries, 0845, 0870 and Premium Rate numbers as well as Premium Text or Information Services



most dialled numbers

This table shows the ten numbers called most by all connections:

Dialled Number	Called Mins	% of Mins
07899XXXXXX	273	5%
07767XXXXXX	236	4%
07767XXXXXX	219	4%
07970XXXXXX	204	3%
01698XXXXXX	177	3%
07795XXXXXX	158	3%
Incoming call	150	3%
07767XXXXXX	138	2%
01698XXXXXX	136	2%
07703XXXXXX	123	2%
Total	1,815	31%

This table shows the ten LANDLINE numbers called most by all connections:

Dialled Number	Called Mins	% of Mins
01698XXXXXX	177	3%
01698XXXXXX	136	2%
01942XXXXXX	100	2%
01279XXXXXX	58	1%
01313XXXXXX	55	1%
01698XXXXXX	53	1%
01419XXXXXX	39	1%
01698XXXXXX	33	1%
01558XXXXXX	31	1%
01415XXXXXX	29	0%
Total	711	12%

20 connections analysed over 1 month to 01/01/2014

Connection	Inactive Devices ?	Voice	Data	B/berry Enterprise	B/berry Internet	Current Tariff	Rental	Call Charges	Discount	Net Bill After Any Discount
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB BIS	£20.00	£0.51	£0.00	£20.51
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB BIS	£20.00	£23.34	£0.00	£43.34
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£5.45	£0.00	£20.45
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB BIS	£20.00	£1.52	£0.00	£21.52
07767XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB Data	£20.00	£15.91	£0.00	£35.91
07771XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07771XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07779XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£3.83	£0.00	£18.83
07785XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB Data	£20.00	£456.69	£0.00	£476.69
07792XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07792XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer + 1GB Data	£23.40	£13.22	£0.00	£36.62
07802XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB BIS	£20.00	£160.52	£0.00	£180.52
07818XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£14.39	£0.00	£29.39
07854XXXXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07854XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£52.50	£0.00	£67.50
07896XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 Sharer	£15.00	£0.00	£0.00	£15.00
07899XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone BS 5000 + 1GB Data	£193.40	£17.98	£0.00	£211.38
07970XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone BS 5000 Sharer + 500MB BIS	£20.00	£1.40	£0.00	£21.40
Totals							£521.80	£767.26	£0.00	£1,289.06

1 out of 20 devices appear to be inactive

TOTAL COST **£1,289.06**
ANNUALISED COST **£15,468.72**

Current Annualised Spend: £15,469	O ₂	E _E	orange	vodafone
Price Plan	Business Share 3300 with O2 Travel	Small Business 2,500 Minutes & 2,500 Texts	Business Sense 2000 (free national calls)	Business Plan 2000
Contract Term	24 months	24 months	36 months	24 months
Lead Rental				
Additional Voice Rentals	19 @ £15.48	20 @ £15.00	19 @ £13.50	19 @ £15.00
Additional Shared Texts	700 texts			
BIS / BES Express Bolt-On				
BIS/iPhone/Smartphone 500MB			5 @ 500MB	5 @ £5.00
BIS/iPhone/Smartphone 750MB	10 @ £5.00			5 @ £5.00
500MB Data Top Up				
100 UK to EU Minutes		3 @ £5.00		
100 EU Roaming Minutes		3 @ £8.33		
60 Global Roaming Minutes		6 @ £8.33		
Roaming Data Bundles				
Shared UK Data		4GB Shared	3GB	
Orange Email/Internet World 100MB			1 @ £125.00	
Chargeable Calls	£502.46	£118.53	£450.89	£584.74
Monthly Total	£980.52	£644.98	£987.00	£999.74
Annualised Total	£11,766.22	£7,739.78	£11,843.96	£11,996.86
Net Annualised Total	£11,766.22	£7,739.78	£11,843.96	£11,996.86
Versus Current (£ pa):	- £3,702.50	- £7,728.94	- £3,624.76	- £3,471.86
Versus Current (%):	- 24%	- 50%	- 23%	- 22%

Notes:

See Part 9 for allocation of individual bolt-ons.

Includes unlimited calls to the 10 most dialled landline numbers shown in Part 5

This consists of Business Share 1,300 with 2,000 extra minutes

Includes unlimited calls to National numbers, 50 texts per user and 2,000 shared texts.

Includes additional 10% discount on all voice rental

Includes unlimited calls to UK landline numbers

Includes World Data Traveller

Usage below is for a period of 1 month

Connection	Minutes Minutes Analysed	Call Time Periods			Called Destinations (% of Minutes)											Texts & Data Usage			
		Peak	Off-Peak	Weekend	National	Company Mobiles	O2	Vodafone	T-Mobile	Orange	Three	Voicecall	International	Roaming	Other	Company Texts	Standard Texts	UK Data (MB)	Roaming Data (MB)
07767XXXXXX	882	94%	3%	3%	33%	32%	18%	10%	2%	5%	0%	1%	0%	0%	1	19	225	0	
07767XXXXXX	971	80%	12%	8%	25%	21%	5%	19%	1%	9%	1%	1%	5%	11%	2%	28	146	99	1
07767XXXXXX	90	83%	6%	11%	14%	11%	18%	8%	15%	10%	19%	4%	0%	0%	0	12	0	0	
07767XXXXXX	23	100%	0%	0%	0%	86%	14%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0	
07767XXXXXX	417	73%	15%	12%	25%	28%	18%	24%	0%	0%	0%	3%	0%	0%	1%	1	26	0	0
07767XXXXXX	90	82%	17%	1%	25%	18%	16%	2%	21%	3%	0%	0%	14%	0%	0%	4	35	7	0
07767XXXXXX	370	90%	5%	5%	20%	25%	26%	6%	1%	4%	4%	3%	4%	7%	0%	36	97	237	51
07771XXXXXX	50	16%	9%	75%	7%	86%	6%	0%	0%	0%	0%	0%	0%	0%	15	117	0	0	
07771XXXXXX	102	78%	18%	4%	31%	37%	18%	0%	0%	3%	7%	5%	0%	0%	0	9	0	0	
07779XXXXXX	124	100%	0%	0%	0%	96%	1%	3%	0%	0%	0%	0%	0%	0%	6	0	0	0	
07785XXXXXX	539	66%	19%	16%	9%	43%	10%	4%	6%	1%	1%	2%	0%	23%	1%	28	138	43	81
07792XXXXXX	62	100%	0%	0%	0%	74%	5%	13%	0%	8%	0%	0%	0%	0%	2	0	0	0	
07792XXXXXX	320	76%	14%	9%	18%	19%	11%	4%	12%	15%	17%	1%	0%	0%	3%	199	247	477	11
07802XXXXXX	243	71%	11%	18%	15%	23%	2%	0%	6%	8%	0%	2%	0%	44%	0%	222	78	27	4
07818XXXXXX	620	75%	16%	10%	29%	4%	36%	1%	3%	1%	0%	0%	1%	24%	0%	9	72	216	0
07854XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0	
07854XXXXXX	174	65%	19%	16%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0	0	0	0
07896XXXXXX	9	100%	0%	0%	64%	35%	1%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0	
07899XXXXXX	360	84%	4%	12%	12%	37%	34%	6%	2%	1%	1%	2%	0%	0%	3%	50	158	229	0
07970XXXXXX	395	91%	2%	7%	9%	53%	28%	2%	3%	3%	0%	1%	0%	0%	2%	25	174	72	0
TOTALS	5,841	81%	10%	9%	20%	29%	17%	8%	3%	5%	2%	1%	1%	12%	1%	626	1328	1632	148

Connection	O2 Data Plan	O2 Roaming Data ROW Cap	EE SB 100 Int'l EU Mins	EE SB 100 Roam EU Mins	EE SB 60 Roam Global Mins	Voda Business Plan Data	Voda Business BIS/BES	Voda Broadband
07767XXXXXX	C						A	
07767XXXXXX	C		1	1			A	
07767XXXXXX								
07767XXXXXX								
07767XXXXXX								
07767XXXXXX	C		1				A	
07767XXXXXX	A		1			A		
07771XXXXXX								
07771XXXXXX								
07779XXXXXX								
07785XXXXXX	A	H			3	A		
07792XXXXXX								
07792XXXXXX	A					A		
07802XXXXXX	C				3		A	
07818XXXXXX	A			2		A		
07854XXXXXX								
07854XXXXXX								
07896XXXXXX								
07899XXXXXX	A					A		
07970XXXXXX	C						A	

Notes

O2 Data Plans: A = 750MB smartphone bolt-on, B = 1GB smartphone bolt-on, C = 750MB BIS bolt-on, D = 1GB BIS bolt-on, E = 750MB BES bolt-on, F = 1GB BES bolt-on, G = 750MB BES only, H = 1GB BES only, I = 1GB Broadband, J = 2GB Broadband

O2 Roaming Data: 'L' indicates a low user cap (100Mb Euro/50MB ROW) and 'H' indicates a high user cap (300Mb Euro/200MB ROW)

Vodafone Business Plan Data: A = 500MB, B = 1GB, C = 2GB & D = 3GB

Vodafone Broadband: A = 2GB, B = 5GB, C = 4GB, D = 10GB, E = 20GB