

TELCO OPERATORS, THE SME OPPORTUNITY AND THE ONLINE PRESENCE PLATFORM

Integrating Online Presence with the ICT Bundle to Offer the True-Value Solution That Meets True Needs



In this brief, we will explore how WebsPlanet's Online Presence platform can help the Telco Operator tap into the SME market with low CAPEX & OPEX, and with the simplicity that is an outcome of working with solid technology developed by an industry veteran.

DRIVING GROWTH, SUPPORTING LONG-TERM SUCCESS

In an age of economic uncertainty and fierce competition, Telco operators have identified SMEs to be a driver for future growth and have introduced a new SME segment with customized bundles to serve this market. Compared to large enterprise accounts, where cost-to-serve is high, SMEs are an appealing alternative: a mass market that can be served through low-cost channels using a stripped-down version of existing offers.

Today, operators are taking steps to capture the SME market by offering them bundles that include VAS such as Online Presence, that go beyond the traditional communications suite to meet the broadest range of this sector's needs and retain the SME as its needs evolve.

WebsPlanet has accumulated vast experience in working with large-scale enterprises that serve SMEs, which has guided us in rolling out our offering to the Telco Operator market:

Telco-grade technology coupled with unmatched know-how that will help you to acquire and serve the SME sector successfully and over the long term.

Telco operators that bundle VAS such as Online Presence, that are aimed at helping the SME succeed - are able to cost-effectively leverage their assets to:

- + Achieve differentiation in an otherwise commoditized market
- + Reduce churn by having an integrated service offering that continues to evolve
- + Offset declining ARPU by effectively upselling
- + Serve a broad range of SMEs over the long term
- + Empower their brand
- + Develop progressive and integrated solutions

Eclipse makes it easy to acquire SMEs in any stage of their Online lifecycle



Start them off with a simple DIY

Give them CLICK TO MOBILE & FACEBOOK

Offer them DIFM as they grow

Have an industry leading Online shop solution on-hand

Deliver Tailor-made when they are ready

BUNDLING ICT WITH ONLINE PRESENCE VAS SIMPLY - MAKES SENSE

Today, we know that one of the first service providers that any SME will encounter is the ICT provider. ICT penetration in the SME sector world over is substantial and growing because SMEs know that beyond the need for the basic communications suite, the suitable ICT bundle will help them cut costs, improve productivity and streamline internal processes. Operators have established that SMEs can no longer be aggregated to the residential market and provisioned by standard consumer offerings to meet their communication requirements.

ICT is evolving from a supporting tool to a driving force. While communications infrastructures and services like email are increasing SME productivity, Online Presence and e-commerce are increasing the number and scope of sales an SME can accomplish with minimum effort.

More recently, SMEs have recognized the direct and positive impact that the Internet - or to be precise - that having an Online Presence can have on building their business – and they are on the lookout for the Online Presence solution that will meet their needs. However, because SMEs lack specific knowledge or willingness to expend significant effort in this area, operators are able to leverage their existing relationships with SMEs to become a one-stop shop for all ICT requirements.

THE SME OPPORTUNITY

OVER RECENT YEARS, SMES HAVE EMERGED AS THE “BACKBONE” OF ECONOMIES ACROSS THE GLOBE. THIS IS DUE TO THE FACT THAT THE SME SECTOR REPRESENTS THE LION’S SHARE OF ECONOMIES IN BOTH DEVELOPING AND PROGRESSIVE COUNTRIES.

MORE THAN
99% ALL EUROPEAN
AND U.S. 99.8 PER CENT OF NON-FINANCIAL ENTERPRISES IN 2012, ARE, IN FACT, SME, THAT EMPLOY LESS THAN 500 PEOPLE.

IN EUROPE
THE OVERWHELMING MAJORITY
92.2 PER CENT
ARE MICRO-ENTERPRISES, DEFINED AS THOSE WITH FEWER THAN TEN EMPLOYEES.

LARGE BUSINESSES
WITH MORE THAN
250 EMPLOYEES
ACCOUNT FOR JUST
0.2 OF ENTERPRISES
IN THE EU’S NONFINANCIAL SECTOR.

The challenge: serving a sector with specific needs

SME=SERVE ME EXPLICITLY

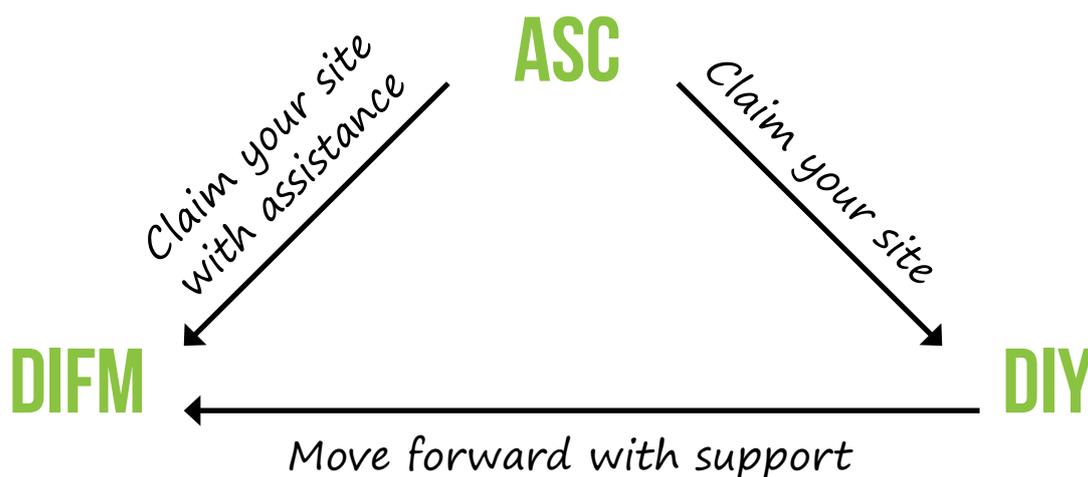
SMEs are looking for a trusted advisor to meet all of their demands in a convenient service bundle and Telco operators are well positioned to fulfill this need.

ONLINE PRESENCE IS ESSENTIAL, INTEGRATION IS KEY

To effectively target SMEs operators must focus on the entire customer relationship experience that goes beyond straightforward product offerings. Therefore, integrated bundles that are also designed to address the experience, by offering to help a business grow without exhausting its resources, are crucial to tapping into the SME segment.

WebsPlanet solutions enable the creation and management of Online Presence that is anchored in the SME Website, its Mobile site and in the business’s Social Media Presence. Additional services and tools, such as Online Marketing, e-Commerce, domain registration are easily integrated in our platform to enable the SME to manage the entire front from a centralized source. This also contributes to the empowerment of Telco brands that are increasingly verticalising their offerings.

The Eclipse platform powers a scope of solutions including DIY (Do-It-Yourself), DIFM (Do-It-For-Me) and our proactive acquisition solution the ASC (Automatic Site Creation) that is making waves in the industry.



Operators deploying the Eclipse platform are able to develop an integrated, compelling and comprehensive offering to meet the SME need for an aggregated point of sale and service – quickly and cost-effectively.

PARTNERING BUSINESS MODEL WITH TECHNOLOGY

Our partnership business model enables us to join forces with local operators to carry out nationwide projects in unison. Operators benefit from the inherent simplicity of our technology, which is designed to be flexibly deployed to meet customer needs. Consequently, the Eclipse can be acquired either as a turnkey solution, including all aspects of the Online Presence offering, such as fulfillment services and dedicated support, or as a complementary solution that is seamlessly integrated with additional technologies and services.

WebsPlanet’s Web and Mobile site technologies are cutting-edge and are continually evolving to meet market needs.