

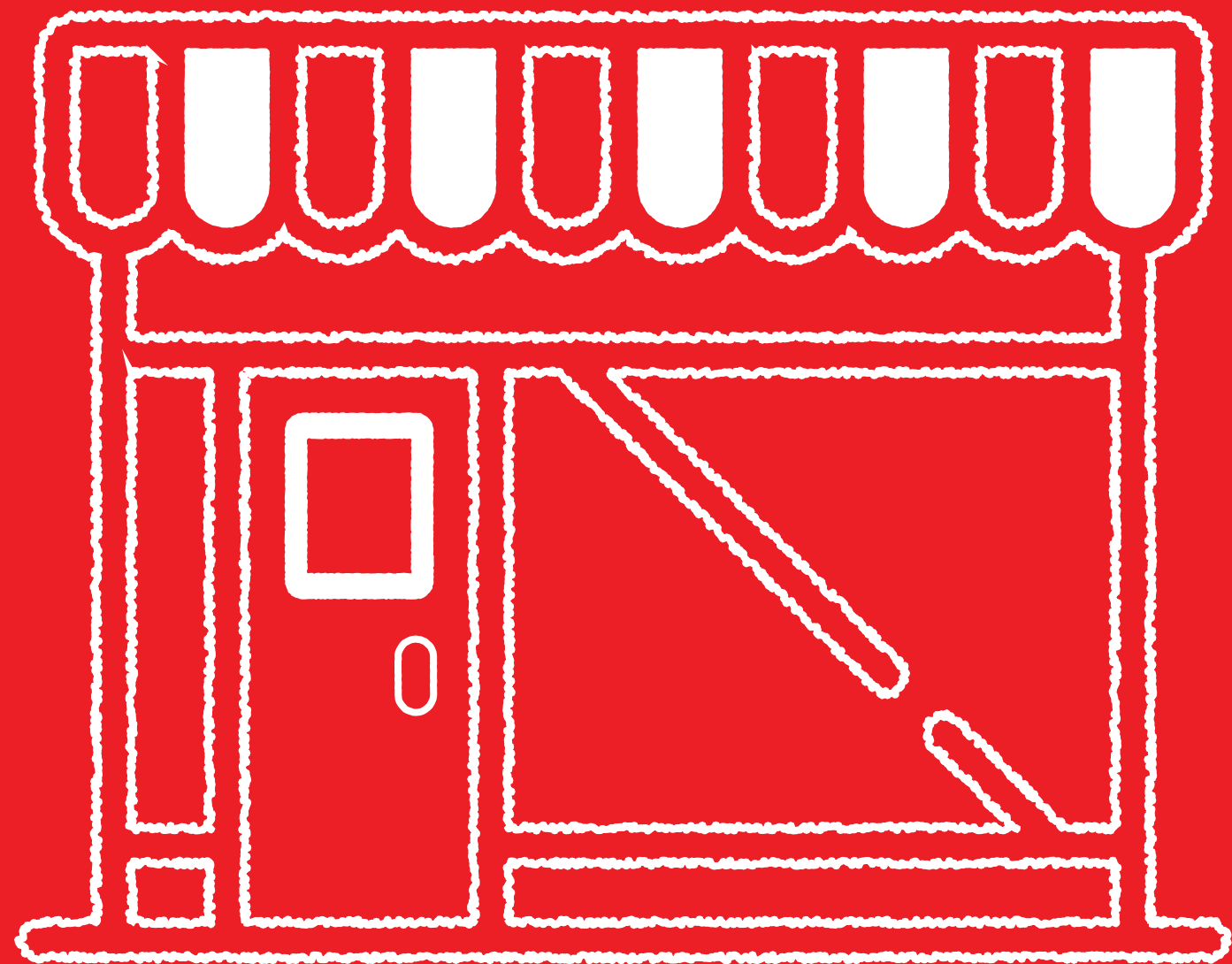


What's the difference
between a retail MVNO

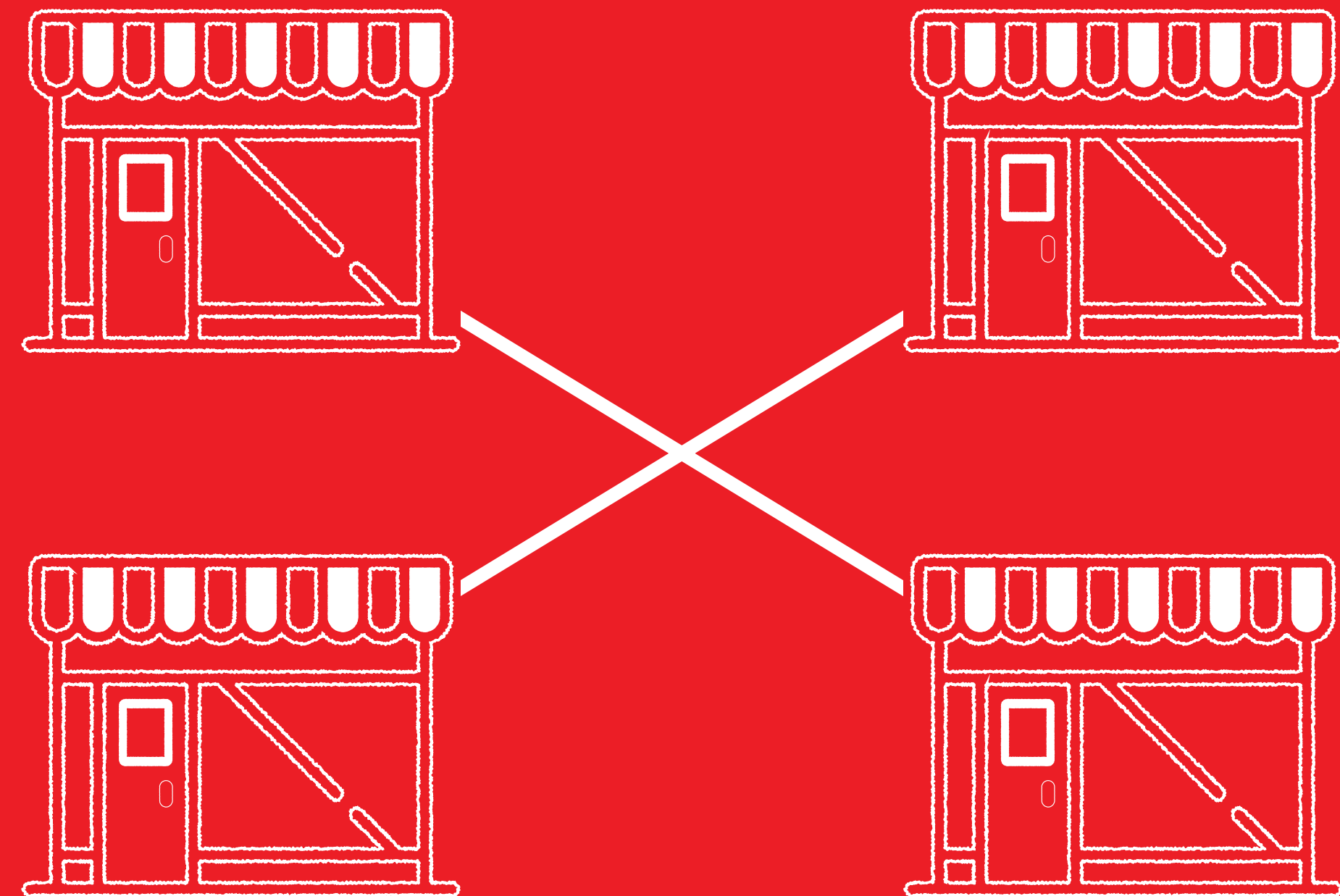
and a fish finger?

Why do retailers make
successful MVNOS?

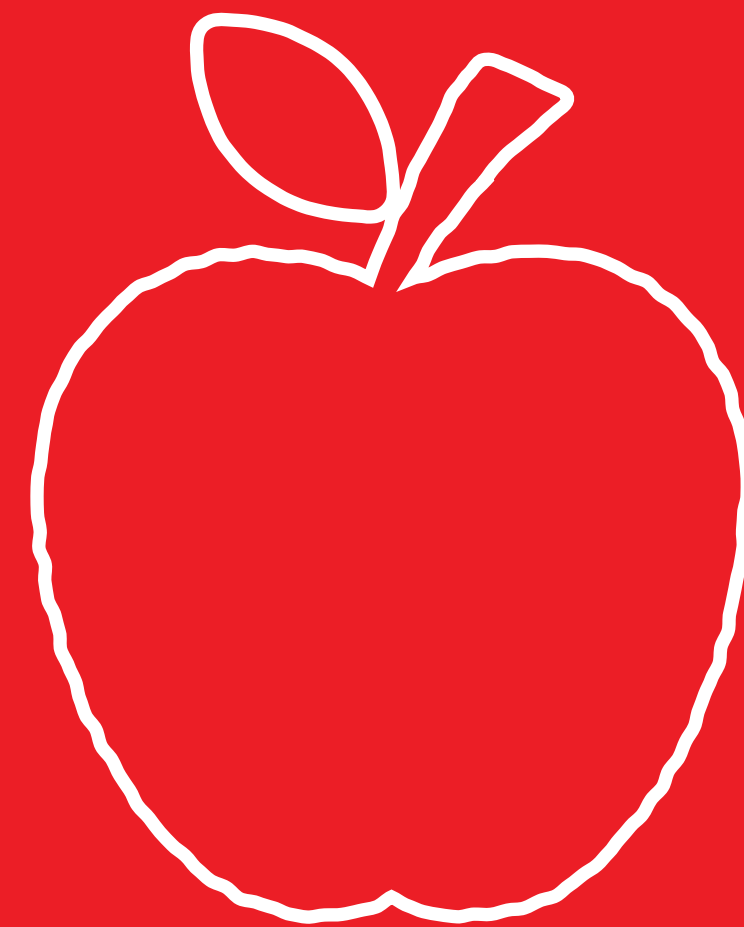
Your brand



Your distribution network




Your supporting product lines





And a fish finger?

...fish fingers don't build brands,
but retail MVNOs can.

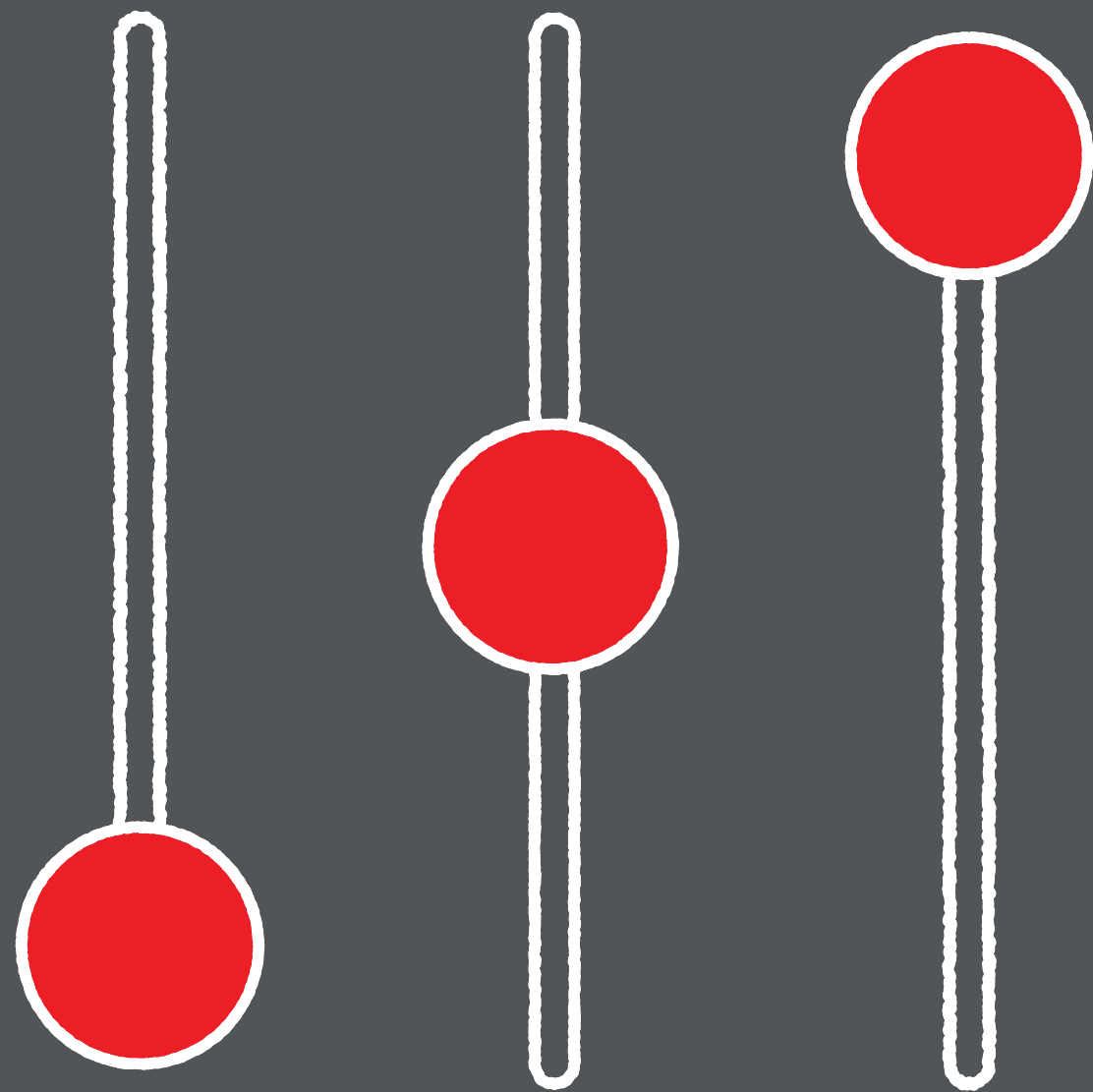
The background is a dark gray color. Scattered across it are several red line-art illustrations of wristwatches. Some watches are shown with motion lines (three horizontal lines) next to them, suggesting movement or speed. The watches have various strap designs, including simple bands and more complex, multi-segmented straps. The text is centered in the middle of the image.

The times,
they are a changing.

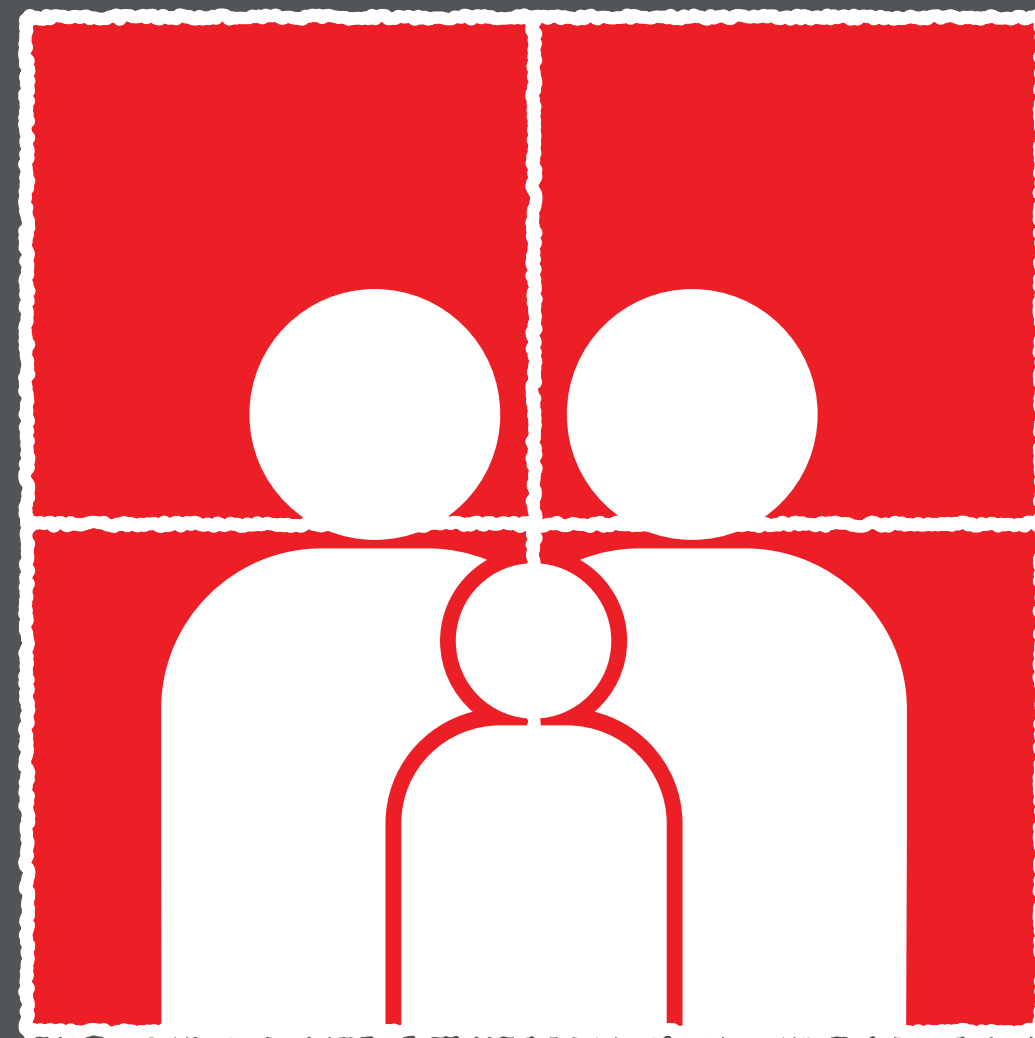
Most retail MVN0s are built on
a declining pre-pay model

Competing on
price only

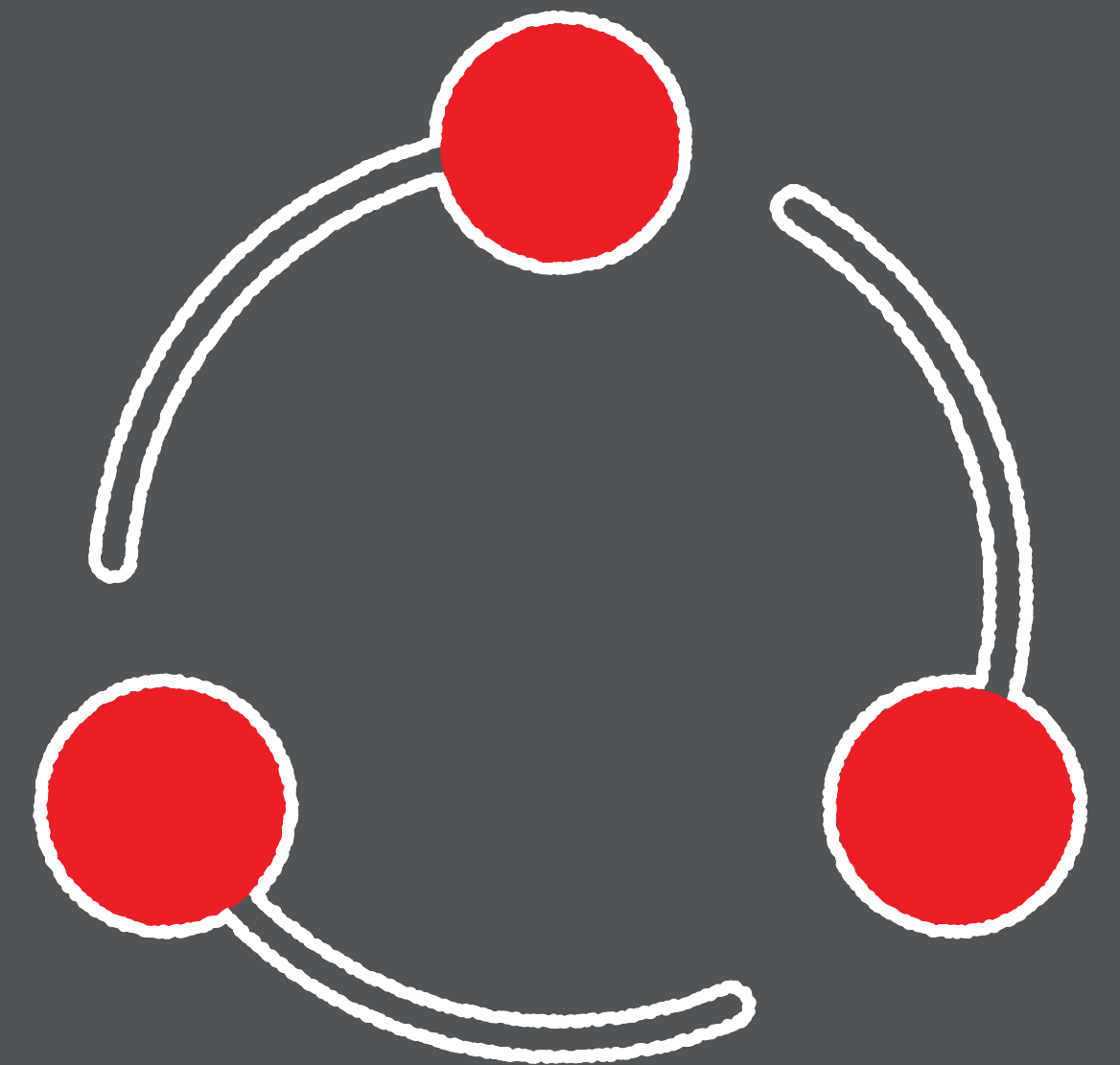
Whilst families want



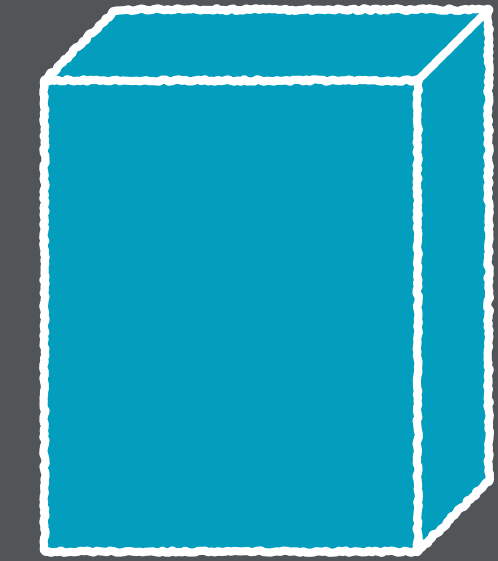
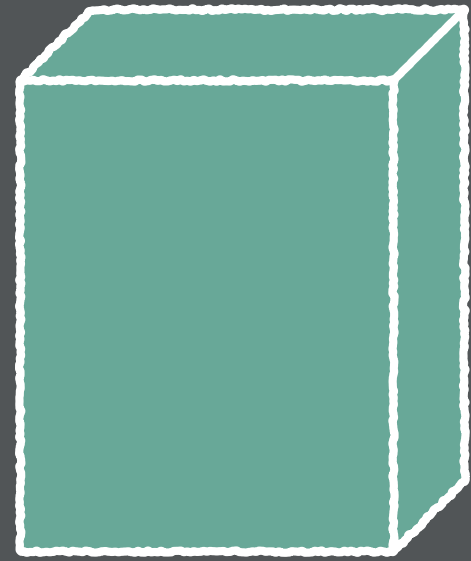
Control



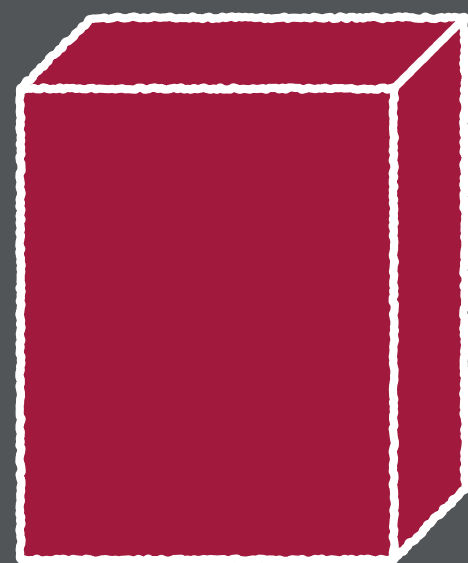
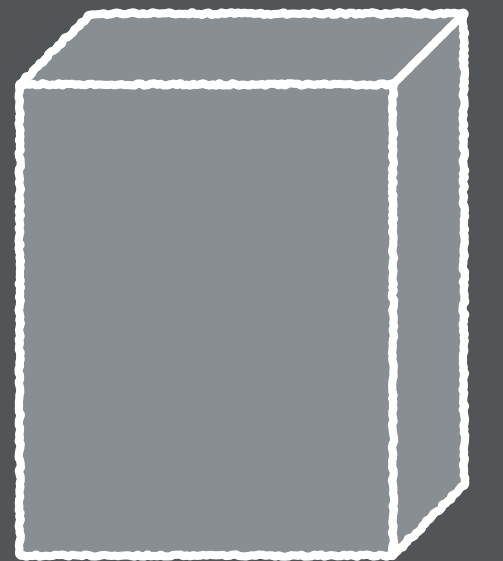
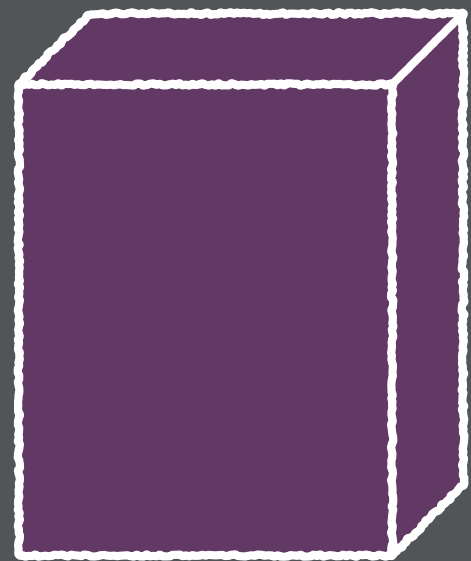
Transparency




Sharing



A traditional product
line approach
misses the **real**
strategic value





Millennials want:
Digital experiences
Real time updates
24/7 usage



Millennials are
redefining expectations





Is your network operator
really helping?



And a fish finger?

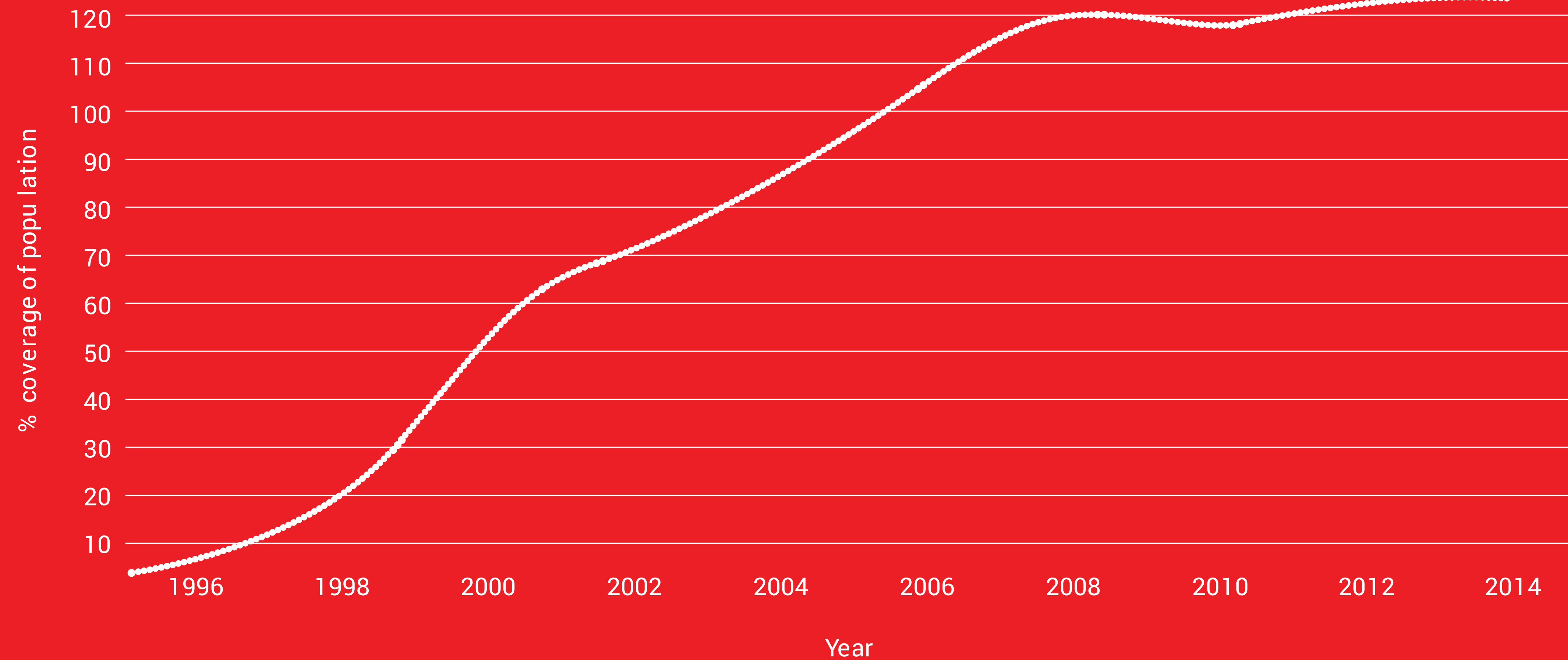
A fish finger can't tell you
**that a customer has walked
into a competitor's store.**

The growth of post-pay

75%

post-pay in
North West
Europe

Growth of post-pay in the European Union



GSMA (2013)



Average
smartphone data
usage increased by **43%** globally
in 2015

Average
smartphone data
usage increased by **43%** globally
in 2015

Global data
usage increased **74%** in
2015



Consumers want
**seamless digital
experiences**

And a fish finger?

A consumer doesn't look at a fish
finger 200 times a day.

They do with a smartphone.



Birth of the digital MVNO

A decorative background consisting of numerous vertical white lines of varying lengths, each topped with a dark gray circle. These elements are scattered across the red background, creating a rhythmic, abstract pattern.

A **digital MVNO** (or a Digital Service Provider if you want to use the telco lingo) focuses on customer experiences that **put the consumer in control**

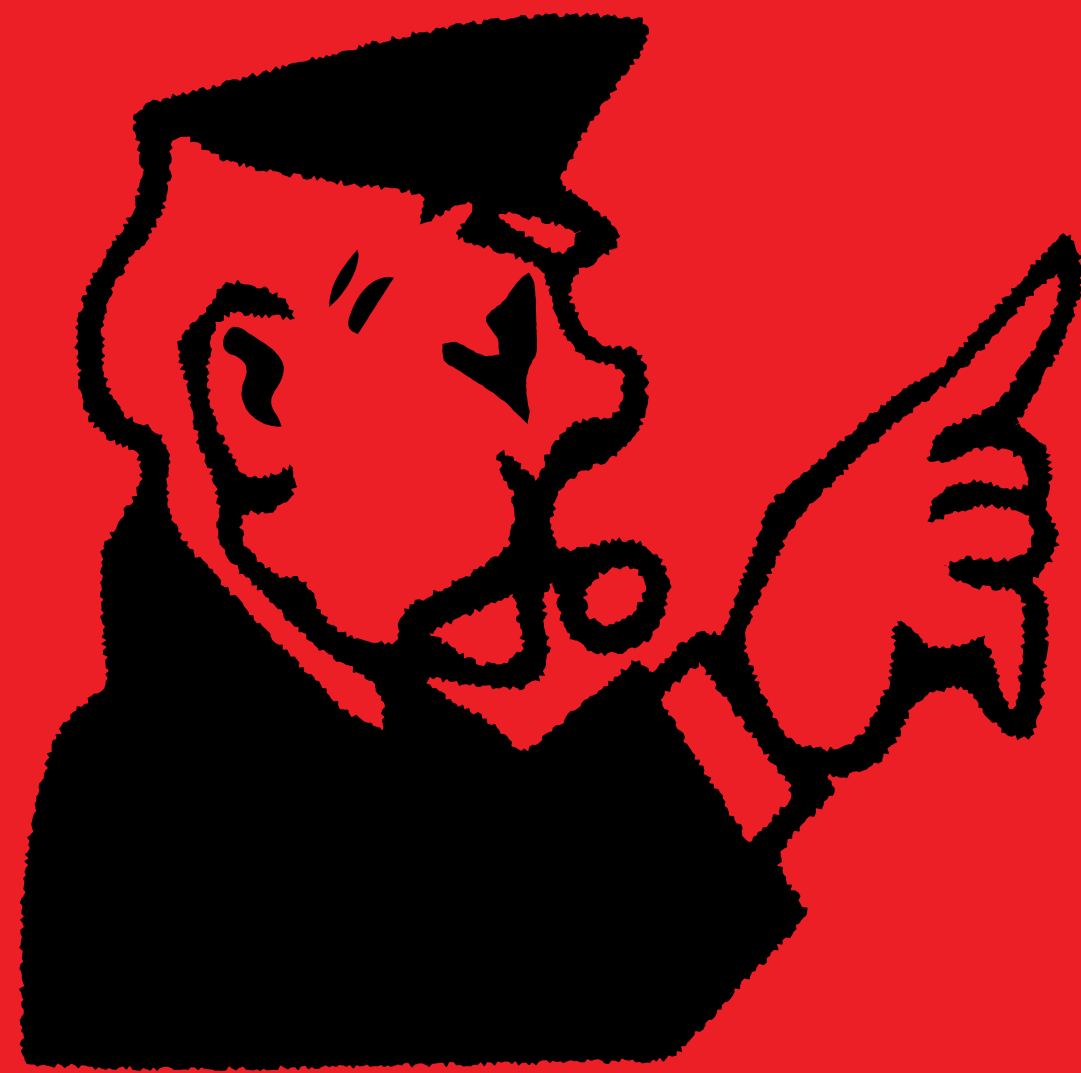
Viewing **real-time usage** at 2am

Sharing data with your family to suit

Buy add-ons whilst commuting





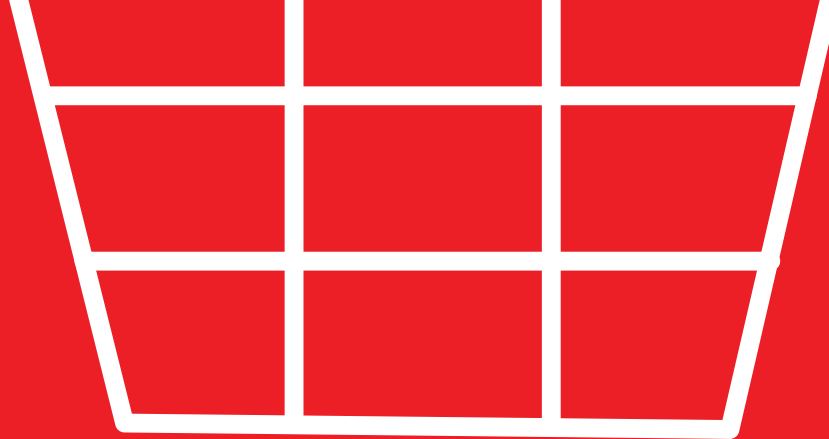


Pay monthly bill **via an app**

Empowers the consumer to create
personalised bundles



Do not pass
post-pay

go straight to
Digital MVNO



You don't tell customers what to
put in their basket, **so why should
your MVNO be any different?**



Millennials crave the
responsiveness, flexibility and
freedom a digital MVNO can offer



Over

60%

of Millennials use their
smartphone or tablet to
research products and
services on the go

Barkley (2011)



Millennials are the **ideal target**
for the digital MVNO

Millennials are **data driven**



Key demographic for future growth

Millennials
account for

24%

of Europe's population,
and are the **highest**
users of data

Pew Research (2015)

Over

50%

of Millennials
research the market
before buying

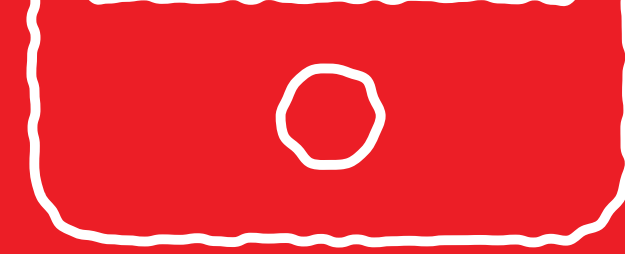
66

The big four grocers need to develop strategies to defend and win back their share of the Digital Devotee customer segment who have a 16% greater propensity to shop with a discount retailer

99

James Gray - Managing Director, Graystone Strategy

Millennials love to
#participate and #engage
with your @brand



Millennials want loyalty
rewards **in real time**

Millennials are more than **twice as likely**
than any other age group to want to track
their rewards **from a mobile app**



And a fish finger?

Fish fingers aren't
a differentiated
way to **reward**
your customers.
Mobile data is.



But what about my
strategic value?

“

If you're not using
mobile, you don't have
a digital strategy

”

Retailers that have failed
to leverage mobile
have failed overall



If **1%** of retail
customers use
your MVNO

that could drive **behavioural insight**

about
the other **99%**

An MVNO is a
huge strategic asset



And a fish finger?

Fish fingers don't enable
brand building through
frequent customer contact.

The background is a solid red color with several white heart outlines of varying sizes scattered across it. The hearts are positioned in the corners and around the central text, creating a romantic or affectionate theme.

Digital MVNO **driving loyalty**

“

Ask not what the brand
can do for your retail
MVNO, but what the
retail MVNO can do for
your brand

”

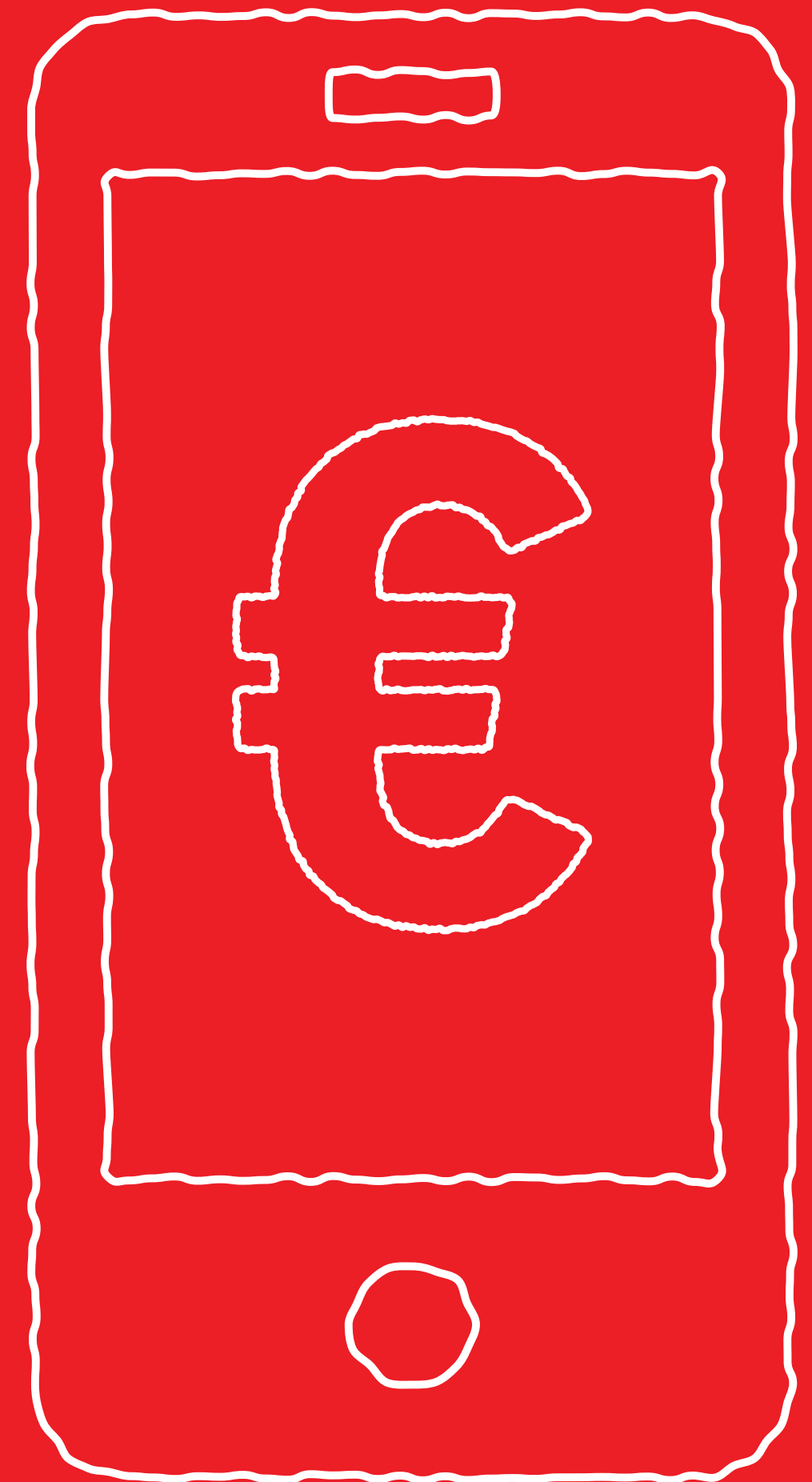


19%

greater basket
spend after
moving to post-
pay retail MVNO

MDS (2016)

Mobile marketing
campaigns deliver
twice the ROI of
traditional campaigns





Data from digital MVNO
allows personalisation

Today's loyalty schemes

Pros

- Greater Insight
- Opportunity to innovate

Cons

- Lack differentiation
- Costly to reward



Immediately reward loyal customers
with a **shareable data bundle**

Become an individual or family
incentive **at low cost**

And a fish finger?

Fish fingers aren't an
appealing yet low cost loyalty
reward. **Mobile data is.**

How do you become a
digital MVNO?



VNOnDemand

Freedom to
innovate, disrupt and excite.

VNOnDemand

is a BSS-as-a-Service specifically configured to provide MVNOs the freedom they need to deliver profitable services.

**So stop treating your
MVNO as just another
product line and embrace
its strategic potential**

MDS Global has helped retailers like

Carphone Warehouse

with their iD Mobile MVNO navigate
the challenges of digital transformation.

**Contact us to unleash the true
strategic value of your MVNO.**

mdsglobal.com ›