



mobile tariff audit for

## Sample Company Ltd

**audit ref: 12345**

08/04/2011



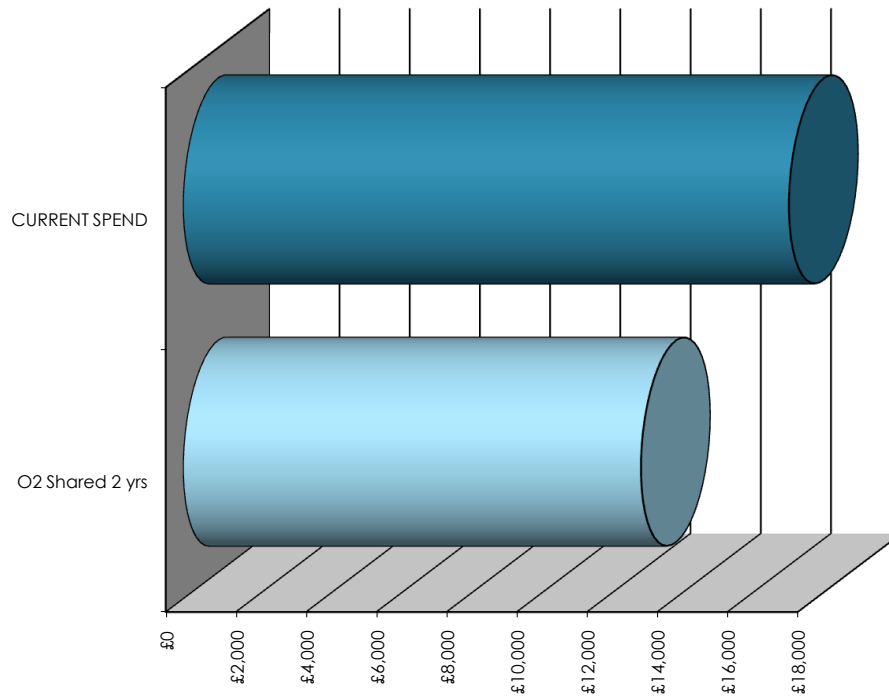
Part 1	executive summary
Part 2	analysis process
Part 3a	breakdown of current calls & charges
Part 3b	breakdown of international & roaming calls
Part 4	called minutes split by destination & time
Part 5	most dialled numbers
Part 6	current charges per handset
Part 7	breakdown of alternative tariffs
Part 8	call profile per handset

**Customer:** Sample Company Ltd  
**Handsets:** 19  
**Current Tariffs:** Vodafone Total Business 3000

Current Charges	monthly	annually
For all handsets:	£1,438	£17,255
Average per handset (ARPU):	£76	£908

Most Competitive Alternative	monthly	annually
For all handsets:	£1,087	£13,041
Average per handset (ARPU):	£57	£686

Financial Saving	monthly	annually
For all handsets:	£351	£4,214
Average per handset:	£18	£222



Based on the analysed bills, a saving of 24% (or £4214 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.



## breakdown of current calls & charges

For period of 1 month:	Minutes	% of Minutes	Current Cost	% of Cost
<b>Current Rental Charges</b>	n/a	n/a	£473.11	33%
<b>Main UK Voice Calls</b>				
National Calls	1,316	36%		
Company Mobiles	143	4%		
3 Mobiles				
O2 Mobiles	176	5%		
Orange Mobiles	136	4%		
T-Mobile Mobiles	103	3%		
Vodafone Mobiles	248	7%	£0.14	0%
Voicemail Retrieval	53	1%		
Standard Text Messages	n/a	n/a	£21.80	2%
<b>Other</b>				
International Calls	585	16%	£98.86	7%
International Text Messages	n/a	n/a	£1.02	0%
Roaming Calls & Texts	566	16%	£618.17	43%
Other Calls & Texts	292	8%	£51.13	4%
GPRS	n/a	n/a	£178.70	12%
Discount	n/a	n/a	-£5.00	n/a
<b>Total</b>	<b>3,617</b>		<b>£1,437.93</b>	
<b>Average per Handset</b>	<b>190</b>		<b>£75.68</b>	

The customer has 690 minutes per month that could be part of an O2 bundle

### 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



## breakdown of international & roaming calls

International calls made from UK		Minutes	Current Cost		O2 Cost
to Zone 1 (Ireland, Channel Is.)					
to Zone 2 (Western Europe)		71	£8.68		£5.92
to Zone 3 (Eastern Europe)					
to Zone 4 (USA & Canada)		438	£52.65		£63.74
to Zone 5 (Pacific Rim)		75	£37.53		£19.15
to Zone 6 (Rest of World)					
<b>Total International</b>		<b>585</b>	<b>£98.86</b>		<b>£88.81</b>

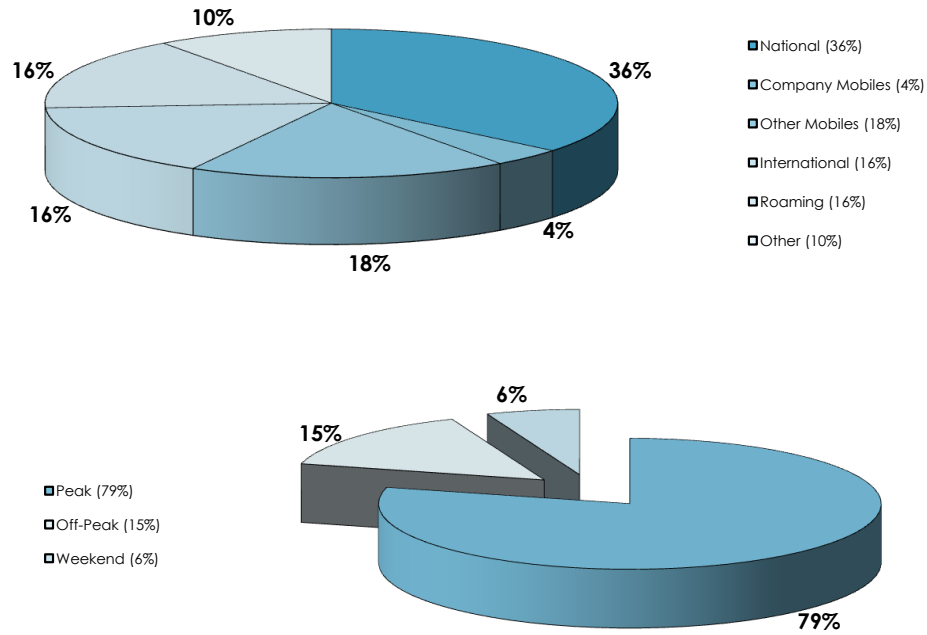
Roaming calls made while abroad		Texts	Minutes	Current Cost	Billable Minutes	O2 Cost
Zone 1 to UK						
Zone 1 within country						
Zone 1 to zone 1						
Zone 1 to other zone						
Zone 2 to UK						
Zone 2 within country						
Zone 2 to zone 2						
Zone 2 to other zone						
Zone 3 to UK						
Zone 3 within country						
Zone 3 to zone 3						
Zone 3 to other zone						
Zone 4 to UK			351	£348.30	370	£332.89
Zone 4 within country			102	£108.00	110	£99.29
Zone 4 to zone 4						
Zone 4 to other zone			2	£5.37	3	£4.48
Zone 5 to UK			21	£39.20	26	£15.70
Zone 5 within country			5	£11.20	7	£4.05
Zone 5 to zone 5						
Zone 5 to other zone						
Zone 6 to UK						
Zone 6 within country						
Zone 6 to zone 6						
Zone 6 to other zone						
Zone 1 texts						
Zone 2 texts		8		£0.74		£0.88
Zone 3 texts						
Zone 4 texts		62		£21.70		£15.50
Zone 5 texts		21		£7.35		£6.30
Zone 6 texts						
<b>Total Roaming (made)</b>		<b>91</b>	<b>482</b>	<b>£541.86</b>	<b>516</b>	<b>£479.09</b>

Roaming calls received while abroad		Minutes	Current Cost		O2 Cost
In Zone 1					
In Zone 2		1	£0.64		£0.10
In Zone 3					
In Zone 4		78	£71.25		£30.15
In Zone 5		4	£4.42		£1.89
In Zone 6					
<b>Total Roaming (received)</b>		<b>83</b>	<b>£76.31</b>		<b>£32.14</b>
Less 'International Favourites' benefit (see Part 9 for handsets)					-£35.47
<b>Total International &amp; Roaming</b>		<b>1151</b>	<b>£717.03</b>		<b>£564.57</b>



## called minutes split by destination & time



## most dialled numbers

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

Dialled Number	Called Mins	% of Mins
0208934XXXX	381	11%
0192326XXXX	209	6%
0750088XXXX	203	6%
0800158XXXX	192	5%
1800515XXXX	189	5%
0195428XXXX	154	4%
44192326XXXX	143	4%
0194360XXXX	126	3%
1805630XXXX	104	3%
Incoming call	84	2%
<b>Total</b>	<b>1,784</b>	<b>49%</b>

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

Dialled Number	Called Mins	% of Mins
0208934XXXX	381	11%
0192326XXXX	209	6%
0195428XXXX	154	4%
0194360XXXX	126	3%
0158086XXXX	82	2%
0167071XXXX	55	2%
0195428XXXX	36	1%
0144445XXXX	29	1%
0195428XXXX	22	1%
0194360XXXX	19	1%
<b>Total</b>	<b>1,112</b>	<b>31%</b>



## current charges per handset

19 handsets analysed over 1 month to 11/03/2011

Handset	Inactive Devices ?				Current Tariff	Rental	Call Charges	Discount	Net Bill After Any Discount
	Voice	Data	B/berry Enterprise	B/berry Internet					
0755445XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 + BES	£155.00	£0.00	-\$5.00	£150.00
0755445XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£128.40	£0.00	£148.91
0755445XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£0.00	£0.00	£20.51
0755445XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer	£12.00	£0.00	£0.00	£12.00
0771441XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£3.08	£0.00	£23.59
0771441XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer	£12.00	£0.00	£0.00	£12.00
0771441XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer	£12.00	£0.00	£0.00	£12.00
0771441XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£0.00	£0.00	£20.51
0771441XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£9.11	£0.00	£29.62
0771441XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£0.28	£0.00	£20.79
0774004XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£4.80	£0.00	£25.31
0776481XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + 500Mb	£19.50	£0.00	£0.00	£19.50
0776880XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£352.98	£0.00	£373.49
0779502XXXX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer	£12.00	£8.83	£0.00	£20.83
0779502XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£3.15	£0.00	£23.66
0781136XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£57.65	£0.00	£78.16
0788178XXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 3000 Sharer + iPhone	£20.51	£401.54	£0.00	£422.05
0791904XXXX	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Vodafone Mobile Broadband	£25.00	£0.00	£0.00	£25.00
0792076XXXX	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Vodafone Mobile Broadband	£0.00	£0.00	£0.00	£0.00
<b>Totals</b>						<b>£473.11</b>	<b>£969.82</b>	<b>-\$5.00</b>	<b>£1,437.93</b>

8 out of 19 devices appear to be inactive

**TOTAL COST     £1,437.93**  
**ANNUALISED COST     £17,255.16**





## breakdown of alternative tariffs

<b>Current Annualised Spend:</b> <b>£17,255</b>	<b>O<sub>2</sub></b>
<b>Price Plan</b>	Business Share 2800
<b>Contract Term</b>	24 months
Lead Rental	£109.00
Additional Voice Rentals	16 @ £15.00 £240.00
Blackberry Enterprise Bolt-On	1 @ £28.00 £28.00
Mobile Broadband (Regular)	2 @ £6.38 £12.76
i-phone Bolt-On	11 @ £4.25 £46.75
O2 International Favourites (3 nos)	1 @ £8.51 £8.51
O2 International Favourites (5 nos)	1 @ £17.02 £17.02
Chargeable Calls	£624.72
Monthly Total	£1,086.76
Annualised Total	£13,041.14
<b>Net Annualised Total</b>	<b>£13,041.14</b>
<b>Versus Current (£ pa):</b>	<b>- £4,214.02</b>
<b>Versus Current (%):</b>	<b>- 24%</b>

**Notes:**

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

This consists of Business Share 1,300 with 1,500 extra minutes

See Part 9 for allocation of data & text plans



## call profile per handset

Usage below is for a period of 1 month

Handset	Minutes	Call Time Periods			Called Destinations (% of Minutes)											Texts & Data Usage			
		Minutes Analysed	Peak	Off-Peak	Weekend	National	Company Mobiles	O2	Vodafone	T-Mobile	Orange	Three	VoiceMail	International	Roaming	Other	Company Texts	Standard Texts	UK Data (Mb)
0755445XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0755445XXXX	1,987	96%	2%	2%	37%	6%	4%	11%	4%	0%	0%	1%	24%	0%	13%	0	14	110	0
0755445XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0755445XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0771441XXXX	31	58%	24%	18%	4%	0%	60%	2%	28%	1%	0%	2%	0%	2%	1%	0	49	28	0
0771441XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0771441XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0771441XXXX	25	90%	3%	7%	3%	0%	10%	0%	10%	43%	0%	33%	0%	0%	0%	8	4	57	0
0771441XXXX	33	92%	0%	8%	80%	0%	4%	0%	0%	0%	0%	16%	0%	0%	0%	4	131	80	0
0771441XXXX	200	43%	57%	0%	65%	3%	0%	0%	0%	29%	0%	2%	1%	0%	0%	4	7	78	0
0774004XXXX	102	20%	79%	1%	85%	10%	3%	0%	0%	0%	0%	3%	0%	0%	0%	0	98	469	0
0776481XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0776880XXXX	652	47%	31%	21%	34%	0%	7%	0%	0%	5%	0%	1%	0%	52%	2%	7	107	94	0
0779502XXXX	115	38%	62%	0%	37%	0%	0%	0%	0%	0%	0%	0%	63%	0%	0%	0	0	0	0
0779502XXXX	0	100%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	9	4	17	0
0781136XXXX	60	100%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%	0	3	43	0
0788178XXXX	411	85%	11%	4%	15%	3%	4%	8%	3%	7%	0%	2%	10%	41%	7%	7	64	61	44
0791904XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
0792076XXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0
<b>TOTALS</b>	<b>3,617</b>	<b>79%</b>	<b>15%</b>	<b>6%</b>	<b>36%</b>	<b>4%</b>	<b>5%</b>	<b>7%</b>	<b>3%</b>	<b>4%</b>	<b>0%</b>	<b>1%</b>	<b>16%</b>	<b>16%</b>	<b>8%</b>	<b>39</b>	<b>481</b>	<b>1036</b>	<b>45</b>



## allocation of individual bolt-ons

<b>Handset</b>	<b>O2 International Favourites</b>	<b>O2 Broadband 1Gb / 3Gb</b>	<b>O2 International Favourite numbers</b>
0755445XXXX			
0755445XXXX	5		0027824576362, 0018005159300, 0016033962766, 0018056304096, 0017706646947
0755445XXXX			
0755445XXXX			
0771441XXXX			
0771441XXXX			
0771441XXXX			
0771441XXXX			
0771441XXXX			
0771441XXXX			
0774004XXXX			
0776481XXXX			
0776880XXXX			
0779502XXXX	3		0018056304096
0779502XXXX			
0781136XXXX			
0788178XXXX			
0791904XXXX		1	
0792076XXXX		1	

### Notes

O2 International Favourites - '3' and '5' indicates whether the 3 or 5 number option achieves more savings

O2 Broadband - '1' indicates 1Gb requirement and '3' indicates 3Gb requirement