

ТОВА Е ТВОЯТ ГЛАС.



**Doing mobile business in  
Bulgaria**



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IT'S YOUR VOICE.



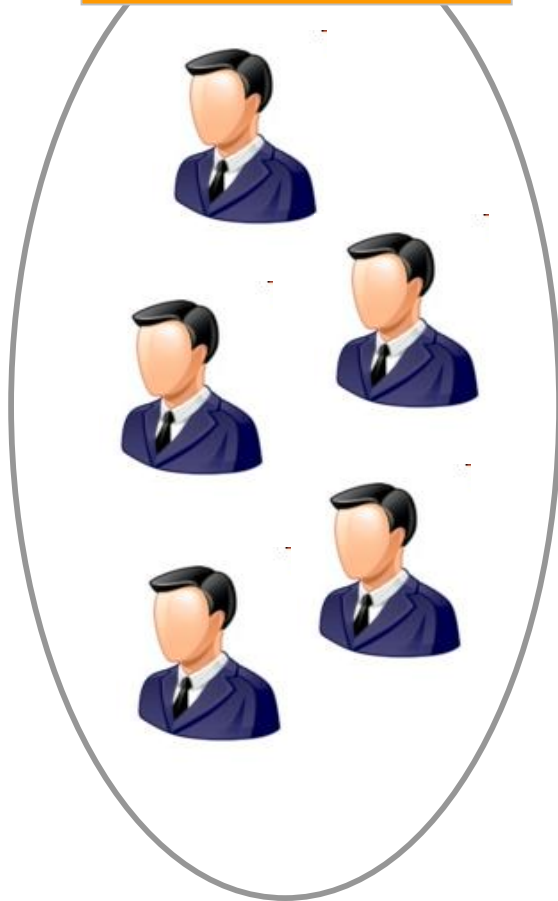
- ✓ The operator and its clients
- ✓ The operator and its partners
- ✓ The integration logic
- ✓ Enablers statistics
- ✓ Devices statistics
- ✓ The value chain
- ✓ Customer journey
- ✓ The Bible in services development

# Partners – Operator – Clients

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Partners



Mobilitel

Communication

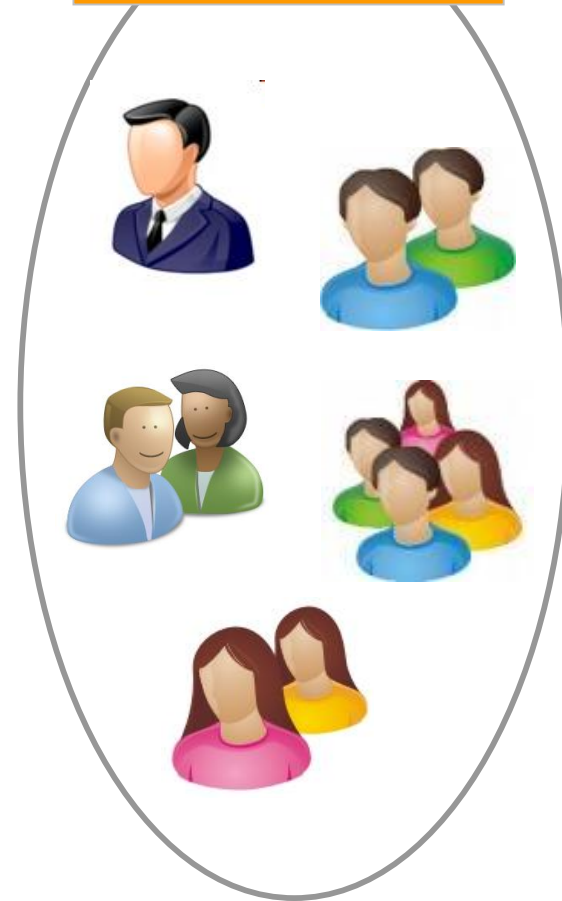
Internet

Multimedia

Business

... and lot more

Clients



# The operator & The clients

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Mobitel

Communication

Internet

Multimedia

Business

... and lot more

Fixed Network

Mobile Network  
(2G)

Mobile Network  
(3.5G)

5.1 Million



## Our Relationships

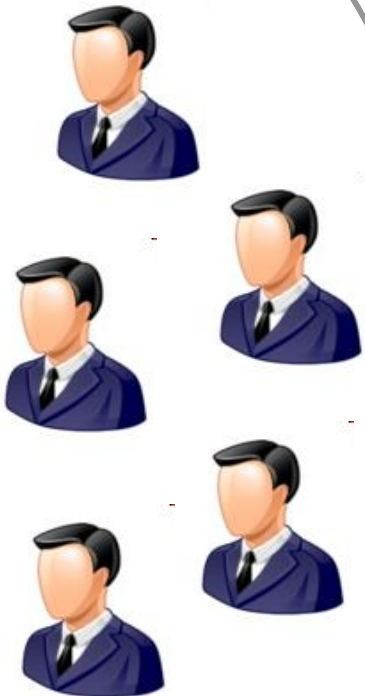
- Mobility & Coverage
- The biggest Community
- Communication needs satisfaction
- Innovation & Technology
- Billing & CRM
- Reliability & Thrust

# The Operator & the Partners

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## Partners



### B2C Services

- Branded under Mtel
- Managed by Mtel
- Part of the portfolio
- Risk covered by Mtel

### Partner Services

- Dual Branded
- Managed in coop.
- Part of the portfolio
- Risk covered by both sides

### 3-rd Party Services

- Partner Branded
- Managed by Partner
- Not Part of the portfolio
- Risk covered by Partner

## Mobilitel

Communication

Internet

Multimedia

Business

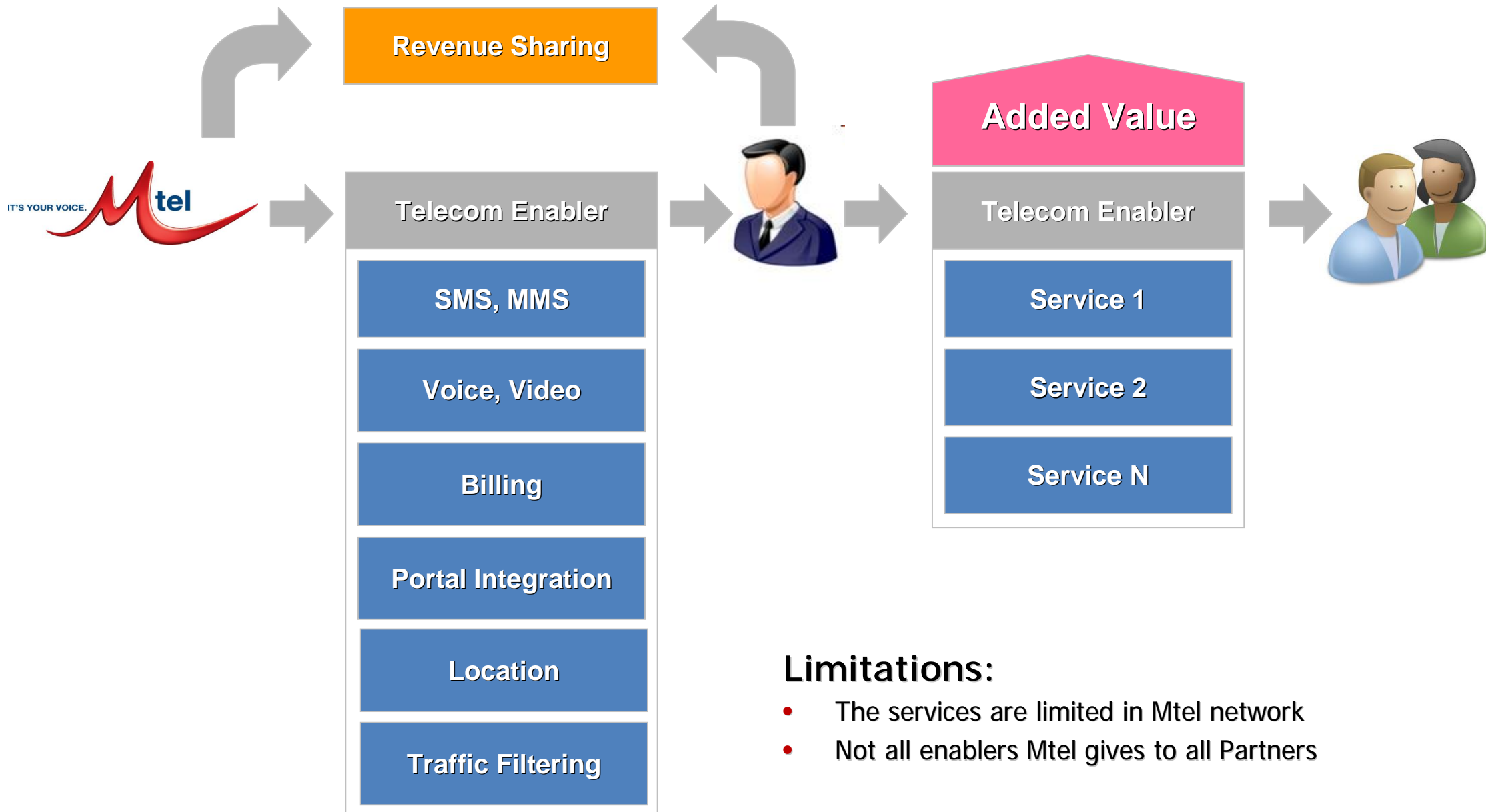
... and lot more

## !! Keys to success:

- Enablers set
- Integration process
- Device capabilities

# The integration logic

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# Enablers statistics

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Enabler	Companies	Services
Portal Integration	20	34
Messaging	63	251
Voice	63	718
LBS	N/A	1
Traffic filtering	N/A	3
Billing	N/A	1
Video	2	N/A

# Devices statistics

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Technology	2007	2009	Diff.
Java	50%	55%	10%
Media Player	28%	31%	11%
Camera	59%	63%	7%
MMS	75%	79%	5%
HTML Browser	17%	21%	24%
3G	20%	26%	30%
GPS	2%	6%	200%

Vendor	Share
Nokia	43%
Samsung	16%
SonyEricsson	11%
Vodafone	10%
Siemens	8%
Motorola	6%
LG	2%

# The value chain

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Content  
Provider

Service  
Provider

Platform  
Provider

Integrator

Operator

Client



## Content Provider:

- They “own” the value that is delivered to the client if it is content (e.g. Music, News, Video, etc.)
- Typically they are not the tech experts but they know what sells

## Service Provider:

- They define the business model and logic of the service (features, etc.)
- If the service is not based on content – they are the “owners”

## Platform Provider:

- Typically the services require a platform for backend or client interaction
- In most cases Service & Platform providers are one and the same

## Service Integrator:

- The company that integrated the service with the operator environment
- In some cases they act as traffic/revenue aggregators to obtain higher share from the operator

# Steps to Achieve it

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## The Preparation

Create Service Description

Create business Model

Realization Needs

Create your Proposal

## The Setup

Analysis of the Proposal

Decision on the Integration type

Go for Direct Integration

Go for Integrator

Integration plan

## The Realization

Technical Setup

Enablers Setup

Test Development

Acceptance

Go To Production

# Customer Journey

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## Mag customers



User typology:  
Take into account specific user type needs

## Overall mag customer experience

Discover

Purchase

First use

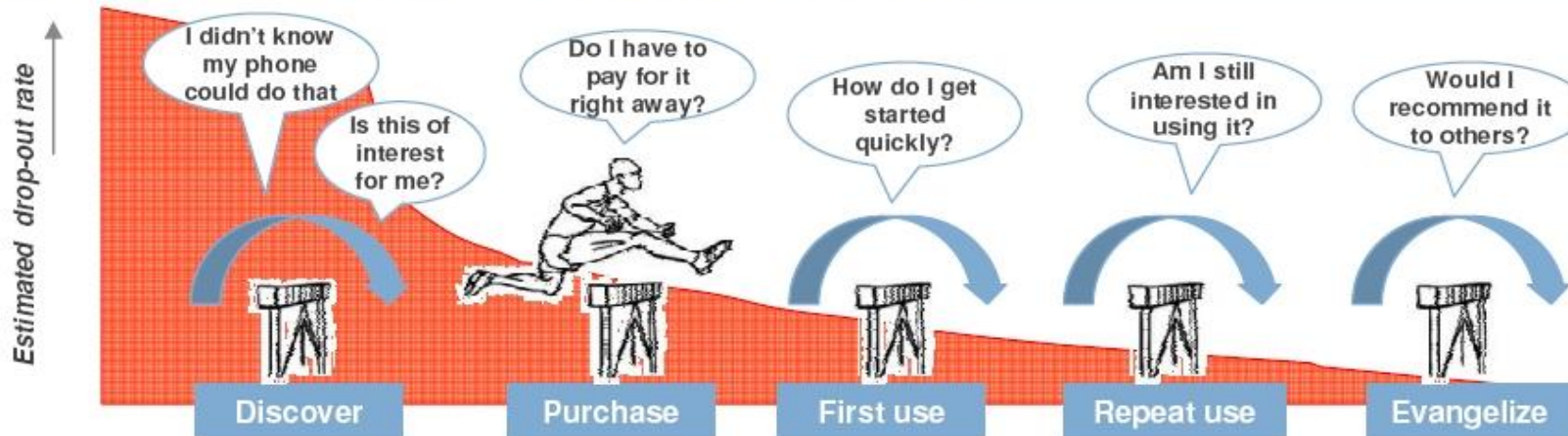
Repeat use

Evangelise

Customer journey from discovery to first use:  
**Focus on converting the 95% "lost potentials"**

Great service usage experience (access, ease-of-use, content...)

## Getting our customers to first use is the biggest challenge



# Our Bible in services development

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Reminder

## Individual service experience

We have already defined 11 mag Service Experience Principles which should guide the design of individual mag mm offering

### 1. Make services appropriate for mobile

- 1 Start simple
- 2 Foster quick interactions
- 3 Provide value at every step

### 2. Encourage usage

- 4 Make every-thing actionable and shareable
- 5 Make people feel safe
- 6 Enable seamless flow
- 7 Assist discovery

### 3. Fit into people's lives

- 8 Enable personalization
- 9 Leverage local
- 10 Enhance socializing
- 11 Integrate what people are already using

**Thank you!**

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