

T-Mobile Mobile E-Mail

Full cost-control for T-Mobile's pre-paid and post-paid customers' mobile e-mail communication

T-Mobile Key Figures

| |
|--|
| Customer base: 34,7 Mio (Germany) 3,2 Mio (Austria) |
| Prepaid: ~ 65 % |
| Launch of Service : 12/2006 |
| Reference: T-Mobile website, date 2008/11/04 |

Customer quote:

“O3SIS helped T-Mobile achieving our challenging goal of providing a unique e-mail proposition to the consumer mass market. With outstanding expertise and proven flexibility O3SIS ensured keeping our ambitious timelines and providing a compelling customer experience.”,
 said

Waldemar Ciesielski, Program Manager, T-Mobile (Germany)

The Challenge:

With their promise to the customer to become the “most highly regarded service company” - T-Mobile was looking for a solution for implementation and European rollout of the Web'n'Walk Mobile E-Mail Service. The service was planned to be marketed as an E-Mail flat rate offering, giving end users unlimited e-mail access at an affordable monthly subscription rate.

The Solution

The solution is powered by the O3SIS Living Push Mail solution and provided to T-Mobile International as a fully Managed Service. The service has been deployed so far in Germany and Austria. Customers can send and receive e-mails from a dedicated T-Mobile domain, or collect and mobilize their existing Internet e-mail accounts.

The O3SIS co-hosting capabilities are leveraged to host multiple countries on the same infrastructure, providing significant cost benefits for T-Mobile.

Benefits for T-Mobile:

- E-mail users generate a much higher ARPU than the average customer
- Comprehensible offering for customers
- Significant reduction of churn by positioning the solution as the central platform for mobilizing customers e-mail including e-mail accounts
- T-Mobile can easily extend the services based on the continuously enhanced O3SIS platform and products

Benefits for T-Mobile's customers:

- Transparent costs at a flat-rate of 3,95 € including all connection costs
- Easy automatic configuration of mobile phones
- Central collection and mobile access to email from external accounts such as GMX, WEB.DE, Yahoo, AOL, Freenet, T-Online, Google or Arcor
- Mobile e-mail regardless of pre-paid or post-paid contract