

## Vodafone opens for business

### ***- Expanded portfolio of Vodafone Business One™ services and new 'Voice Package', extra features and 'Solution Builder' announced -***

Vodafone Australia, working together with Cisco and Research In Motion (RIM), reveals its full portfolio of Vodafone Business One™ total communications solutions, available from today. Vodafone also introduces a new variation of its business service called, Vodafone Business One 'Voice Package'.

Vodafone Business One delivers unparalleled integration and convergence between mobile and fixed, voice and data, services and equipment – bringing flexibility, scalability and efficiency benefits to Australian small-to-medium enterprises (SMEs) in a fully managed service.

Vodafone announces a comprehensive pricing structure for its premium WiFi package, outlined as five service bundles, which expand on the original Vodafone Business One service. Service bundles are platforms for businesses to build their own complete, unique telecommunications service around. These bundles are then supplemented by additional service features and hardware infrastructure (see Table 1 for service bundle overview).

Hugh Humphrey, General Manager Business Markets at Vodafone Australia, commented: "Before Christmas, we delivered on our promise to bring the Vodafone Business One service to the small business community. We now announce our comprehensive portfolio of services, which will open up Vodafone Business One to an even greater number of Australian small businesses, enabling them to capitalise on the latest advances in total communications. Vodafone is bringing genuine innovation and value to the market at a time when it is needed most."

Ian Ross, Head of Managed Services Innovation, Cisco Australia and New Zealand, said: "Vodafone Business One takes advantage of the inherent flexibility of Cisco Unified Communications to ensure the service evolves to meet ongoing business requirements. Feature enhancements and services add-ons are already part of the roadmap – including tight integration with PC applications, visual communications, web collaboration tools and physical security. These solutions will help businesses to manage their communications more effectively by using the network as the platform for productivity improvements."

Matthew Waite, Director Business Development, Unified Communications at Research In Motion, said: "Vodafone Business One enables small businesses to gain the benefits of true fixed-mobile convergence with a simple, flexible and turn-key service. In addition to providing an industry-leading wireless email and data solution, it enables customers to make and receive WiFi phone calls while leveraging the strong security, authentication and management capabilities of the BlackBerry® Mobile Voice System (MVS) technology and BlackBerry® Enterprise Solution (BES)."

**TABLE 1: Vodafone Business One WiFi Package service bundle overview**

<b>Vodafone Business One WiFi Package Monthly Service</b>	<b>\$2599</b>	<b>\$3899</b>	<b>\$5199</b>	<b>\$7499</b>	<b>\$9999</b>
<b>Users</b>	Up to 24	Up to 36	Up to 48	Up to 72	Up to 96
<b>Included Usage:</b>					
<b>Mobile Minutes (*)</b>	8000 mins	12000 mins	16000 mins	24000 mins	32000 mins
<b>Fixed Calls (†)</b>	2250 Calls	3000 Calls	4500 Calls	6750 Calls	9000 Calls
<b>TXTs</b>	1000 TXT	1500 TXT	2000 TXT	3000 TXT	4000 TXT
<b>Voicemail</b>	Unlimited Voicemail deposits and retrievals – fixed or mobile				
<b>One Office Add-On (‡)</b>	Unlimited, untimed calls between all employees – fixed or mobile IDD Calls from 5¢/min to the USA, HK, Singapore – fixed or mobile Free Incoming Paperless Fax to Email				
	+\$120	+\$180	+\$240	+\$360	+\$480
<b>Office Number Anywhere Add On</b>	Included for all users under the WiFi Package				
<b>Unlimited Mobile Email with BlackBerry® smartphones</b>	Included for all BlackBerry Smartphone users under the WiFi package Covers unlimited mobile email, calendar, contacts and BlackBerry internet browsing as part of a BlackBerry Enterprise Solution.				

Prices include GST. Approved customers only who connect to a 24+24 month contract. Minimum monthly spend, minimum total spend and Early Exit Fees apply. ^ Included credit and data expires each month. Some calls and services excluded. For use in Australia only  
\*Included 'Mobile Minutes' covers national call types: Mobile-Mobile; Mobile-Fixed; Fixed-Mobile. †Included 'Fixed Calls' cover Office Calls to standard national fixed numbers: Fixed-Fixed; Office Zone (Wifi) to Fixed. ‡With One Office, all national calls between employees on the same Vodafone Business One service are free and untimed, covering all inter-employee call variants : Mobile-Mobile; Mobile-Fixed; Fixed-Mobile; Fixed-Fixed.

## **NEW VODAFONE BUSINESS ONE™ 'VOICE PACKAGE' SERVICE**

Vodafone introduces a new variation of its flagship business service called Vodafone Business One 'Voice package'. The Voice package offers customers the same flexibility, primary telecommunications feature set and many of the managed service benefits of the original service, but without the in-office WiFi and some hardware elements.

The new Voice package is aimed at businesses keen to maximise their current investments, such as an investment in a BlackBerry® Enterprise Server, but also make the most of additional service features available with Vodafone Business One.

Hugh Humphrey comments: "While developing our Vodafone Business One service suite, we recognised that businesses come in all shapes and sizes and that not every small business requires the full WiFi service. However, these forward thinking businesses will gain considerable benefits from an integrated fixed and mobile solution, so today we've introduced our new Vodafone Business One Voice package, to cater to these customers. With Vodafone Business One, there is now no excuse for Australian businesses to waste money on expensive fixed line rentals while managing multiple service providers and high operational costs in these tight economic times."

(Please see tables 2 and 3 for Voice package pricing bundles and service comparison table)

**TABLE 2: Vodafone Business One Voice Package service bundle overview**

Vodafone Business One 'Voice Package'	\$1999	\$2999	\$3999	\$5999	\$7999
<b>Users</b>	Up to 24	Up to 36	Up to 48	Up to 72	Up to 96
<b>Included Usage<sup>^</sup>:</b>					
<b>Mobile Minutes</b>	6000mins	9000mins	12000mins	18000mins	24000mins
<b>Fixed Calls</b>	1500Calls	2000Calls	3000Calls	4500Calls	6000Calls
<b>TXTs</b>	1000TXT	1500TXT	2000TXT	3000TXT	4000TXT

Prices include GST. Approved customers only who connect to a 24+24 month contract. Minimum monthly spend, minimum total spend and Early Exit Fees apply. <sup>^</sup> Included credit and data expires each month. Some calls and services excluded. For use in Australia only.

**TABLE 3: Comparison table – Voice and WiFi Vodafone Business One packages**

Vodafone Business One		
	WiFi Package	Voice Only Package
<b>Core Features</b>	Users: 24, 36, 48, 72, 96	Users: 24, 36, 48, 72, 96
Mobile Voice	✓	✓
Fixed Voice	✓	✓
Voice Line Rental (DSL)	✓	✓
Unlimited Mobile Email (via BlackBerry Enterprise Server)	✓ Included, all users	Option, per user
Support for Dual Mode (WiFi enabled) BlackBerry smartphones	✓	N/A
WiFi Office Zone Calling	✓	N/A
Dual Ringing (Fixed+Mobile)	✓	N/A
One Voicemail	✓	✓
One Office Add On	Option	Option
Office Number Anywhere	✓ Included	Option
Business DSL Broadband	Option	Option
1300 Inbound Services	✓ First 1300 number included	Option
13 / 1800 Inbound Services	Option	Option
<b>Managed Equipment</b>	Devices: 24, 36, 48, 72, 96	Devices: 24, 36, 48, 72, 96
Cisco ISR (Integrated Service Router)	IP PBX, IP Router, Firewall, VPN, QoS enabled PoE LAN	IP PBX, IP Router, Firewall, VPN, QoS enabled PoE LAN
Secure Office Zone WiFi	✓	N/A
Managed BlackBerry Enterprise Server	✓	Option (non-managed)
<b>Support</b>		
Business Customer Care	24h * 365 days	
Dedicated Account Manager	✓	✓
Remote Monitoring	24h * 365 days	
On-Site Core Equipment Support	24 * 7 * 4 hours	8 * 5 * Next Business Day

## NEW FEATURES

In addition to features announced in 2008, such as One Voicemail and Office Number Anywhere, Vodafone today announces a number of new services available to all Vodafone Business One customers:

- **Online Voicemail** – customers can access and listen to their voicemail inbox via a web browser. Customers are able to check and save their voicemail messages and manage their message inbox, such as set specific notification and delivery options via the web, including voicemail and fax messages sent to email.
- **Inbound Voice Services** – customers can utilise Inbound Voice services, such as 13, 1300 and 1800 numbers, ensuring a single business number can operate across multiple sites and geographic locations. The service supports flexible call distribution to ensure local calls go to local representatives.
- **Business Broadband** – customers can choose to install business grade, low contention, high speed ADSL2+ broadband as part of their Vodafone Business One service.
- **Domain Name Hosting** – customers who choose Broadband DSL can register their domain name with Vodafone.
- **Remote Office Bundle** – customers with smaller interstate sales offices will benefit from the Remote Office Bundle. It provides 1-5 employees with the ability to share internet access and data connectivity back to the head office. The head office is configured with interstate Office Number Anywhere to allow local inbound office numbers and outbound mobile voice.

## VODAFONE BUSINESS ONE™ 'SOLUTION BUILDER'

Vodafone Business One launches with a pioneering new interface, named the Vodafone Business One 'Solution Builder', to ensure that Australian businesses from 10-100 employees can tailor their solution to meet their specific, total communications needs. The Business One Solution Builder brings simplicity and scalability to SMEs and ensures they can choose the right mix of services – from voice to broadband – in their total communications deployment. The Vodafone Business One Solution Builder empowers business owners to choose the service bundle and options upfront that are most appropriate for their business.

Table 4 demonstrates one page of the Vodafone Business One Solution Builder. Here, a business owner can determine their mobile requirements, calculated in minutes of talk time to ensure simplicity, as well as fixed calls and SMS. Service bundles can be adapted at short notice to ensure businesses are always maximising the return from their investment while enjoying certainty in their monthly spend.

(See media kit for full Solution Builder interface overview).

**TABLE 4: The Vodafone Business One ‘Solution Builder’ interface**

Prices include GST. Approved customers only who connect to a 24+24 month contract. Minimum monthly spend, minimum total spend and Early Exit Fees apply. Included credit expires each month. Some calls and services excluded. For use in Australia only.

## CHANNEL PARTNERS

Vodafone has begun accrediting its existing business channel partners as part of its channel program, including Rabel Group in Queensland. Vodafone will expand its channel footprint over the course of 2009 to complement its business sales teams. Vodafone will confirm further channel partners in the coming months.

Russell Jones, of Rabel Group, Queensland, comments: "Vodafone Business One is a groundbreaking solution at the very forefront of innovation in the telecommunications market. The service is perfect for modern SME businesses looking to make the most of their communications investment and we firmly believe the service will prove particularly popular with SMEs in the coming months, especially in the tighter financial climate."

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## Notes to Editors:

- Equipment Rental Plan is offered over a 48-month contract. Services are offered over a 24 + 24-month contract. There is an opportunity to review the Services plan after the first 24 months so customers are on the most suitable Services plan for to the second 24 months of their contract.
- The Equipment Rental Plan brings the benefits of reduced upfront capital expenditure, simpler cash flow and excellent tax incentives, all to improve the business's bottom line. Vodafone recommends customers seek independent tax advice.
- Interview opportunities with Vodafone representatives available on request.

- Visit [www.vodafonebusinessone.com.au](http://www.vodafonebusinessone.com.au) for further information and case studies.

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**About Vodafone**

Vodafone is the world's leading international mobile communications group with approximately 289 million proportionate customers as of 31 December 2008. Vodafone currently has equity interests in 27 countries across five continents and over 40 partner networks worldwide. For more information, please visit [www.vodafone.com](http://www.vodafone.com). Vodafone Pty Limited ABN 760 62 954 554

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**About Cisco Systems Australia / New Zealand**

**Cisco (NASDAQ: CSCO)** enables people to make powerful connections-whether in business, education, philanthropy, or creativity. Cisco hardware, software, and service offerings are used to create the Internet solutions that make networks possible-providing easy access to information anywhere, at any time. Cisco was founded in 1984 by a small group of computer scientists from Stanford University. Since the company's inception, Cisco engineers have been leaders in the development of Internet Protocol (IP)-based networking technologies. Today, with more than 65,225 employees worldwide, this tradition of innovation continues with industry-leading products and solutions in the company's core development areas of routing and switching, as well as in advanced technologies such as data centre, digital media, mobility, security, TelePresence, video and unified communications.

The emergence of [the network as a platform](#) is changing the entire value chain of technology and placing the network squarely at the center of innovation: as many as 14 billion devices will be connected to the Internet by 2010. The explosion of devices will be fueled by more and more services and tasks being handled online, from phone calls to personalized searches to downloading videos, games and other forms of entertainment.

The role of the network is evolving beyond that of infrastructure. It is emerging as a secure platform for delivering the customized and personalized experience that 21st century users expect - whether that means delivering new services as a carrier, boosting productivity for businesses of any size or consumers looking for real-time, personalized entertainment and services.

As an increasingly intelligent network evolves into a platform, users will be able to communicate from any device and in whatever mode they choose.

Cisco is leading the transition to a network-centric technology environment. By combining its core strength (IP) with intelligence, the company is creating a powerful communications platform that will serve as the basis for the convergence of data, voice, video and mobile communications in a secure, integrated architecture

Cisco's headquarters are in San Jose, California. It also has major operations in Research Triangle Park, North Carolina, and Chelmsford, Massachusetts.

**Research In Motion (RIM)**

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