

Mobile Tariff Audit for

Sample Customer

Audit Ref: 5597

28/07/2003

Supplied By
BusinessSwitch.co.uk Ltd

Contents

Part 1	Executive Summary
Part 2	Analysis Process
Part 3	Call Profile Summary
Part 4	Most Dialed Numbers
Part 5	Charges per Handset
Part 6	Call Profiles per Handset

Part 1 - Executive Summary

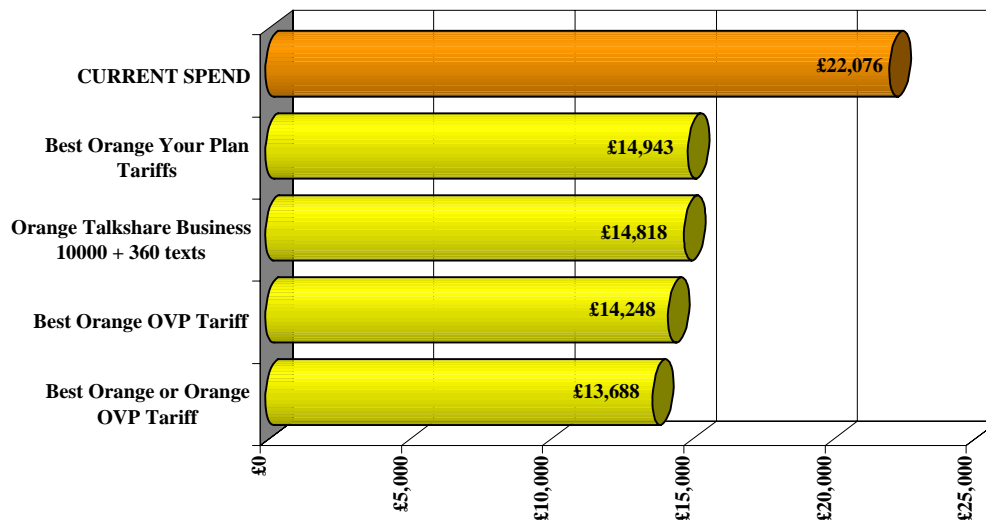
Customer: Sample Customer
 Handsets: 18
 Current Tariffs: Vodafone Business Tariff

	<u>Monthly</u>	<u>Annually</u>
<u>Current Charges</u>		
For all handsets:	£1,840	£22,076
Average per handset:	£102	£1,226

<u>Most Competitive Tariffs</u>		
For all handsets:	£1,141	£13,688
Average per handset:	£63	£760

<u>Financial Saving</u>		
For all handsets:	£699	£8,388
Average per handset:	£39	£466

Based on the analysed bills, a saving of 38.0% (or £8388 per year) could have been achieved if the handsets had been on the optimum tariffs. A full breakdown of the recommended tariffs for each handset is shown in Part 5.



Part 2 – Analysis Process

Details of the bills analysed for this report (including the invoice dates) are shown in Part 5.

All call records were scanned to create an electronic document from which every call was individually re-billed as if it had been made using another tariff. 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 Orange to Orange if they move to the Orange 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 comparison excludes connection charges and all figures in the report are exclusive of VAT.

BusinessSwitch.co.uk Limited

The analysis has been carried out through BusinessSwitch Ltd - the UK 's leading independent utility pricing consultancy. BusinessSwitch use a specialist tariff analyst consultancy in the analysis of fixed-line and mobile telecoms tariffs, the company can provides services and analysis software to many leading network operators as well as telecoms consultants and end-users.

One of the key attributes of the tariff consultancy 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 BusinessSwitch.co.uk

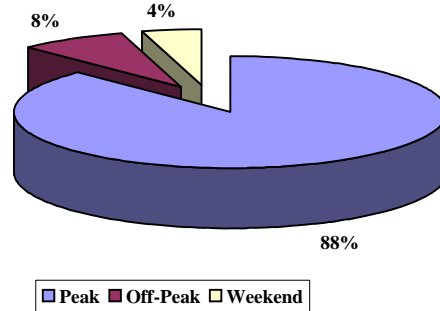
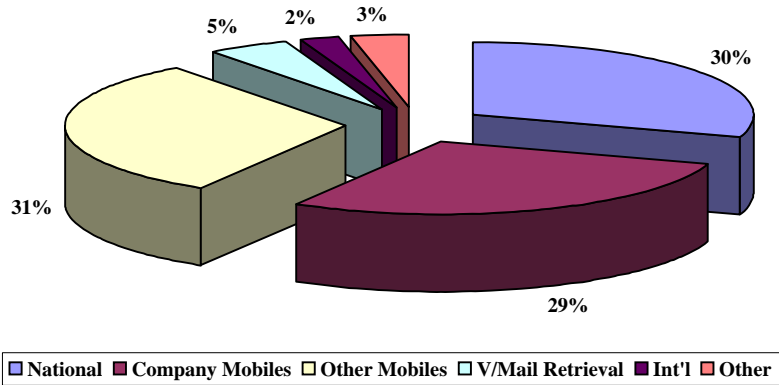
Part 3 - Breakdown of Current Charges & Calls

For 1 Month Period:	Minutes	% of Minutes	Cost	% of Cost
Current Rental Charges			£ 280.32	59%
National Calls	821	33%	£ 2.40	1%
Company Mobiles	42	2%	£ -	0%
Other Mobiles	1157	47%	£ 12.30	3%
Voicemail Retrieval	80	3%	£ -	0%
International	226	9%	£ 28.76	6%
Roaming	40	2%	£ 15.32	3%
Other	107	4%	£ 56.18	12%
Standard Text Messages			£ 79.00	17%
GPRS			£ 0.82	0%
Discount			-£ 3.00	
Total	2473		£ 472.00	
Average Per Handset	190		£ 36.32	

Notes to above table:

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 included in this report.
5. 'Other Mobiles' includes calls to any UK mobile network
6. 'International' means any call from the UK to another country
7. 'Roaming' means any call made or received by the handset while the handset is in a foreign country
8. 'Other' includes calls to Directory Enquiries, 0845, 0870 and Premium Text or Information Services

Part 3 - Call Profile Summary



Part 4 - Most Dialed Numbers

The following table shows the ten numbers that were called most by all handsets as a group:

Dialed Number	Called Mins	No. of Calls	% of Mins
07786xxxxxx	657	136	5.6%
07919xxxxxx	590	99	5.1%
01295xxxxxx	568	179	4.9%
07767xxxxxx	460	165	3.9%
07786xxxxxx	393	118	3.4%
01296xxxxxx	355	9	3.0%
07801xxxxxx	351	165	3.0%
07786xxxxxx	335	91	2.9%
07768xxxxxx	280	112	2.4%
07717xxxxxx	262	92	2.2%
All Calls	11,673	5,304	100%

Part 5 - Charges per Handset

Current Spend

Handset	Current Tariff	Invoice Date	Line Rental ¹	Call Charges	Discount	Net Bill After Any Discount
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£9.00	£349.25	£0.00	£358.25
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£9.00	£42.55	£0.00	£51.55
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£9.00	£52.44	£0.00	£61.44
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£0.00	£0.00	£10.00
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£101.87	£0.00	£111.87
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£0.28	£0.00	£10.28
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£13.61	£48.27	£0.00	£61.88
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£213.11	£0.00	£223.11
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£88.91	£0.00	£98.91
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£55.11	£0.00	£65.11
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£156.04	£0.00	£166.04
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£17.34	£0.00	£27.34
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£87.02	£0.00	£97.02
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£9.00	£82.90	£0.00	£91.90
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£13.61	£60.25	£0.00	£73.86
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£93.86	£0.00	£103.86
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£10.00	£109.53	£0.00	£119.53
07717 xxxxxx	Vodafone Business	Month to 01/07/2003	£9.00	£8.74	£0.00	£17.74

Total Monthly Charge	£1,750
Equivalent Cost of Orange Care ²	£90
TOTAL MONTHLY COST	£1,840
ANNUAL COST	£22,076
Versus Current (£ per annum)	
Versus Current (%)	

Alternatives

Best Orange Your Plan Tariffs		Orange Talkshare Business 10000 + 360	Best Orange or Orange OVP Tariff			
Orange Your Plan 2000 XNET + 120 texts	£208.01	£1,234.83	Orange OVP O2 Max	£224.03	Orange Your Plan 2000 XNET + 120 texts	£208.01
Orange Your Plan 200 XNET	£34.57		Orange OVP O2 200	£34.15	Orange Your Plan 200 XNET	£34.57
Orange Your Plan 700 XNET	£60.85		Orange OVP T-Mobile Everyone 500	£54.15	Orange OVP T-Mobile Everyone 500	£54.15
Orange Your Plan 60 XNET	£16.17		Orange OVP Vodafone Business	£10.00	Orange Your Plan 60 XNET	£16.17
Orange Your Plan 400 XNET	£88.79		Orange OVP O2 400	£81.40	Orange OVP O2 400	£81.40
Orange Your Plan 60 XNET	£16.17		Orange OVP Vodafone Business	£10.28	Orange Your Plan 60 XNET	£16.17
Orange Your Plan 200 XNET	£38.73		Orange OVP O2 250	£35.72	Orange Your Plan 200 XNET	£38.73
Orange Your Plan 1500	£130.26		Orange OVP T-Mobile Anytime Max	£96.87	Orange OVP T-Mobile Anytime Max	£96.87
Orange Your Plan 700 XNET + 60 texts	£66.49		Orange OVP O2 400	£59.23	Orange OVP O2 400	£59.23
Orange Your Plan 400 XNET + 120 texts	£61.29		Orange OVP O2 400	£45.20	Orange OVP O2 400	£45.20
Orange Your Plan 1000 XNET + 60 texts	£143.29		Orange OVP O2 Max	£100.08	Orange OVP O2 Max	£100.08
Orange Your Plan 60 XNET + 60 texts	£19.57		Orange OVP O2 100	£21.27	Orange Your Plan 60 XNET + 60 texts	£19.57
Orange Your Plan 400 XNET	£63.71		Orange OVP T-Mobile Anytime 400	£54.22	Orange OVP T-Mobile Anytime 400	£54.22
Orange Your Plan 400 XNET + 360 texts	£67.07		Orange OVP O2 400	£71.02	Orange Your Plan 400 XNET + 360 texts	£67.07
Orange Your Plan 400 XNET	£46.81		Orange OVP O2 400	£39.85	Orange OVP O2 400	£39.85
Orange Your Plan 1000 XNET	£84.47		Orange OVP O2 Max	£65.37	Orange OVP O2 Max	£65.37
Orange Your Plan 700 XNET	£80.31		Orange OVP O2 Max	£75.90	Orange Your Plan 700 XNET	£80.31
Orange Your Plan 60 XNET + 30 texts	£18.73		Orange OVP T-Mobile Anytime 60	£18.58	Orange Your Plan 60 XNET + 30 texts	£18.73
	£1,245		£1,235	£1,097	£1,096	
				£90	£45	
	£1,245	£1,235	£1,187	£1,141		
	£14,943	£14,818	£14,248	£13,688		
	- £7,133	- £7,258	- £7,829	- £8,388		
	- 32.3%	- 32.9%	- 35.5%	- 38.0%		

Footnotes:

All charges exclude VAT

1. Including charge for itemised billing if applicable

2. £5/month per handset has been added to all non-Orange tariffs (except OVP O2 Business First) to reflect the insurance and warranty package included with all Orange handsets.

Part 6 - Call Profiles per Handset

Handset	Minutes Analysed	% of all Calls	Call Time Periods			Called Destinations (% of Minutes)										Text Message
			Peak	Off-Peak	Weekend	Compan		Vodafone		Voicemai			Other			
						National	y	O2	e	T-Mobile	Orange	I		Int'l		
07717 xxxxxx	2,267	19.4%	82%	9%	9%	21%	13%	20%	27%	2%	11%	3%	1%	1%	111	
07717 xxxxxx	262	2.2%	96%	2%	1%	28%	24%	22%	2%	0%	6%	4%	0%	13%	6	
07717 xxxxxx	533	4.6%	97%	1%	2%	47%	21%	11%	18%	0%	0%	2%	0%	0%	6	
07717 xxxxxx	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	
07717 xxxxxx	623	5.3%	89%	9%	2%	35%	19%	7%	20%	0%	2%	3%	6%	4%	5	
07717 xxxxxx	3	0.0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0	
07717 xxxxxx	305	2.6%	65%	22%	13%	44%	26%	12%	2%	9%	2%	2%	0%	3%	8	
07717 xxxxxx	1,749	15.0%	94%	4%	1%	29%	46%	3%	4%	1%	11%	3%	1%	2%	6	
07717 xxxxxx	702	6.0%	74%	19%	7%	24%	37%	2%	11%	0%	14%	10%	1%	2%	54	
07717 xxxxxx	508	4.4%	75%	23%	2%	17%	51%	3%	11%	0%	4%	14%	0%	0%	82	
07717 xxxxxx	1,414	12.1%	88%	8%	4%	25%	39%	0%	21%	0%	1%	6%	5%	1%	51	
07717 xxxxxx	54	0.5%	95%	5%	0%	7%	8%	54%	19%	0%	6%	6%	0%	0%	49	
07717 xxxxxx	581	5.0%	95%	2%	3%	46%	11%	1%	12%	4%	15%	2%	4%	5%	0	
07717 xxxxxx	426	3.6%	67%	19%	14%	30%	25%	0%	27%	1%	10%	0%	8%	0%	336	
07717 xxxxxx	450	3.9%	83%	11%	6%	23%	28%	11%	18%	0%	11%	5%	0%	4%	1	
07717 xxxxxx	976	8.4%	100%	0%	0%	48%	36%	2%	6%	0%	0%	5%	1%	3%	8	
07717 xxxxxx	777	6.7%	97%	3%	0%	32%	18%	6%	13%	1%	1%	3%	7%	18%	20	
07717 xxxxxx	43	0.4%	98%	2%	0%	34%	21%	9%	8%	0%	8%	18%	0%	3%	39	
TOTALS	11,673	100%	87%	8%	4%	30%	29%	8%	15%	1%	7%	5%	2%	3%	782	