

mobile tariff audit for

# Sample Company Ltd

**audit ref: 12345**

25/02/2011

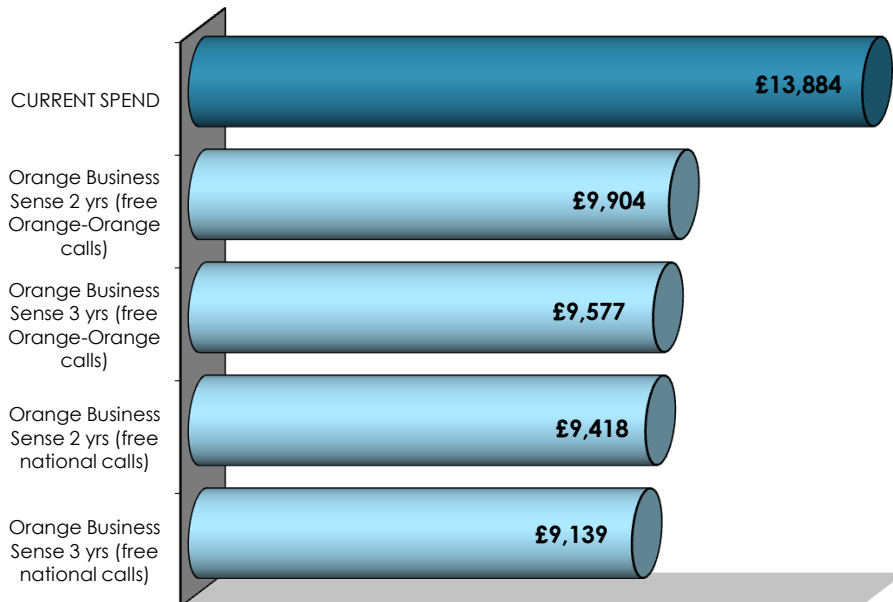
Part 1	executive summary
Part 2	analysis process
Part 3	breakdown of current calls & charges
Part 4	called minutes split by destination & time
Part 5	most dialled numbers
Part 6	current charges per handset
Part 7	breakdown of alternative tariffs
Part 8	call profile per handset
Part 9	allocation of individual bolt-ons

**Customer:** Sample Company Ltd  
**Handsets:** 18  
**Current Tariffs:** O2 - Various Tariffs

<b>Current Charges</b>	<b>monthly</b>	<b>annually</b>
For all handsets:	£1,157	£13,884
Average per handset (ARPU):	£64	£771

<b>Most Competitive Alternative</b>	<b>monthly</b>	<b>annually</b>
For all handsets:	£762	£9,139
Average per handset (ARPU):	£42	£508

<b>Financial Saving</b>	<b>monthly</b>	<b>annually</b>
<b>For all handsets:</b>	<b>£395</b>	<b>£4,745</b>
<b>Average per handset:</b>	<b>£22</b>	<b>£264</b>



**Based on the analysed bills, a saving of 34% (or £4745 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.

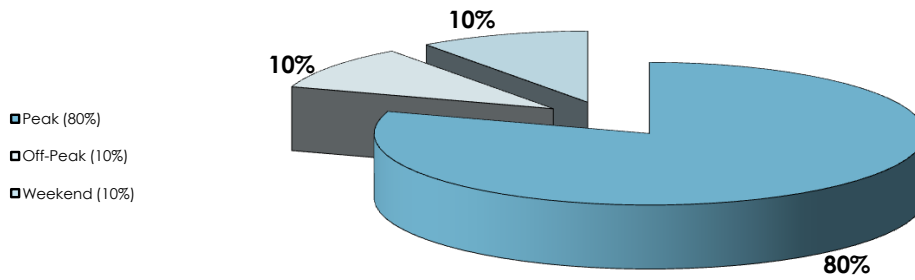
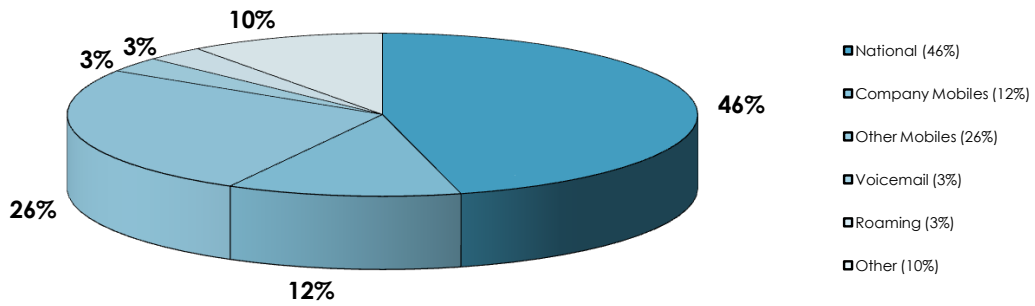
One of the company's key attributes is its independence and all analysis involved in the creation of this report is completely impartial. To discuss this report or any of our services contact Tariffcom, quoting the reference number shown on the front cover of this report.

- 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 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 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.

For period of 1 month:	Minutes	% of Minutes	Current Cost	% of Cost
<b>Current Rental Charges</b>	n/a	n/a	£872.56	75%
<b>Main UK Voice Calls</b>				
National Calls	2,030	46%	£39.08	3%
Company Mobiles	531	12%	£1.26	0%
3 Mobiles	58	1%	£0.11	0%
O2 Mobiles	365	8%	£6.41	1%
Orange Mobiles	255	6%	£9.63	1%
T-Mobile Mobiles	74	2%	£1.97	0%
Vodafone Mobiles	397	9%	£12.71	1%
Voicemail Retrieval	134	3%	£1.91	0%
Standard Text Messages	n/a	n/a	£88.46	8%
<b>Other</b>				
International Calls	28	1%	£2.29	0%
International Text Messages	n/a	n/a	£3.98	0%
Roaming Calls & Texts	134	3%	£50.00	4%
Other Calls & Texts	393	9%	£66.55	6%
GPRS	n/a	n/a	£0.08	0%
Discount	n/a	n/a		n/a
<b>Total</b>	<b>4,398</b>		<b>£1,157.00</b>	
<b>Average per Handset</b>	<b>244</b>		<b>£64.28</b>	

**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



most dialled numbers

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

Dialled Number	Called Mins	% of Mins
07894XXXXXX	243	6%
08444XXXXXX	238	5%
01455XXXXXX	189	4%
01792XXXXXX	169	4%
901	134	3%
01242XXXXXX	123	3%
01494XXXXXX	123	3%
07894XXXXXX	120	3%
01242XXXXXX	88	2%
01452XXXXXX	84	2%
<b>Total</b>	<b>1,511</b>	<b>34%</b>

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





Dialled Number	Called Mins	% of Mins
01455XXXXXX	189	4%
01792XXXXXX	169	4%
01242XXXXXX	123	3%
01494XXXXXX	123	3%
01242XXXXXX	88	2%
01452XXXXXX	84	2%
02080XXXXXX	64	1%
01792XXXXXX	63	1%
01905XXXXXX	54	1%
01452XXXXXX	46	1%
<b>Total</b>	<b>1,003</b>	<b>23%</b>

18 handsets analysed over 1 month to 31/01/2011

Handset	Inactive Devices ?	Voice	Data	B /berry Enterprise	B /berry Internet	Current Tariff	Rental	Call Charges	Discount	Net Bill After Any Discount
07515XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + BES Roam	£40.00	£5.83	£0.00	£45.83
07515XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Data Centric	£25.00	£0.00	£0.00	£25.00
07525XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + BES Roam	£40.00	£9.62	£0.00	£49.62
07525XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Mobile Broadband	£10.64	£0.00	£0.00	£10.64
07590XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Mobile Broadband	£12.77	£0.00	£0.00	£12.77
07725XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Best for Business + BIS	£18.01	£23.04	£0.00	£41.05
07770XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + iPhone Bolt On	£20.51	£5.06	£0.00	£25.57
07771XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Small Business Frequent + iPhone Bolt On	£36.51	£1.80	£0.00	£38.31
07775XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Best for Business + BES	£18.01	£35.91	£0.00	£53.92
07788XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + iPhone Bolt On	£20.51	£2.10	£0.00	£22.61
07850XXXXXX	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Mobile Broadband	£12.77	£0.00	£0.00	£12.77
07894XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Large Business Regular + BES Roam	£132.00	£42.48	£0.00	£174.48
07894XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + BES Roam	£60.00	£66.02	£0.00	£126.02
07894XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + BES Roam	£60.00	£58.21	£0.00	£118.21
07912XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Web Max	£152.66	£0.00	£0.00	£152.66
07912XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Web Max	£152.66	£0.00	£0.00	£152.66
07970XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + iPhone Bolt On	£20.51	£10.06	£0.00	£30.57
07976XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	O2 Additional User + BES Roam	£40.00	£24.31	£0.00	£64.31
<b>Totals</b>							<b>£872.56</b>	<b>£284.44</b>	<b>£0.00</b>	<b>£1,157.00</b>

1 out of 18 devices appear to be inactive

**TOTAL COST      £1,157.00**  
**ANNUALISED COST      £13,884.00**

Current Annualised Spend: £13,884								
Price Plan								
Contract Term	Business Sense 1500 (free national calls)		Business Sense 3000 (free Orange calls)		Business Sense 1500 (free national calls)		Business Sense 3000 (free Orange calls)	
	24 months		24 months		36 months		36 months	
Lead Rental		£67.50		£108.00		£60.75		£97.20
Additional Voice Rentals	11 @ £15.00	£165.00	11 @ £15.00	£165.00	11 @ £13.50	£148.50	11 @ £13.50	£148.50
Additional Text Bundles	5000 texts	£40.00	5000 texts	£40.00	5000 texts	£40.00	5000 texts	£40.00
Blackberry Enterprise Bolt-On	7 @ £20.00	£140.00	7 @ £20.00	£140.00	7 @ £20.00	£140.00	7 @ £20.00	£140.00
Blackberry Internet Bolt-On	1 @ £6.38	£6.38	1 @ £6.38	£6.38	1 @ £6.38	£6.38	1 @ £6.38	£6.38
Mobile Broadband (Regular)	4 @ £15.00	£60.00	4 @ £15.00	£60.00	4 @ £15.00	£60.00	4 @ £15.00	£60.00
Broadband with Europe Roaming	2 @ £60.00	£120.00	2 @ £60.00	£120.00	2 @ £60.00	£120.00	2 @ £60.00	£120.00
i-phone Bolt-On	4 @ £8.00	£32.00	4 @ £8.00	£32.00	4 @ £8.00	£32.00	4 @ £8.00	£32.00
Orange Euro Traveller	2 @ £4.00	£8.00	2 @ £4.00	£8.00	2 @ £4.00	£8.00	2 @ £4.00	£8.00
Chargeable Calls		£145.99		£145.99		£145.99		£145.99
Monthly Total		£784.87		£825.37		£761.62		£798.07
Annualised Total		£9,418.43		£9,904.43		£9,139.43		£9,576.83
<b>Net Annualised Total</b>		<b>£9,418.43</b>		<b>£9,904.43</b>		<b>£9,139.43</b>		<b>£9,576.83</b>
<b>Versus Current (£ pa):</b>		<b>- £4,465.57</b>		<b>- £3,979.57</b>		<b>- £4,744.57</b>		<b>- £4,307.17</b>
<b>Versus Current (%):</b>		<b>- 32%</b>		<b>- 29%</b>		<b>- 34%</b>		<b>- 31%</b>

**Notes:**

Includes unlimited calls to National numbers and optional 10% discount on lead voice rental

See Part 9 for allocation of data and roaming plans

Includes unlimited Orange to Orange calls and optional 10% discount on lead voice rental

See Part 9 for allocation of data and roaming plans

Includes unlimited calls to National numbers and optional 10% discount on lead voice rental

Includes additional 10% discount on all voice rental

See Part 9 for allocation of data and roaming plans

Includes unlimited Orange to Orange calls and optional 10% discount on lead voice rental

Includes additional 10% discount on all voice rental

See Part 9 for allocation of data and roaming plans

Usage below is for a period of 1 month

Handset	Minutes Minutes Analysed	Call Time Periods			Called Destinations (% of Minutes)											Texts & Data Usage			
		Peak	Off-Peak	Weekend	National	Company Mobiles	O2	Vodafone	T-Mobile	Orange	Three	VoiceMail	International	Roaming	Other	Company Texts	Standard Texts	UK Data (Mb)	Roaming Data (Mb)
07515XXXXXX	182	92%	2%	6%	43%	0%	6%	11%	4%	16%	16%	2%	0%	0%	2%	3	16	4	0
07515XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	34	0
07525XXXXXX	126	100%	0%	0%	41%	14%	0%	1%	0%	0%	0%	0%	0%	44%	1	0	1	0	
07525XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	760	0	
07590XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	31	0	
07725XXXXXX	184	84%	3%	14%	40%	7%	15%	18%	3%	8%	0%	8%	0%	1%	1	66	8	0	
07770XXXXXX	324	78%	5%	16%	52%	0%	3%	23%	3%	14%	0%	1%	0%	3%	1	88	140	0	
07771XXXXXX	154	88%	5%	7%	88%	1%	2%	6%	0%	0%	0%	3%	0%	0%	0	65	110	0	
07775XXXXXX	482	61%	33%	6%	72%	0%	5%	4%	1%	8%	0%	2%	0%	7%	0	7	2	0	
07788XXXXXX	70	99%	0%	1%	68%	0%	4%	11%	0%	16%	0%	0%	0%	0%	8	126	183	0	
07850XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	0	0	
07894XXXXXX	679	76%	8%	16%	56%	11%	11%	3%	0%	8%	0%	1%	2%	8%	1%	26	79	5	1
07894XXXXXX	759	78%	11%	11%	21%	31%	14%	9%	0%	1%	2%	6%	2%	10%	3%	20	261	7	1
07894XXXXXX	485	83%	7%	9%	43%	7%	10%	3%	2%	2%	0%	3%	0%	30%	1	370	4	0	
07912XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	325	83	
07912XXXXXX	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0	0	218	62	
07970XXXXXX	221	55%	5%	40%	46%	4%	7%	25%	1%	9%	0%	7%	0%	1%	10	343	63	0	
07976XXXXXX	731	91%	5%	4%	38%	19%	6%	9%	5%	4%	2%	2%	0%	15%	3	62	1	0	
<b>TOTALS</b>	<b>4,398</b>	<b>80%</b>	<b>10%</b>	<b>11%</b>	<b>46%</b>	<b>12%</b>	<b>8%</b>	<b>9%</b>	<b>2%</b>	<b>6%</b>	<b>1%</b>	<b>3%</b>	<b>1%</b>	<b>3%</b>	<b>74</b>	<b>1483</b>	<b>1897</b>	<b>147</b>	

Handset	Orange Traveller	Orange Broadband	Orange Broadband Roaming
07515XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07515XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
07525XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07525XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
07590XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
07725XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07770XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07771XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07775XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07788XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07850XXXXXX	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
07894XXXXXX	E	<input type="checkbox"/>	<input type="checkbox"/>
07894XXXXXX	E	<input type="checkbox"/>	<input type="checkbox"/>
07894XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07912XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	E
07912XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	E
07970XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07976XXXXXX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Notes**

Orange Traveller - 'E' indicates Orange Europe Traveller and 'W' indicates Orange World Traveller

Orange Broadband Roaming - 'E' indicates Business Everywhere Europe and 'W' indicates Business Everywhere World