



Virtual PBX increases mobility for DNA's SME customers

In April 2005 came the opportunity for DNA to supply mobile enterprise solutions to a lucrative new set of customers, establishing a stronger position for itself in the market. This was the result of number portability deregulation in the Finnish Small to Medium Enterprise (SME) segment.

DNA is the third largest mobile provider in Finland, with 750 000 subscribers. In order to address the particular need for mobility and cost-efficiency in the SME market segment, DNA looked to develop a distinct virtual PBX solution to offer total mobility to Finnish companies.

DNA considered the offerings of a number of potential suppliers before choosing long-term partner and network infrastructure provider Ericsson. The Wireless Enterprise Networked Solution (WENS) was selected as it could support all of the features that DNA required in order to meet the needs of its SME customers.

Cedric Kamtsan, Commercial Product Owner – Mobile Virtual PBX, DNA, indicates an additional factor in its choice of supplier: "A major issue was the ability to have the solution ready in a short time-frame. We wanted to launch before the Summer and that is exactly what has happened. Ericsson had the most convincing proposition overall and they took total responsibility for this service."

The deployment of the solution was very smooth, taking only four months end-to-end. Ericsson's WENS service allows DNA to offer all-mobile communications to its SME customers. Peter Lindholm, Account Manager, Ericsson, explains the benefits provided to DNA through the solution: "Using WENS, mobile operators can offer the same type of features as fixed PBX systems. Ericsson offers the possibility to implement these features as part of the operator's network, enabling an enterprise to purchase this as a service rather than investing in installed equipment."

The major benefit delivered to DNA's customers is cost savings from reduced CAPEX. The WENS service also improves functionality, allowing DNA to offer its customers a very flexible numbering plan. SMEs are able to use existing numbers as part of this new service.

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As an integral part of the service Ericsson's Network Resource Gateway (NRG) plays a dual role, offering DNA a structured architecture for WENS and offering the operator a clear interface with third party service developers. This lowers OPEX, shortens time-to-market and widens the selection of potential new value-added services.

Call attendants within companies make call transfers via a web-based solution through a PC. One unique feature of Ericsson's solution is an automatic attendant service supported by hunting groups that automatically connect callers to the most available and appropriate mobile contacts in an enterprise.

In all, DNA is very satisfied with its new capacity to build market share in the SME segment and increase customer loyalty. Cedric Kamtsan summarizes the attractive solution that has been created using Ericsson WENS: "To reach SMEs we have created a flexible service that can adapt itself to different environments and different company needs. There is no longer a requirement for employees to be at one location anymore, all that is now required is a mobile phone and fixed internet access."



*Cedric Kamtsan,
Commercial Product Owner -
Mobile Virtual PBX,
DNA*

Highlights

Customer

DNA, Finland.

Customer Objective

The capacity to offer mobility solutions to SME customers for a strengthened market position.

Ericsson Solution

Wireless Enterprise Networked Solution (WENS).

Customer Benefits

- Increased Average Revenue Per User (ARPU)
- Increased customer loyalty
- Increased market share
- Offer differentiation