



VAVOOMB™

Extending the reach of fixed line phones

Key Operator Benefits

Increase ARPU and customer loyalty

VAVOOMB enables you to introduce an innovative new service and capture revenues that would otherwise be lost

Attract new subscribers

VAVOOMB offers a compelling set of features and benefits to the subscriber, thereby differentiating your fixed line service from other operators

Increase revenues

With targeted advertising, fixed line operators can bring more users onto their service and increase revenues

Key User Benefits

Extended service reach

Users can now take landline calls anywhere via their mobile phone – no more landline missed calls

Flexibility

Users can route inbound calls to one or more devices and can change their preference using any device at any time without operator intervention

Single Identity

Users can be contacted on their home phone at any time and any place

Single account

Users maintain their landline phone number and avoid multiple accounts and multiple billing scenarios

What is it?

VAVOOMB™ is an innovative new solution that extends the reach of a landline telephone to the user's smartphone and to other devices such as their desktop or tablet PC.

With VAVOOMB your subscribers will no longer have to worry about missing calls to their landlines - vital for small businesses. What's more, those users can use their desktop/tablet devices to place landline calls.

Market Dynamics

Is it curtains for fixed line operators?

"Top 10 Dying Industries - Wired Telecom Carries top the list" (IBISWorld report March 2011)

Fixed line operators suffered an eye-watering 55% drop in actual revenue between 2000 and 2010, with an equally dispiriting 37% decline expected between 2010 and 2016.

What's behind this doom and gloom?

The key reason for this dismal performance is VoIP, with the report going on to say that fixed line operators *"are generating lower returns each year as consumers switch to VoIP and wireless products"*. People want more value for their money and use VoIP services such as Skype™ to reduce their voice costs, especially for long distance international calls.

Is there any good news at all?

Yes there is - so before operators start to turn out the lights and vacate their buildings, the report also states:

"Although these industries are all facing negative numbers, the operators in them aren't necessarily on the brink of death..." "Firms that protect their strength in certain market segments, focus on niche opportunities and capitalize on the dwindling number of competitors can often reap the greatest rewards as sole operators, obtaining market survival and profitability."

Other positive data indicators come from PointData who state that residential VoIP subscribers increased 19% in 2010 to 157 million worldwide and forecast fixed line broadband subscribers to grow to over three quarters of a billion by the end of 2015.

What can operators do to ease the pain?

Jinny Software's VAVOOMB product allows operators to leverage their key core network assets and focus on niche opportunities allowing targeted growth, differentiation and profitability.

