

How to compete with Online Service Providers as a Telecom



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The World Is Always On

Fundamental changes of communications behavior





The Telecom's Dilemma

What drives app developers crazy

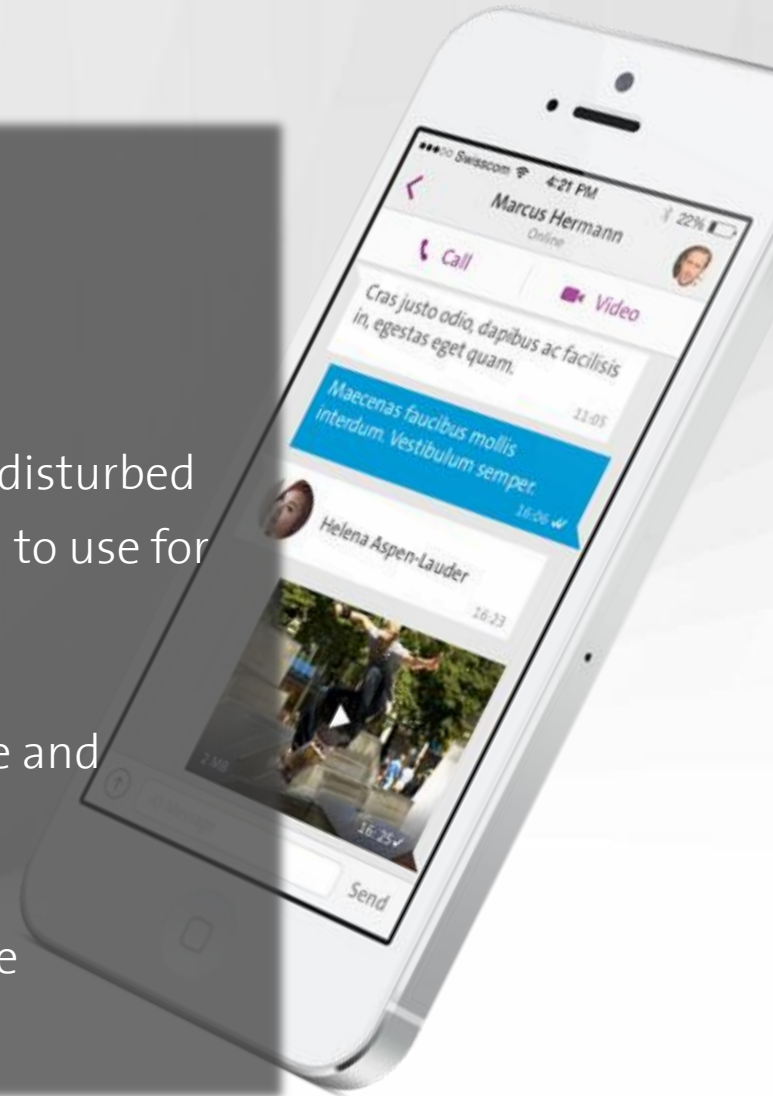
- Access and Service
 - Telco services always require access from the same Telco
- Compatibility, Reliability and Security
 - Need to support the interfaces to our billing and backend engine
 - Cloud services cannot be used
 - Regulations are strict
- Price Plans
 - More than 400 different mobile price plans in place
 - Cannibalization of existing business not allowed
- Segmentation
 - A product always belongs to a segment (ENT, SME, RES)
- Customer Expectation
 - We expect your service to run
 - We have the right to free service calls 24/7



Unified Communications & Identity

For the Swiss and their friends worldwide

- Chat, call and video call for free
- Exchange content (pics, videos, etc.) for free
- Call almost every number in Switzerland
- See who is online or who doesn't want to be disturbed
- Secure Internet identity to communicate and to use for future purposes
- Works on every Internet connection
- Works with iOS, Android and Windows Phone and internet browser (planned)
- Independent software based architecture
- No integration with legacy whenever possible



Current USP Used For Marketing

Make calls, chat and more



Communicate using a single app. Phone, chat, send pictures or videos and much more.



Make free unlimited phone calls to the Swiss fixed and mobile network – even from abroad.



Your privacy is protected, thanks to secure data storage on Swisscom servers in Switzerland.

Perception In The Market

The missing reason why

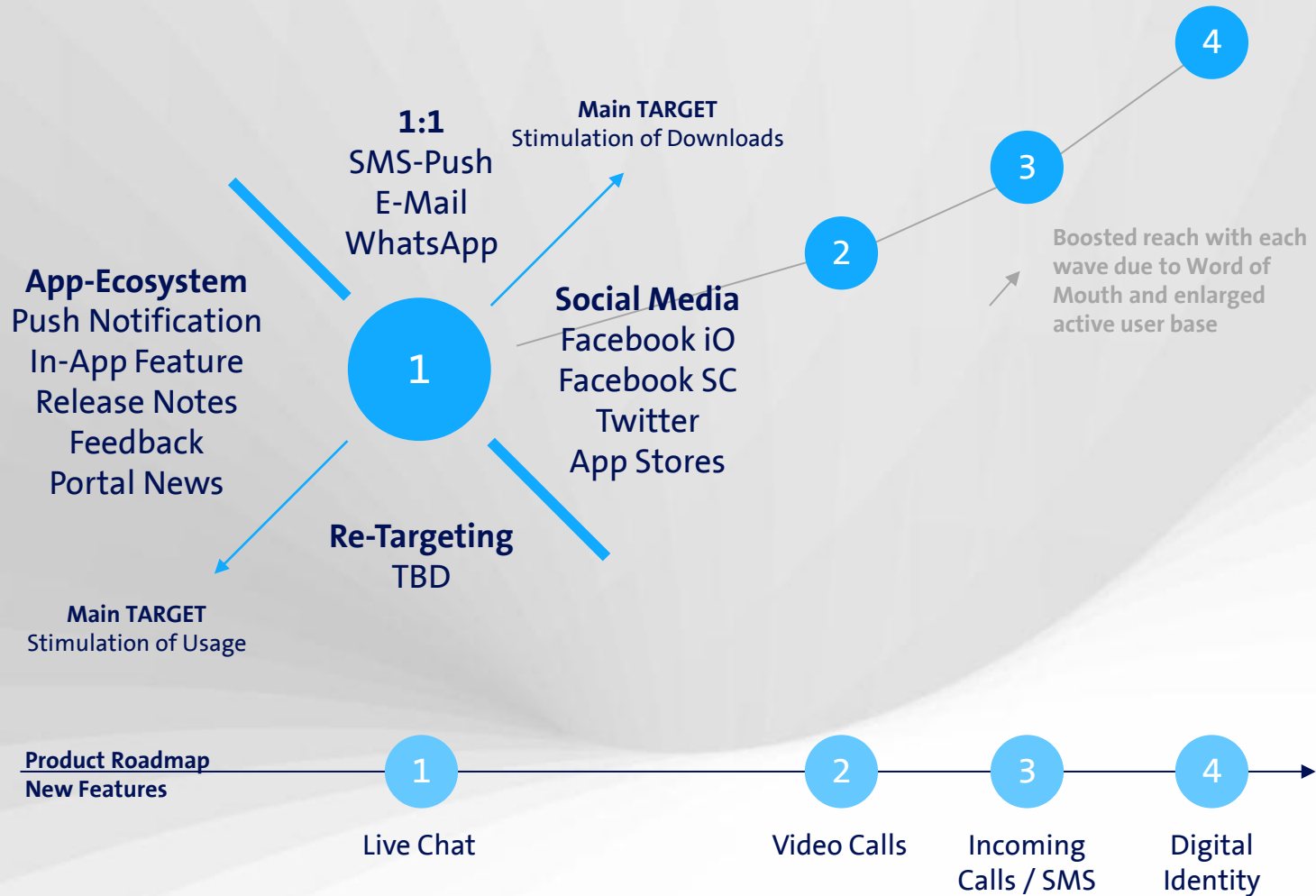


- Existing Users: I'm more or less happy
 - Minor complaints
 - Minor feature wishes
- Potential Users: I don't want to use this app
 - All my friends use WhatsApp and Viber
 - I have whatever I need covered
 - I don't want another app
 - Nobody uses this app
 - Breakout calls are cool but I'm covered with flat rates anyway
 - I hardly make any phone calls anymore
 - Calling from abroad is not so important to me
 - I don't care about privacy
- **Give me a reason why I should use iO!**



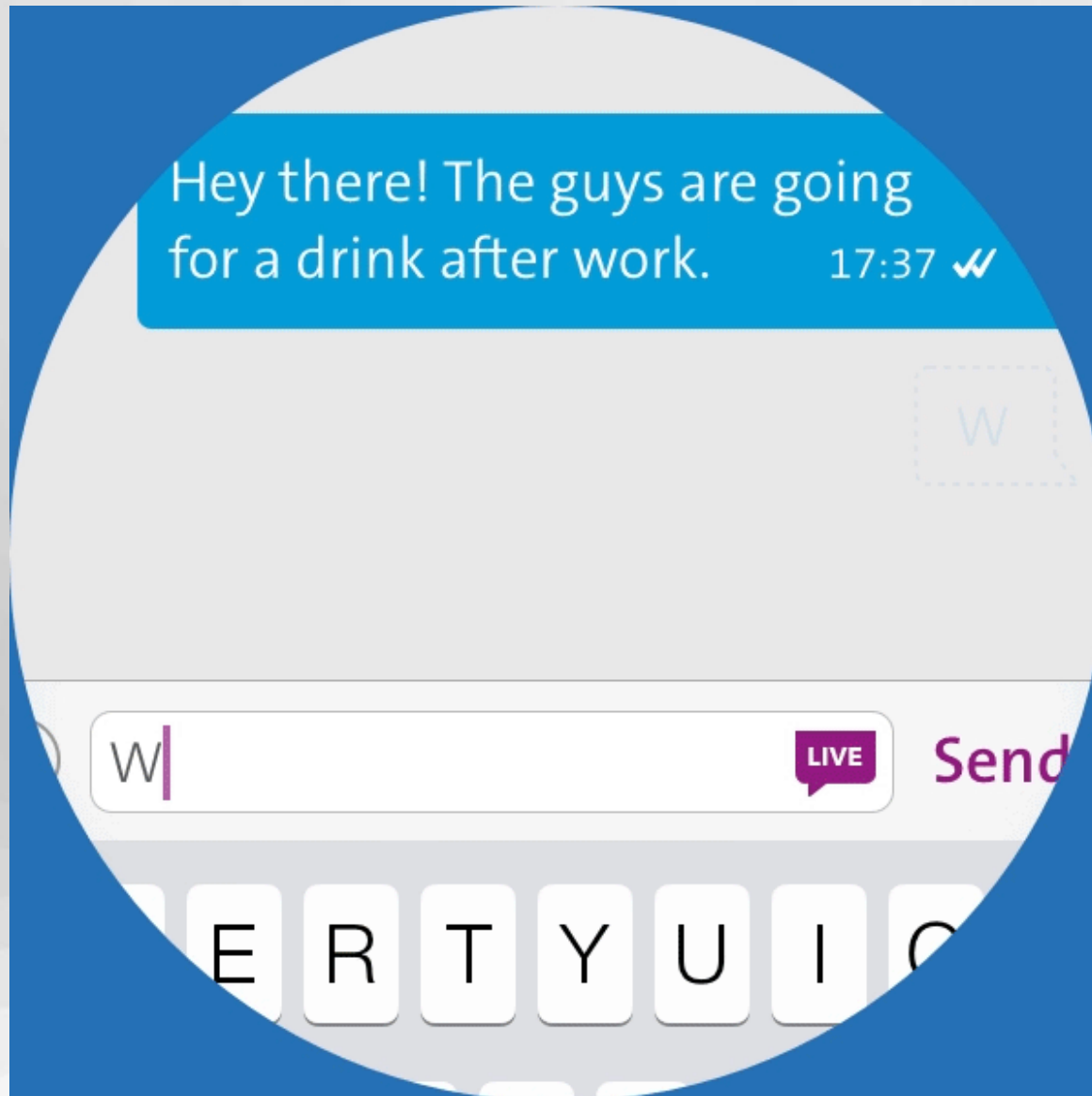
Marketing Approach Winter 2014 / 2015

Focus on communicating the differentiating key features via the app ecosystem and selected channels



Chat becomes alive

LiveChat lets you see what your chat partner is thinking



Thank You!

Q&A

