



J-Box Launch Pad

Differentiate & Enhance your
Mobile Broadband Proposition

Increase mobile broadband ARPU by up to 50%

Mobile Broadband has proven to be a huge success for mobile operators generating much needed incremental revenue at a time when voice services are becoming commoditized and voice ARPU (Average Revenue Per User) continues to fall in developed markets. The impressive growth of mobile broadband has inevitably led to a price war between mobile operators. Not only has the number of operators offering mobile broadband increased over the last two years but they've become more competitive; according to Analysts Screen Digest in their report 3G Mobile Broadband Market: 66 percent of operators offer prepay broadband packages, 59 percent have introduced laptop or notepad bundles to entice customers to subscribe to their network and as a result of this activity they've reduced the average subscription price by a third in the past six months.

So what can operators do to:

1. Increase mobile broadband ARPU and margin?
2. Guarantee their mobile broadband service is compelling and relevant enough to ensure their customers don't churn?

The answer is J-Box from Vennetics. J-Box allows mobile operators to extend its service footprint to the PC screen enabling them to move its mobile broadband proposition away from being just a simple internet access-only product. For example, typical mobile broadband user behaviour today is to gain access to the internet from mobile broadband dongle and then immediately close their connection manager client such that all further commercial and other activity is carried out with web based companies. J-Box from Vennetics proposes to change this behaviour by providing customers with a compelling user interface and experience offering a range of engaging telephony and media features. It's simple and fun to use. It's designed to be intuitive, driving customer adoption, usage and valuable incremental revenue for mobile operators.



J-Box Features - designed to drive revenue

J-Box enables mobile operators to offer a compelling and coherent communications service to their subscribers, which seamlessly integrates internet and mobile network based capabilities. The result is an innovative and exciting feature set that meets the advanced communication needs of today's mobile subscriber. The image above shows the J-Box client with its full feature set. However, an operator can choose to launch the client with the features that are relevant to its market, therefore the features detailed below should be viewed as an a la carte menu of services that can be delivered:

My Bill - View an up to the second mobile bill for both mobile phone and broadband dongle.

Text - Very few subscribers use the text capability that comes with existing broadband dongle clients, largely because the recipient of the SMS will not know the identity of the SMS sender as the mobile number corresponds to the mobile broadband dongle and not the sender's mobile phone number. J-Box addresses this issue directly with a SMS broadcast capability that restores the users real mobile phone number with the SMS sent.

Multi Ring - Allows users to configure whether their incoming calls should be routed to their mobile phone as normal, or else directly to their PC via J-Box, or else to both of these end points simultaneously with the call terminating at the first to answer.

Go Mobile - Users making a VoIP call from J-Box can click the 'Go Mobile' button on the Launch Pad in order to seamlessly move their PC calls to their mobile handset.

Call - enables users to quickly create a low cost international web call. By simply typing the destination number and clicking a button, the user's own mobile handset will ring first and when they answer the destination number will ring.

Conference - Users can simply highlight a few contacts and click a button to cause all the selected numbers to ring simultaneously. As the target users answer they will be pulled into a conference bridge in the IP domain.

Video - The J-Box Launch Pad also allows video content to be played to users, taking advantage of the PC screen as a much more conducive interface for video than the mobile handset screen. It is the ideal medium for operators to use to reinforce sports and music sponsorships or to show the operators latest advertising campaign.

Advertising - The J-Box enables mobile operators to target their customer's with advertising like never before. The advertising content is simply collected from a configurable URL (for eg. a link to current banner advertising on the operator's website or their latest TV advert stored on a server). In addition, Vennetics stores comprehensive user profiles for each J-Box Launch Pad user, which can be used to target different advertising content towards different users.

Inspire your business subscribers by delivering relevant services with real cost savings

While business managers frequently cite productivity as a high priority in choosing communication solutions, business account managers within mobile operators know that the vast majority of enterprise buying decisions are based on price. The J-Box product supports a compelling cost control proposition, targeting both SME and SOHO customer segments, offering easily understood savings to business users.

The J-Box product appeals to both business and consumer subscribers. Below we outline the type of customers that would benefit from using the J-Box product.

Self Chooser SME / SOHO



J-Box enables small business owners to keep their finger on the pulse of their business. It allows them to work smarter and communicate more cost effectively than ever before.

Company Paid SME / Corporate



J-Box offers this segment an intuitive customer experience that is easy to support and delivers a more cost effective way of communicating and working.

International SOHO / SME / Corporate



J-Box offers cost effective and convenient communication solutions that reduces roaming bills and increases productivity.

Excite your consumer subscribers by offering fun and engaging communication services

The Internet is imposing dramatic and rapid change on consumer expectations of communications services. Not alone are IP based technologies accelerating price erosion but social networking, instant messaging and peer-to-peer VoIP services are drawing attention away from mobile handsets and towards the PC screen.

J-Box allows mobile operators to win a relevant presence on the PC screen through a user friendly interface that provides compelling and cost saving features. This enables mobile operators to market and sell their mobile broadband proposition based on service and customer value instead of price. These advanced features not only make the mobile broadband proposition distinctive, they also enhance subscriber experiences, thereby increasing usage and spend.

Social Networkers 15-25 years old



A new, fun and engaging mobile experience that is relevant & intuitive for social networkers as it assists in turning their laptops into more effective communication & entertainment devices

Young Active 25-35 years old



Enables busy young and actives to stay in contact with the people & information that's important to them in the most cost effective and innovative manner.

Adult Personal Family Orientated



Enables Family Orientated customers to stay in contact with their family and friends in a user friendly, fun engaging environment.

The J-Box Product

J-Box comes in two parts:

The J-Box Feature Server - What the Mobile Operator's Network sees

The J-Box Feature Server is a carrier grade application platform that is deployed in the mobile operator's network against either an IMS core or other SIP based infrastructure. The system controls voice, media, messaging and advertising content as well as providing comprehensive support for real time billing, location and presence features.

The J-Box Launch Pad - What the Mobile Operator's Customers see

The J-Box Feature Server also comes with an operator branded PC client called the J-Box Launch Pad. Customers use the Launch Pad to initiate their favourite operator services, such as voice, messaging, video and content from their PC. The J-Box Launch Pad provides a clear opportunity for mobile operators to position their own brand on the PC screen and also includes a media player to allow for push advertising of new products and services. However, the features at the bottom of the Launch Pad extend the role of mobile operators on the PC of their customers, in a manner that breaks new ground for the industry.

The J-Box products can be either downloaded from a web site or automatically installed on any personal computing platform when the USB dongle is first plugged into a machine. An operator-branded J-Box Launch Pad can be deployed in order to create a community of users who can enjoy PC calls and messages between each other. Crucially though, J-Box allows mobile operators to differentiate strongly from Internet companies and other mobile broadband products by providing coherent service logic across both mobile and Internet domains. This linking of the customer's mobile phone and their PC is what gives the J-Box proposition its unique selling point.



Vennetics

Differentiation through innovation

At Vennetics we appreciate that in order to be competitive and relevant in today's market, mobile operators must differentiate their business based on services not technology. We're committed to enabling mobile operators launch richer, better, simpler, and more integrated IP and mobile services. Key to this strategy is our unique ability to link a subscriber's mobile phone and their PC, enabling mobile operators to enhance their offering by extending their service footprint to the PC screen.

Contact us

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