

Vodafone disrupts the small & medium business market with its WiFi for business solution

Introduction

Vodafone Group is the world's second largest mobile telecommunications company operating in more than 30 countries with around 400 million customers worldwide.

Born as a mobile operator, Vodafone is immersed in the purchase of fixed operators to complement its cellular access proposition and provide a convergent offer. Through the acquisition of fixed operator Ono, Vodafone in Spain became one of the first markets to have a consolidated convergent proposition: Vodafone One.

Having already tackled the residential market, Vodafone put its sights on the valuable small and medium business segment for which the offer is more sophisticated, as it pursues helping SMBs on their path to business digitization and profitability. Very recently, partnering with Fon, Vodafone launched "ONE PROFESSIONAL" package for business, which includes: Mobile, Fixed TV and WiFi.

The project

The Spanish business fabric is made of more than 3 million businesses, most of them SMBs. Within the enterprise mobile market Vodafone had a 30% share. However within the fixed broadband enterprise segment it had a disappointing 8% market share, that by 2014 reached 13% through the purchase of fixed operator Ono. Gaining market share, and boosting convergence, was only possible with the most attractive business offering in the market, where WiFi was the icing on the cake.

Objectives pursued

- Professional Guest WiFi solution to be included in Professional ONE package
- One solution suitable for all business segments: Small and medium
- Market share increase for the SMB segment

Business model

"Vodafone WiFi for your business" powered by Fon, is a Guest WiFi Professional service that allows the owner of a small or medium establishment to offer safe and high quality WiFi to its customers. It also allows full customization of the connectivity flow, with the business' branding and personal touch, and provides the owner with socio-demographic data of their visitors.

Vodafone also provides the business owner with a small router, and prices the service at a specific fee on top of the One Professional package.



Why Fon?

- Operating in a saturated market requires the agility to deploy innovative services in short time to market cycles. Fontech's WSMP allowed Vodafone to integrate WiFi services within existing operational framework enabling central management and control.
- Fontech's hierarchical solution, allowed Vodafone to create different segments, and customize them with tailored business propositions for three different types of customers: consumer, small businesses and municipality.