Major European Mobile Network Carrier Offers KoolSpan's TrustCall Service, Creating Competitive Edge and Increasing Revenue

A major European fixed and mobile network carrier deployed KoolSpan's TrustCall Service as a secure voice and messaging solution, offering mobile communication security to their customers. The security solution provided the mobile network carrier with a competitive edge as well as increased revenue.

CHALLENGE

The European carrier was experiencing a decline in its traditional revenue base due to an ongoing influx of additional competitors in the market. In order to compete, carriers decreased prices, generating less revenue per user. This competitive pressure significantly affected the carrier's revenue on two levels: The carrier lost customers due to competitors' lower pricing; and the carrier decreased its own pricing to retain customers, as well as attract new ones.

The telecommunications company concluded they required a creative solution to satisfy existing customers as well as sign on new ones, and critically, increase average revenue per user (ARPU).

SOLUTION

The carrier recognized that today's market is less dependent on voice minute consumption as a source of revenue growth, and increasingly turning towards growth derived from services that drive additional wireless network data usage.

Enterprises and consumers are increasingly using services such as WhatsApp, Skype and Facebook to communicate using data on the wireless data network (and perhaps using these services in place of voice calls over the voice network). The carrier receives revenue from data usage related to third party services, but no revenue from the sale of the actual services. The carrier decided to find a solution enabling them to generate revenue from the sale of new services in addition to the underlying data usage.

Identifying the growing need for secure communications, the provider decided to reposition as a security advisor and sell a secure voice and messaging solution layered on their existing data services – thereby taking advantage of increased data consumption while addressing market demand for mobile security services. The carrier could provide a single solution to their customers including a smartphone, data, and secure voice and messaging, thereby creating a competitive edge as well as increasing revenue.

Following a very thorough evaluation of the secure communication solutions available in the market today, the carrier selected KoolSpan TrustCall as the ideal solution for multiple reasons:

» **On-Premise Deployment** – TrustCall is the only secure mobile communications solution that supports a managed service, where infrastructure functions are hosted and managed by KoolSpan, or an on-premise solution, where the infrastructure is deployed at the service provider or enterprise customer for enhanced control and security.

» **Interoperability** –The TrustCall secure voice and messaging service is supported across Android, iPhone and BlackBerry and is interoperable across all three platforms.

» **Flexibility and multiple Authentication and Encryption Methods** – TrustCall provides multiple modes for protecting the critical encryption functions, including external hardware (microSD), as well as in the secure hardware space native to the mobile device CPU (TEE or PKI). This flexibility enables the carrier to address customer demand across different market segments with various encryption security needs and price points.

BENEFITS

The carrier deployed TrustCall, easily incorporating the "Carrier Mobile Encryption Service" in their existing cloud architecture without any additional hardware requirements. The virtual implementation minimized cost, resources, and time, enabling them to quickly launch the service.

Once launched, the mobile network carrier offered the "Carrier Mobile Encryption Service" layered on their existing data plans; increasing prices, while adding a competitive edge, thereby adding to their bottom line and generating additional revenue. After proposing the "Carrier Mobile Encryption Service" to their existing customer base, approximately 60% of their Business and Government customers were interested in the additional security service, with Government entities comprising a significantly higher percentage of interest.