

mobile tariff audit for

Sample Customer Ltd

audit ref: 12345

18/09/2009

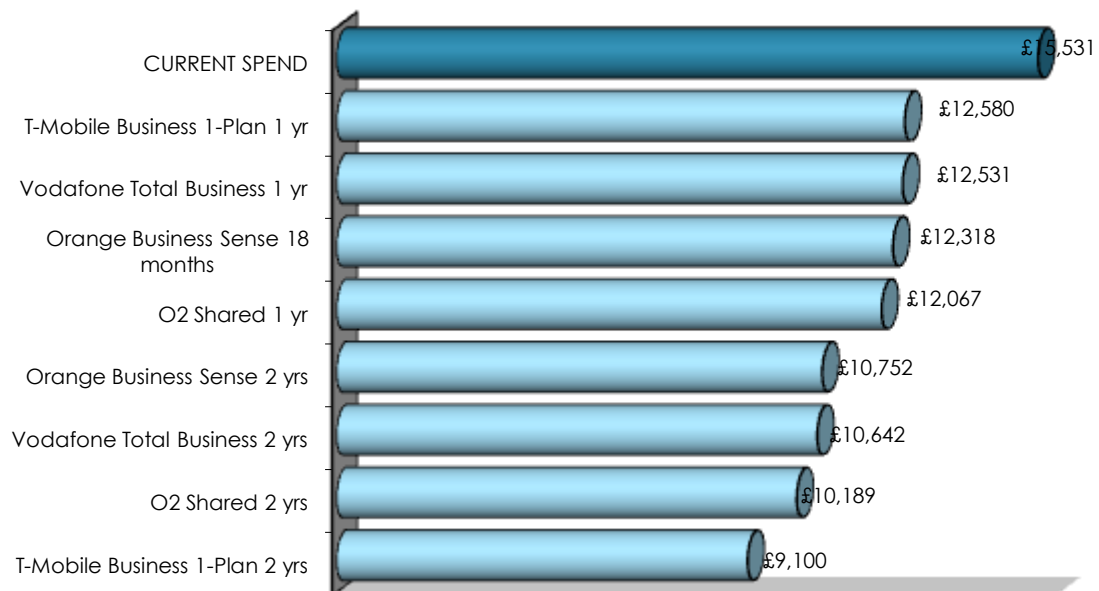
Part 1	executive summary
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Customer: Sample Customer Ltd
Handsets: 34
Current Tariffs: Vodafone - Various Tariffs

Current Charges	monthly	annually
For all handsets:	£1,294	£15,531
Average per handset:	£38	£457

Most Competitive Alternative	monthly	annually
For all handsets:	£758	£9,100
Average per handset:	£22	£268

Financial Saving	monthly	annually
For all handsets:	£536	£6,431
Average per handset:	£16	£189



Based on the analysed bills, a saving of 41% (or £6431 per year) would be achieved on the optimum tariffs. A detailed breakdown of the recommended tariffs is shown in Part 7.

The analysis has been carried out by Tariffcom Ltd - the UK's leading independent telecoms pricing consultancy. Specialising in the analysis of fixed-line and mobile telecoms tariffs, the company provides services and analysis software to many leading network operators as well as telecoms consultants and end-users.

One of the company's key attributes is its independence and all analysis involved in the creation of this report is completely impartial. To discuss this report or any of our services contact Tariffcom, quoting the reference number shown on the front cover of this report.

- The cost of each individual call has been calculated at each of the alternative tariffs included in the audit. Although over 50 tariffs may have been included in the analysis, only the results for the most competitive ones are shown in this report. The analysis takes account of any minimum charges, bundled calls and discount schemes.
- 'Company Mobiles' means calls between the handsets which have been analysed for this report. It is assumed that all handsets will be moved to the same network and, for example, existing Vodafone to Vodafone calls will become Orange to Orange if they move Orange network.
- Where the bill indicates that a call is cross network (i.e. to a mobile number on a network other than the originating network) but doesn't specify which of the other networks the call is to, we assume that the number has not been ported and that the called handset is on the network which was originally allocated the dialled number.
- The results shown are based on the data analysed. There is no guarantee that the same savings will be achieved on future bills as the call-profiles of these could be significantly different from those analysed.
- The comparison excludes connection charges and all figures in the report are exclusive of VAT.
- Details of the bills analysed for this report (including the invoice dates) are shown in Part 6.

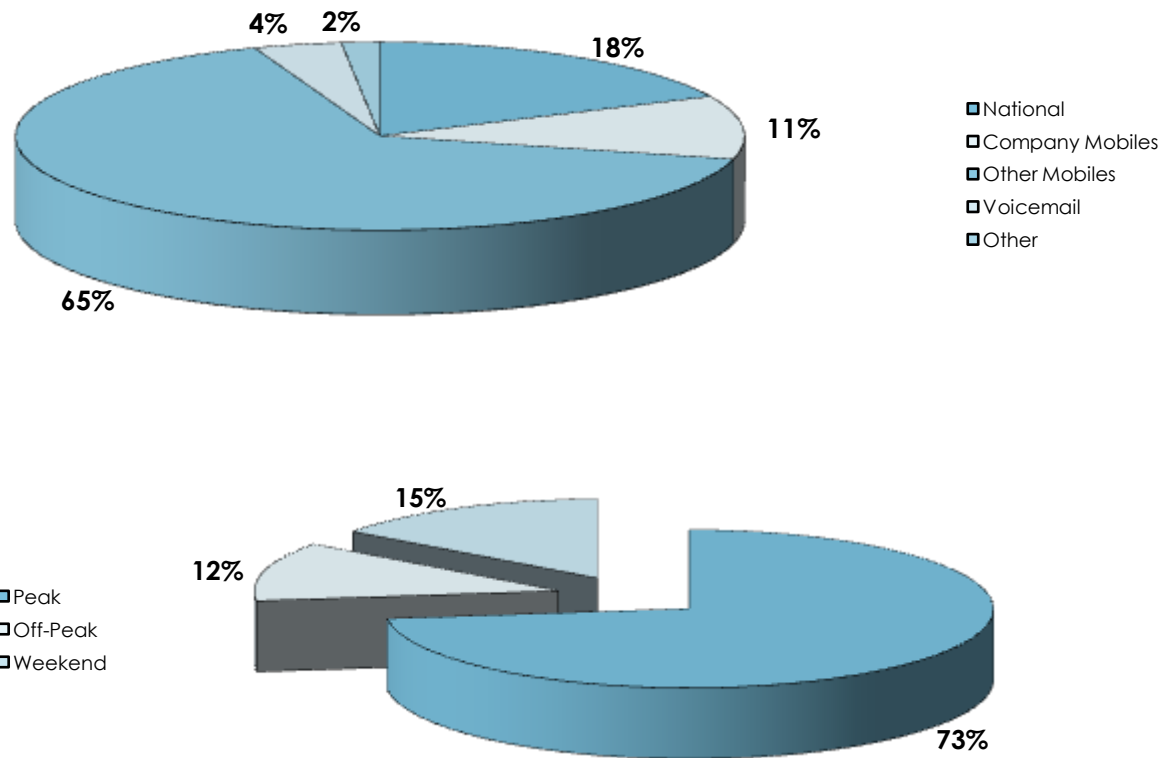
breakdown of current calls & charges

For 1 Month Period:	Minutes	% of Minutes	Current Cost	% of Cost
Current Rental Charges	n/a	n/a	£876.41	68%
Main UK Voice Calls				
National Calls	1,928	18%	£1.06	0%
Company Mobiles	1,159	11%	£0.30	0%
3 Mobiles	474	4%	£0.34	0%
O2 Mobiles	2,516	24%	£7.27	1%
Orange Mobiles	786	7%	£0.56	0%
T-Mobile Mobiles	2,065	19%	£5.94	0%
Vodafone Mobiles	1,152	11%	£0.32	0%
Voicemail Retrieval	414	4%	£0.97	0%
Standard Text Messages	n/a	n/a	£198.11	15%
Other				
International Calls	12	0%	£1.43	0%
International Text Messages	n/a	n/a	£0.61	0%
Roaming Calls & Texts	6	0%	£6.24	0%
Other Calls & Texts	163	2%	£38.18	3%
GPRS	n/a	n/a	£156.51	12%
Discount	n/a	n/a		n/a
Total	10,676		£1,294.24	
Average per Handset	314		£38.07	

Notes:

1. All charges exclude VAT
2. 'Current Rental' includes any charges for itemised billing
3. 'National Calls' includes calls to UK numbers beginning '01' or '02'
4. 'Company Mobiles' means calls between the handsets which have been analysed for this report.
5. Where the mobile network called cannot be identified from the billing information, we assume that the call is to the network originally owning the number range.
6. 'International' means any call from the UK to another country
7. 'Roaming' means any call made or received by the handset while the user is abroad
8. 'Other' includes calls to Directory Enquiries, 0845, 0870 and Premium Rate numbers as well as Premium Text or Information Services

called minutes split by destination & time



most dialled numbers

This table shows the ten numbers called most by all handsets:

Dialled Number	Called Mins	% of Mins
07511XXX044	424	4%
07879XXX506	339	3%
Voicemail121	327	3%
07738XXX006	309	3%
01634XXX000	202	2%
07932XXX751	183	2%
01617XXX005	182	2%
07958XXX374	174	2%
07828XXX289	164	2%
07889XXX220	142	1%
Total	2,444	23%

This table shows the ten LANDLINE numbers called most by all handsets:

Dialled Number	Called Mins	% of Mins
01634XXX000	202	2%
01617XXX005	182	2%
01753XXX173	132	1%
02089XXX933	111	1%
01484XXX082	103	1%
02089XXX692	87	1%
01795XXX939	70	1%
01289XXX570	61	1%
02070XXX600	38	0%
01753XXX703	33	0%
Total	1,017	10%

current charges per handset

34 handsets analysed over 1 month to 01/07/2009

Handset	Inactive Devices ?					Current Tariff	Rental	Call Charges	Discount	Net Bill After Any Discount
	Voice	Data	B/berry Enterprise	B/berry Internet						
07714XXX597	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07714XXX198	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£6.97	£0.00	£18.97
07775XXX964	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£49.47	£0.00	£61.47
07775XXX967	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone Total Business 8000 Sharer + BIS	£24.50	£0.67	£0.00	£25.17
07775XXX975	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer + 500 Mb Data	£19.50	£0.00	£0.00	£19.50
07775XXX978	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07775XXX983	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000	£340.00	£0.00	£0.00	£340.00
07810XXX452	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Business	£11.91	£164.96	£0.00	£176.87
07860XXX189	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Vodafone Small Business 1500	£110.00	£16.46	£0.00	£126.46
07903XXX151	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£42.30	£0.00	£54.30
07917XXX824	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07917XXX027	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07917XXX269	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07917XXX763	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07917XXX043	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07917XXX172	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07917XXX253	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07919XXX219	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£1.23	£0.00	£13.23
07931XXX357	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.59	£0.00	£12.59
07946XXX837	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£19.53	£0.00	£31.53
07946XXX840	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£1.73	£0.00	£13.73
07949XXX019	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer + 500 Mb Data	£19.50	£1.71	£0.00	£21.21
07951XXX541	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£2.83	£0.00	£14.83
07956XXX352	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£32.26	£0.00	£44.26
07956XXX231	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£5.27	£0.00	£17.27
07956XXX789	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£5.95	£0.00	£17.95
07956XXX898	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07957XXX891	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer + 500 Mb Data	£19.50	£0.00	£0.00	£19.50
07958XXX221	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07958XXX342	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£6.49	£0.00	£18.49
07958XXX374	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer + 500 Mb Data	£19.50	£27.11	£0.00	£46.61
07958XXX851	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£0.00	£0.00	£12.00
07958XXX558	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£4.70	£0.00	£16.70
07983XXX076	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vodafone Total Business 8000 Sharer	£12.00	£27.60	£0.00	£39.60
Totals							£876.41	£417.83	£0.00	£1,294.24

10 out of 34 devices appear to be inactive

TOTAL COST £1,294.24
ANNUALISED COST £15,530.88

breakdown of alternative tariffs (24 month options)

Current Annualised Spend: £15,531	O2	Orange	T-Mobile	Vodafone
Price Plan	Large Frequent 5000	Business Sense 10000	Business 1-Plan 8000	Total Business 8000
Contract Term	24 months	24 months	24 months	24 months
Lead Rental		£318.75	£160.00	£340.00
Additional Voice Rentals	33 @ £12.00 £396.00	33 @ £12.75 £420.75	34 @ £15.00 £510.00	33 @ £12.00 £396.00
Additional Text Bundles	2700 texts £22.00	2500 texts £77.00		3 x 100 @ £3 £9.00
Blackberry Internet Bolt-On	2 @ £8.51 £17.02	2 @ £4.25 £8.50	2 @ £8.51 £17.02	2 @ £10.00 £20.00
O2 Web Max Bolt-On	1 @ £25.00 £25.00			
O2 Web Bolt-On	4 @ £6.38 £25.52			
Orange WfB 500Mb Bolt-On		5 @ £4.25 £21.25		
T-Mobile Web'n'Walk Bolt-On			5 @ £4.26 £21.30	
Voda Mobile Internet Bolt-On				5 @ £7.50 £37.50
Chargeable Calls	£155.52	£49.73	£50.03	£54.31
Monthly Total	£849.06	£895.98	£758.35	£886.81
Annualised Total	£10,188.70	£10,751.81	£9,100.25	£10,641.77
Net Annualised Total	£10,188.70	£10,751.81	£9,100.25	£10,641.77
Versus Current (£ pa):	- £5,342.18	- £4,779.07	- £6,430.63	- £4,889.11
Versus Current (%):	- 34%	- 31%	- 41%	- 31%

Notes:

Includes unlimited calls to the 10 most dialled landline numbers shown in Part 5

Including 20% discount on all voice & text rentals

See bottom of Part 8 for allocation of data plans

Includes 15% discount on voice rentals

See bottom of Part 8 for allocation of data plans

Includes unlimited calls to UK landlines and unlimited texts

See bottom of Part 8 for allocation of data plans

Includes unlimited calls to UK landline numbers and 50 free texts per handset

See bottom of Part 8 for allocation of text / data bundles

call profiles per handset

Handset	Minutes Used		Call Time Periods			Called Destinations (% of Minutes)											Text & Data			
	Minutes Analysed	% of all Calls	Peak	Off-Peak	Weekend	National	Company Mobiles	O2	Vodafone	T-Mobile	Orange	Three	Voicemail	International	Roaming	Other	UK GPRS (Mb)	Company SMS	Standard SMS	O2 My Europe Extra
07714XXX597	196	1.8%	72%	22%	6%	0%	31%	31%	0%	38%	0%	0%	0%	0%	0%	0%	0.00	1	13	
07714XXX198	393	3.7%	64%	22%	15%	26%	12%	25%	12%	3%	18%	3%	0%	0%	0%	1%	0.09	18	98	
07775XXX964	1,775	16.6%	78%	12%	11%	7%	6%	40%	10%	25%	5%	3%	4%	0%	0%	0%	0.00	0	492	
07775XXX967	56	0.5%	100%	0%	0%	70%	7%	1%	3%	0%	0%	0%	6%	0%	0%	12%	3.66	1	14	
07775XXX975	37	0.3%	84%	12%	4%	39%	3%	0%	0%	0%	38%	0%	20%	0%	0%	0%	15.71	0	0	
07775XXX978	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07775XXX983	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07810XXX452	54	0.5%	79%	5%	15%	26%	6%	36%	3%	3%	2%	0%	24%	0%	0%	0%	24.50	0	3	
07860XXX189	536	5.0%	86%	8%	6%	26%	11%	7%	16%	5%	8%	2%	17%	2%	0%	6%	2.14	7	27	
07903XXX151	749	7.0%	82%	16%	2%	11%	7%	11%	50%	7%	11%	1%	3%	0%	0%	0%	0.00	0	473	
07917XXX824	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07917XXX027	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07917XXX269	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07917XXX763	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07917XXX043	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07917XXX172	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07917XXX253	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07919XXX219	176	1.6%	68%	20%	12%	17%	1%	39%	0%	13%	30%	0%	0%	0%	0%	0%	0.00	0	46	
07931XXX357	126	1.2%	94%	6%	0%	37%	10%	0%	0%	49%	0%	1%	2%	0%	0%	0%	0.00	3	3	
07946XXX837	1,064	10.0%	66%	10%	24%	22%	7%	50%	10%	1%	1%	8%	0%	0%	0%	1%	0.02	20	164	
07946XXX840	318	3.0%	71%	14%	15%	10%	1%	16%	0%	56%	5%	0%	10%	0%	0%	2%	0.00	0	12	
07949XXX019	1,048	9.8%	88%	11%	1%	37%	21%	17%	5%	2%	7%	0%	9%	0%	0%	1%	111.23	4	51	
07951XXX541	459	4.3%	65%	17%	18%	3%	21%	10%	9%	29%	17%	10%	0%	0%	0%	0%	0.00	0	77	
07956XXX352	704	6.6%	73%	15%	13%	2%	2%	10%	5%	39%	8%	27%	7%	0%	0%	1%	0.00	6	332	
07956XXX231	567	5.3%	88%	3%	9%	31%	10%	5%	16%	7%	23%	2%	4%	0%	0%	2%	0.00	3	37	
07956XXX789	324	3.0%	70%	18%	12%	10%	13%	19%	5%	36%	11%	2%	0%	0%	0%	5%	0.00	18	76	
07956XXX898	0	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07957XXX891	1	0.0%	100%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	48.01	0	0	
07958XXX221	14	0.1%	67%	30%	3%	0%	71%	0%	0%	29%	0%	0%	0%	0%	0%	0%	0.00	0	0	
07958XXX342	79	0.7%	91%	4%	5%	52%	25%	2%	3%	6%	0%	1%	4%	0%	8%	0%	0.00	4	8	
07958XXX374	235	2.2%	97%	1%	2%	48%	26%	9%	5%	6%	2%	1%	0%	0%	0%	3%	340.10	15	298	
07958XXX851	6	0.1%	100%	0%	0%	0%	0%	0%	0%	10%	0%	0%	90%	0%	0%	0%	0.00	0	0	
07958XXX558	213	2.0%	76%	12%	12%	8%	73%	1%	4%	12%	2%	1%	0%	0%	0%	0%	0.00	49	48	
07983XXX076	1,548	14.5%	46%	12%	42%	17%	4%	29%	6%	35%	2%	3%	0%	0%	0%	3%	0.00	26	229	
TOTALS	10,676	100%	73%	12%	15%	18%	11%	24%	11%	19%	7%	4%	4%	0%	0%	2%	545.47	175	2501	

Notes on allocation of individual bolt-ons and data plans

O2 voice handsets (excluding Blackberries) using data allocated Web Max if over 300Mb/month, Web Bolt-On if over 6.38Mb/month or Data 5 if over 3.28Mb/month

Orange data only devices allocated Mobile Broadband

Orange voice handsets (excluding Blackberries) using data allocated WfB 2Gb if over 1.29Gb/month, WfB 1Gb if over 263Mb/month, WfB 250Mb if over 11.725Mb/month, WfB 10Mb if over 7.125Mb/month or WfB 4Mb if over 1Mb/month

T-Mobile voice handsets using data allocated Web'n'Walk if over 1.67Mb/month

Vodafone text bundles - Text Max allocated to handsets with 125 or more chargeable texts per month, Text 100 to handsets with 38 to 124 chargeable texts per month

Vodafone voice handsets (excluding Blackberries) with data allocated Mobile Internet High if using over 521Mb/month or Mobile Internet if using over 2.95Mb/month