
UCD MARKETING DEVELOPMENT PROGRAMME

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Report

To Ascertain the Propensity of the SME Sector in the UK and Ireland to Adopt GSM to WiFi Roaming Services with a View to Facilitating the Launch of a Fixed Mobile Convergence Service

Report prepared for:



by



14 December 2007

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EXECUTIVE SUMMARY

The UCD Marketing Development Programme was approached by Mr. John Barron, Vice President of Marketing of Accuris Networks, to undertake research in order to determine the likelihood of the SME sector in the UK and Ireland adopting GSM to WiFi roaming services with a view to facilitating the launch of a Fixed Mobile Convergence service.

The research took place in October 2007 and three hundred and thirty two telephone interviews were carried out with UK and Irish SMEs. The interview participants included IT managers or an informed person responsible for telecommunications within each SME. The following executive summary is an outline of the key findings and recommendations from the research conducted.

It emerged from the research that the majority of Irish and UK companies have broadband in their office. SMEs are aware of the effectiveness of mobile technology, with an overwhelming majority agreeing or strongly agreeing that it improves productivity and facilitates mobile working. However, nearly half of SMEs agree or strongly agree that mobile technology presents a security risk, therefore this is an issue that would have to be addressed when releasing a new mobile technology.

Nearly half of SMEs are satisfied or very satisfied with their landline, mobile and broadband providers. The area in which there is least satisfaction is in terms of product innovation.

Reliability is an overwhelmingly important factor in choosing a mobile, landline or broadband provider. This could potentially result in resistance to a new product, as it may not have a proven track record of reliability. The other most important factors identified when choosing any provider are customer service and price. The least important factor when choosing a provider is product offering.

The most prominent factors discouraging SMEs to switch mobile, broadband and landline providers are costs, inconvenience and satisfaction with their current providers. Therefore, lower costs and ease of switching to a fixed mobile convergence (FMC) service must be emphasised in order for SMEs to change their providers.

The vast majority of respondents are unaware of fixed mobile convergence. The majority of SMEs are aware of WiFi, however, only half of respondents actually have it deployed in their office. Of those who do not have it deployed; very few have plans to install WiFi in the future.

Respondents have shown a strong reluctance to switch from fixed lines to mobile phone lines, citing costs and hassle/inconvenience as the main reasons. This may be a result of businesses perceiving mobile phones to be more expensive than fixed lines.

Between the UK and Ireland, on average, half of SMEs are willing to adopt a single provider for mobile, broadband and phone lines. This is prior to being informed about the benefits that it could provide. One fifth of respondents are unsure if they would use a single provider. The primary reason to change to a single provider for fixed lines, mobile and broadband would be if it lowered costs.

Recommendations for FMC future communications strategy include placing added emphasis on the cost savings, convenience and reliability of the service. Finally, it would also be recommended that promotion of the service focus on the cost saving benefit and the reliability of the wireless technology.

SECTION ONE:

INTRODUCTION

1.1 Project Objectives:

The primary objective of the project is outlined as follows:

"To ascertain the propensity of the SME sector in the UK and Ireland to adopt GSM to WiFi roaming services with a view to facilitating the launch of a Fixed Mobile Convergence service by a mobile operator."

1.2 Methodology:

In order to effectively address the specific nature of the proposal objectives, the methodology adopted was of a quantitative nature.

- 332 short telephone interviews were carried out with UK and Irish SMEs;
- The target audience for the research was IT managers or informed individuals responsible for telecommunications in a company;

The breakdown for the telephone questionnaires is as follows:

Country	Number of Questionnaires
Ireland	200
United Kingdom	132*
Total	332

*A lower number of completed questionnaires were achieved due to large numbers of UK SME's stating that it was company policy not to conduct telephone interviews.

RESEARCH FINDINGS

UNITED KINGDOM

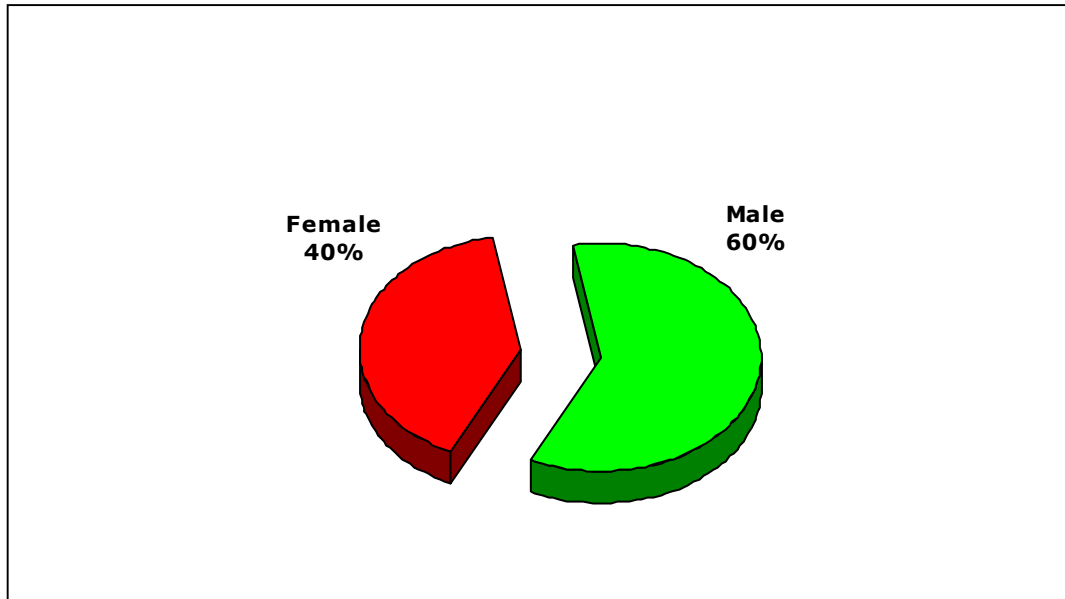
SECTION TWO:

SAMPLE DETAILS

2.1 Introduction

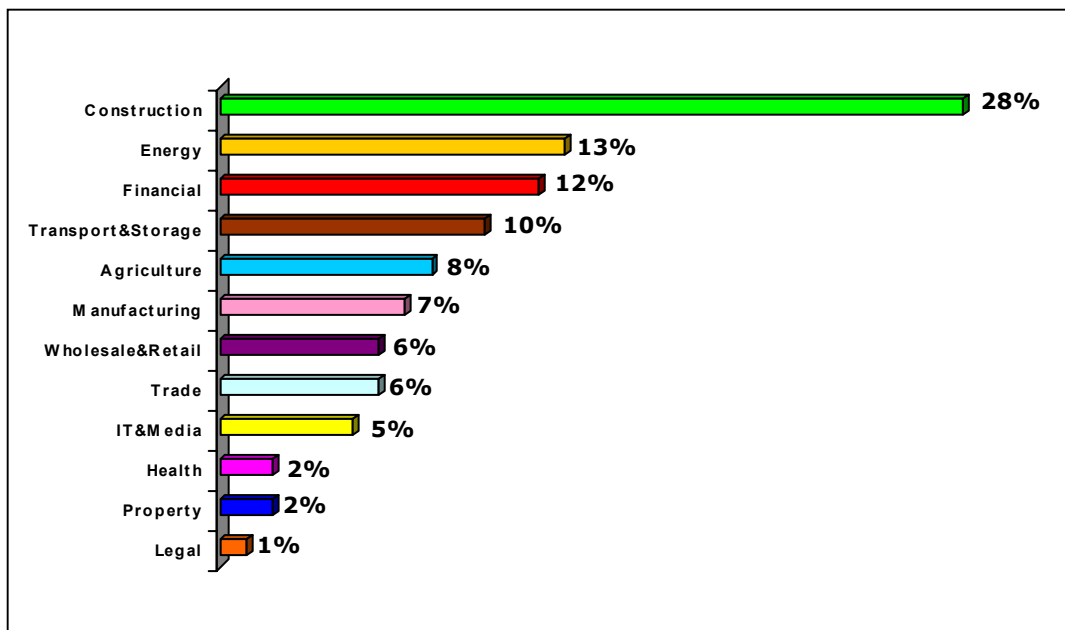
This section profiles the respondents that participated in the telephone interviews in the UK, with regards to gender, industry and the number of employees in the office.

Figure 1: Gender



Base: 132 UK SME Respondents

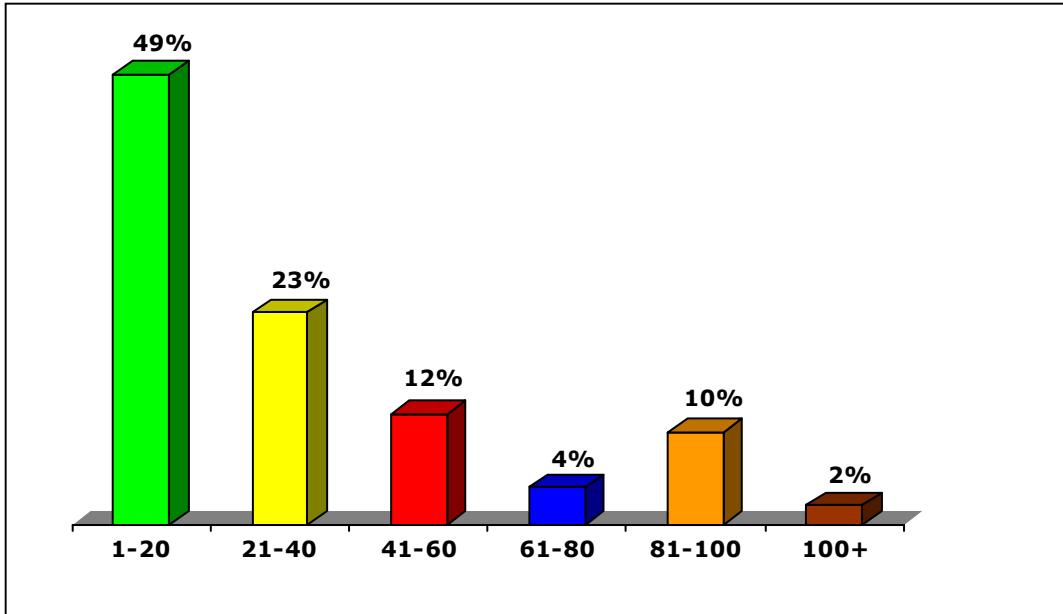
Figure 2: Sample by Industry



Base: 132 UK SME Respondents

The research covers a broad spectrum of industries ranging from construction to the legal profession.

Figure 3: Number of Employees in Office



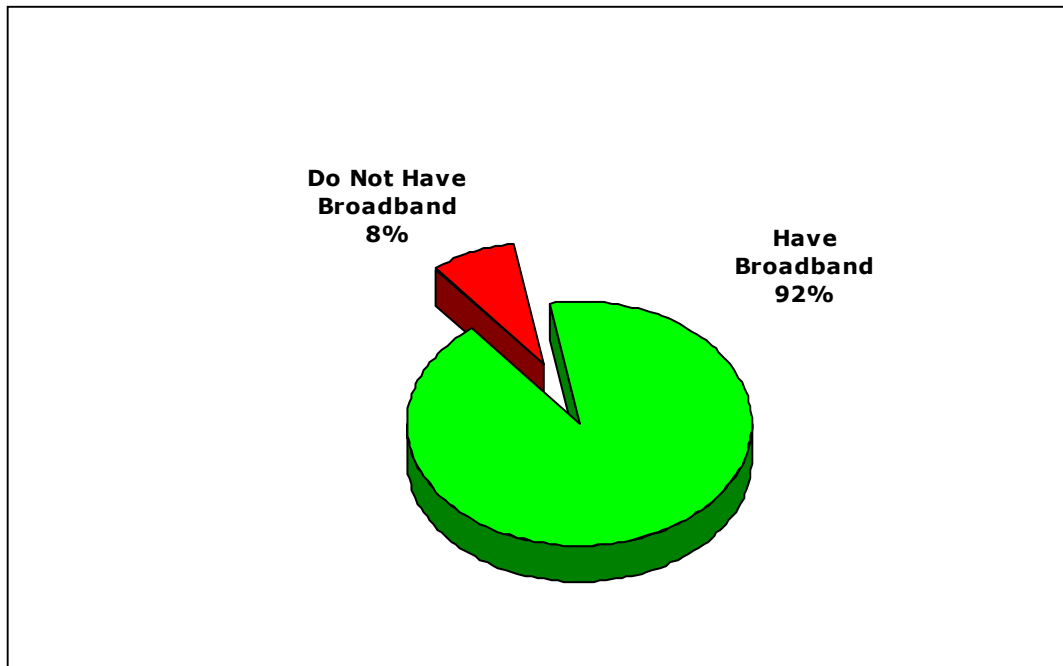
Base: 131 UK SME Respondents

SECTION THREE:
CURRENT SERVICE PROVIDERS

3.1 Introduction

This section outlines the service providers of fixed phone line, mobile phone and broadband of SMEs in the UK. Further outlined is the number of respondents that use a single provider for all fixed line, mobile phone and broadband and the number of employees that have a company paid landline desk phone and mobile phone.

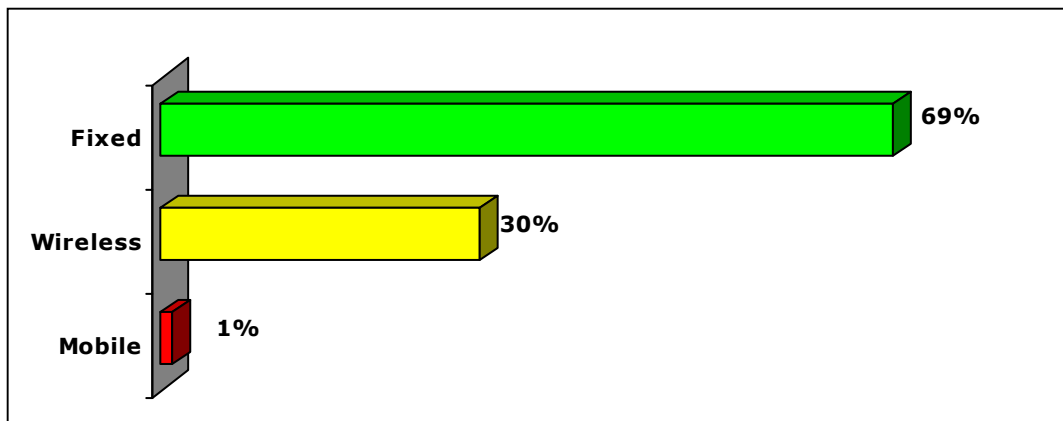
Figure 4: Broadband Usage



Base: 132 UK SME Respondents

Figure 4 represents the number of SMEs in the UK that have broadband. Nine out of ten respondents have broadband in their offices. This shows that a large portion of the sample is a potential market for AccuROAM in the UK.

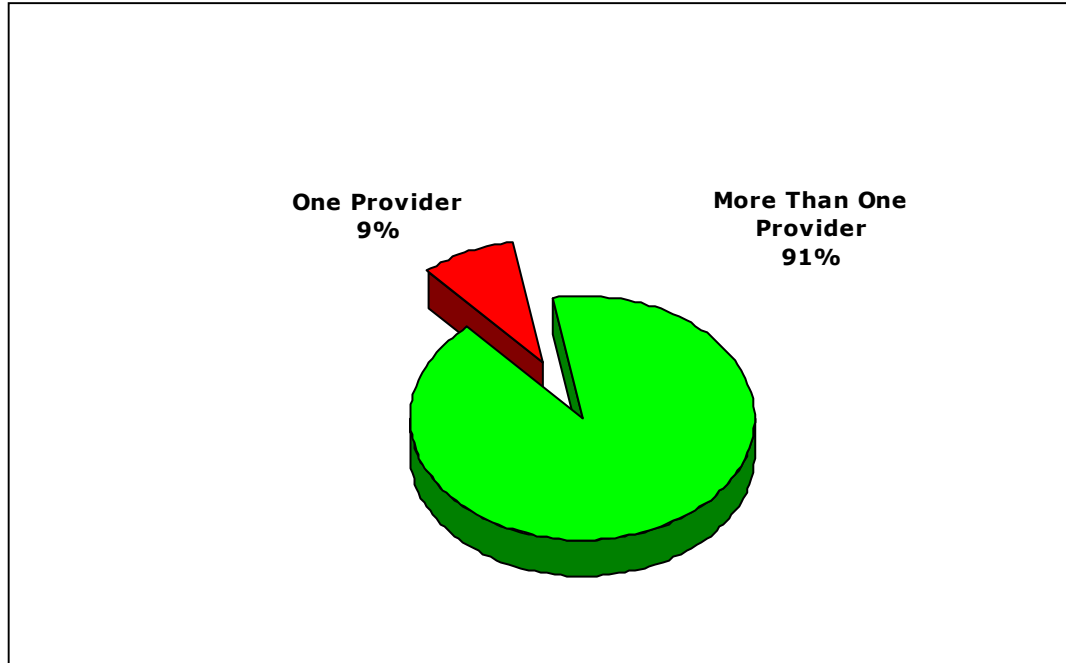
Figure 5: Types of Broadband



Base: 122 UK SME Respondents

Of the SMEs that have broadband in their offices, fixed broadband is the most popular as nearly seven in ten respondents have it.

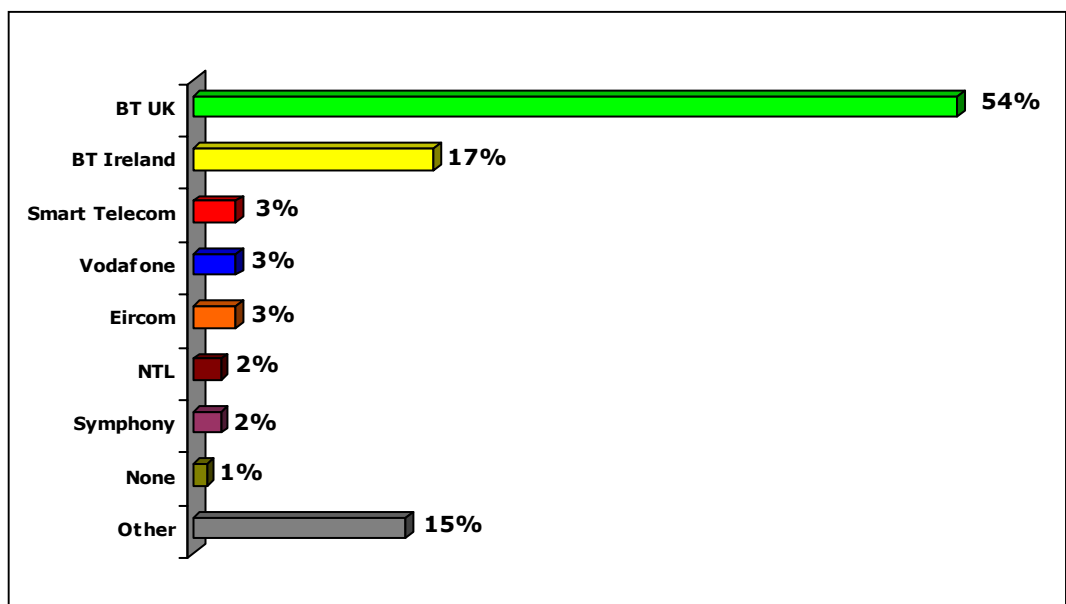
Figure 6: Provider for Mobile, Fixed Landline and Broadband



Base: 132 UK SME Respondents

The majority of respondents use more than one provider for broadband, mobile phones and landlines. This is a potential market for AccuROAM's integrated package. Less than one tenth of respondents use a single provider and they are all customers of BT UK.

Figure 7: Landline Provider



BT UK and BT Ireland are the most commonly used providers for fixed landlines among UK SMEs. BT Ireland appears in the results as it is available in Northern Ireland.

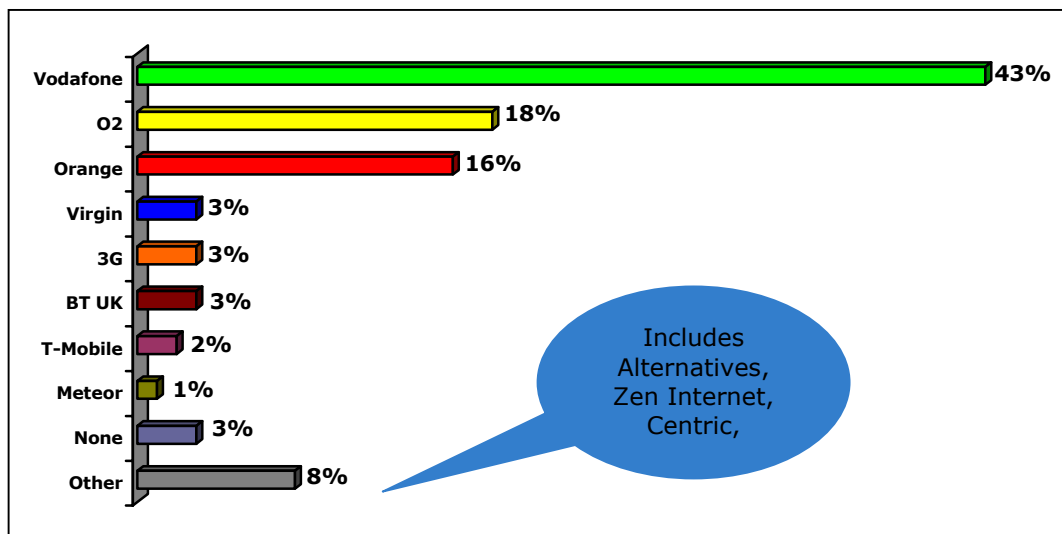
Table 1: Other Landline

Company	Respondents
9Tel	1
Admiral	1
Alternatives	1
Cable & Wireless	1
Centric	1
Charterhouse	1
Demon	1
Edcom	1
Euro Tel	1
Margolis	1
NCI	1
Pipex	1
Rainbow	1
Star Internet	1
Worldline	1
Zen Internet	1
Fast Broadband	1
Excel Telecom	1

Base: 18 UK SME Respondents

The above table is based on the 18 respondents that named a different source for their landline provider. This demonstrates that the market is extremely fragmented. Further research has shown that smaller SMEs do not use the less significant fixed line providers as was previously thought. There is an even mix of providers amongst SMEs.

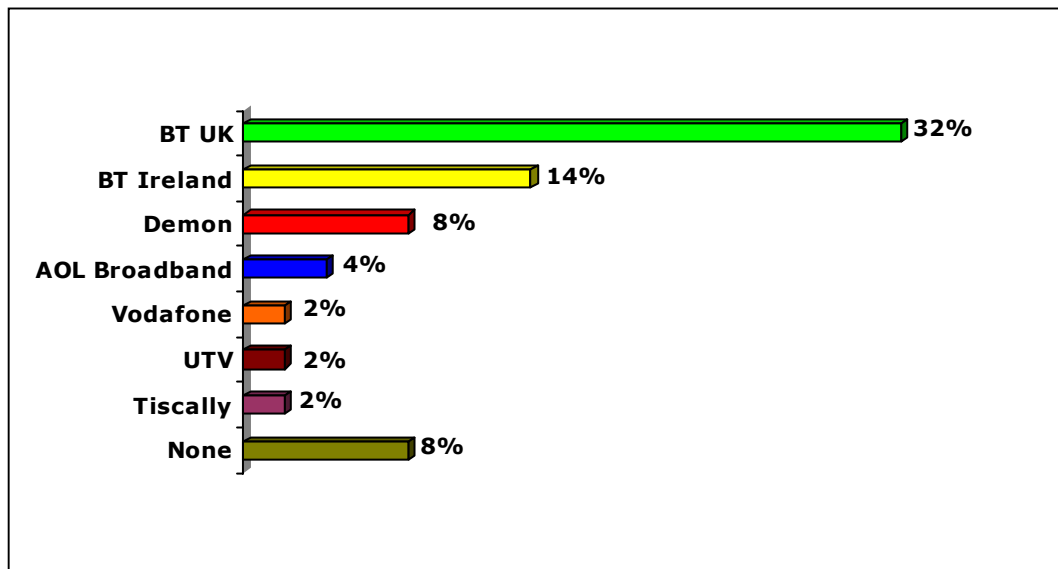
Figure 8: Mobile Phone Provider



Base: 111 UK SME Respondents

Vodafone is the main mobile phone provider. Over three quarters of the total sample use one of the top three providers; Vodafone, O2 and Orange. Similar to the landline sector, there are many players in the market, demonstrating how fragmented it is. Further research has shown that smaller SMEs do not use the less significant mobile providers as was previously thought. There is an even mix of providers amongst SMEs.

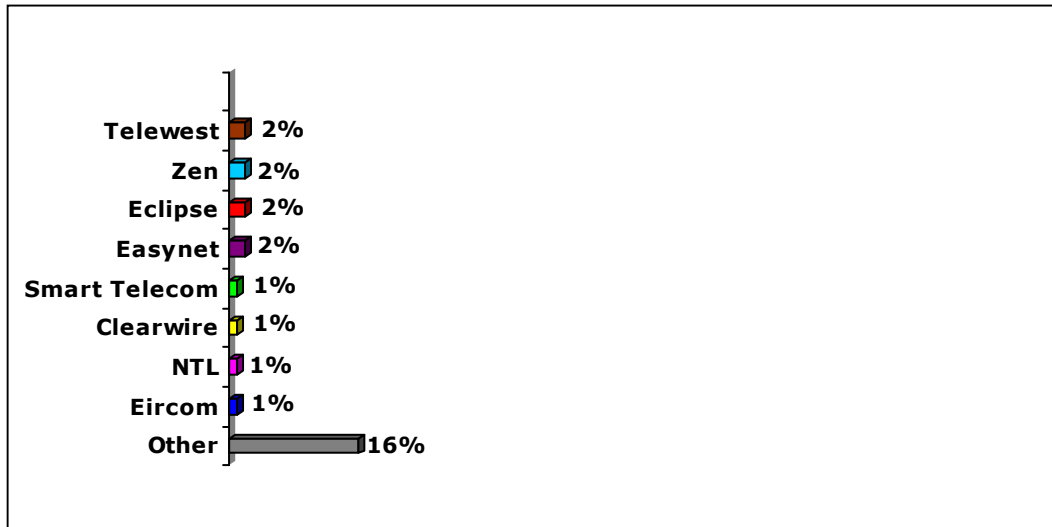
Figure 9: Broadband Provider – Significant Players



Base: 111 UK SME Respondents

Similar to the landline sector, BT UK and BT Ireland are the most popular broadband providers, with just under half of the respondents choosing them as their provider. As stated earlier, BT Ireland is included as it is available in Northern Ireland. Further research has shown that smaller SMEs do not use the less significant broadband providers as was previously thought. There is an even mix of providers amongst SMEs.

Figure 10: Broadband Provider – Less Significant Players



Base: 111 UK SME Respondents

Figure ten shows the less significant players in the broadband market.

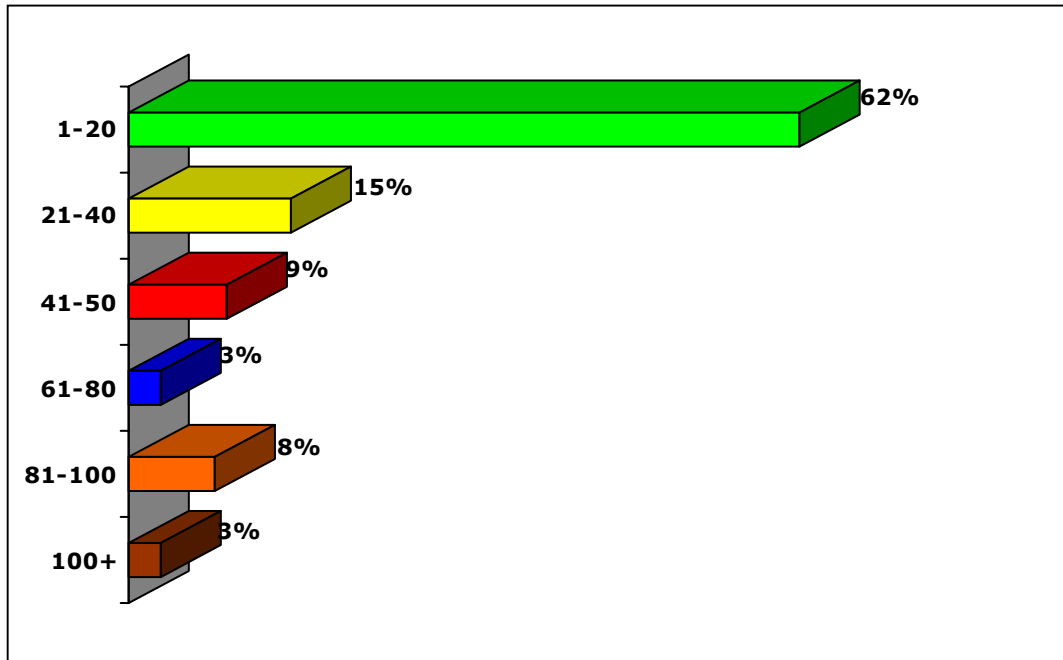
Table 2: Other Broadband Providers

Company	Respondents
Adapt	1
Alternatives	1
Centric	1
Euro Tel	1
Faming Online	1
Fast Broadband	1
Freedom to Serve	1
Margolis	1
MCI	1
Mistril	1
Nildram	1
Orange	1
Pipex	1
Siemens	1
Total Wel	1
Vaiteo	1
Wanadoo	1

Base: 17 UK SME Respondents (16% other)

The above table is based on the 17 respondents that source broadband from a different provider. Similarly to landline providers, this shows that there are numerous players in the broadband sector, again a very fragmented market.

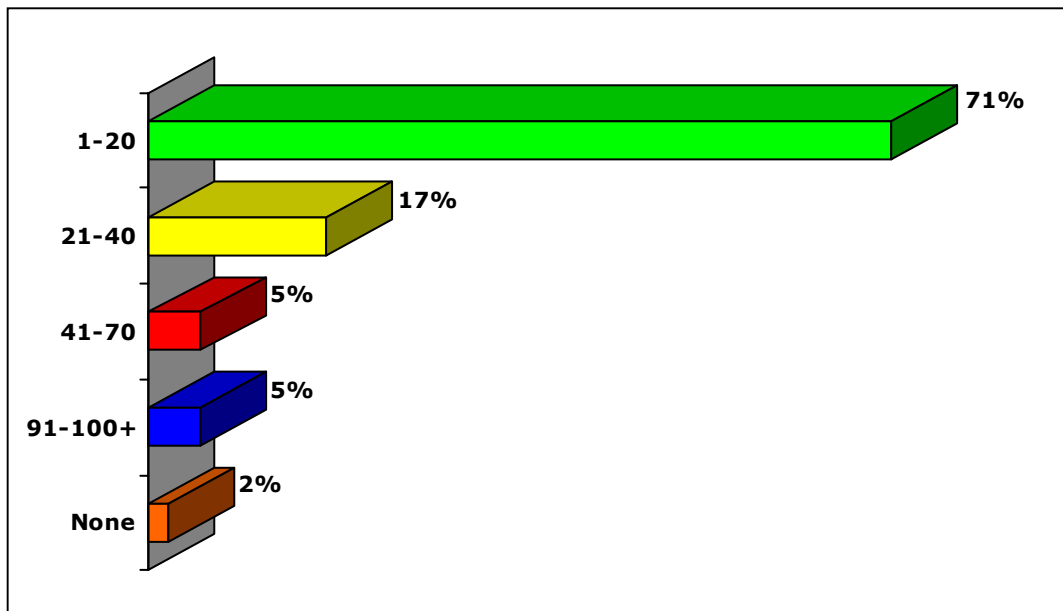
Figure 11: Number of Employees with a Company Paid Landline Phone



Base: 132 UK SME Respondents

Over three fifths of the SMEs have between one and twenty employees with a company paid landline phone in their offices.

Figure 12: Number of Employees with a Company Paid Mobile Phone



Base: 125 UK SME Respondents

Nearly three quarters of respondent SMEs have between one and twenty employees who have a company paid mobile phone in their offices. It is interesting to note that there are similar figures for both the number of employees with company paid mobile phones and

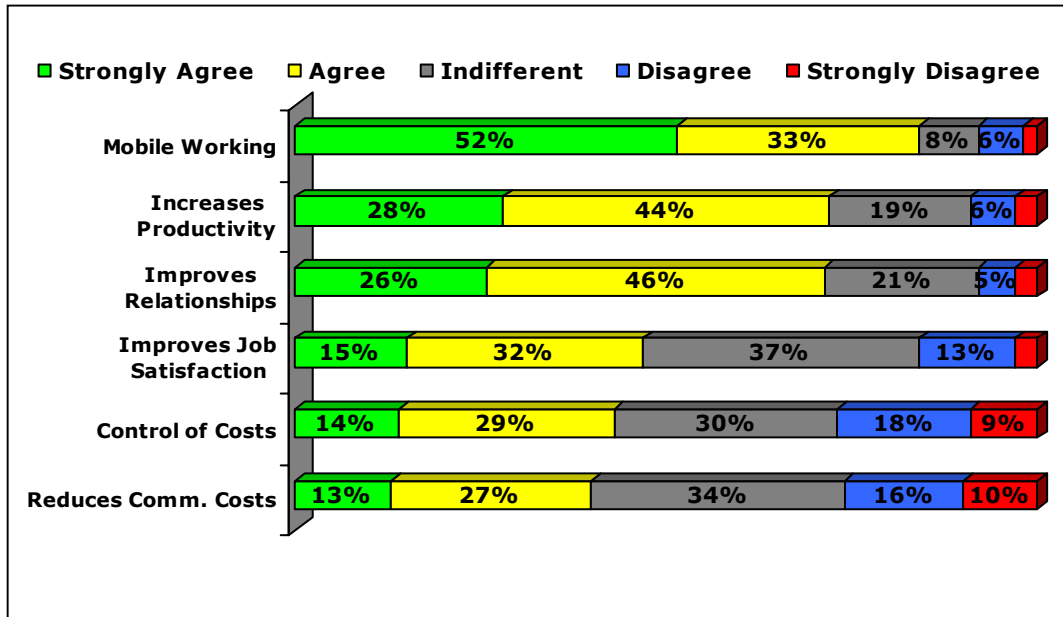
company paid landlines. Both figures 11 and 12 are proportionate to figure 3, the number of employees in the company.

SECTION FOUR:
**BENEFITS OF MOBILE TECHNOLOGY &
LEVEL OF SATISFACTION WITH
PROVIDERS**

4.1 Introduction

This section examines the perceived benefits of mobile technology and respondents' levels of satisfaction with their current providers of fixed phone line, mobile phone and broadband providers.

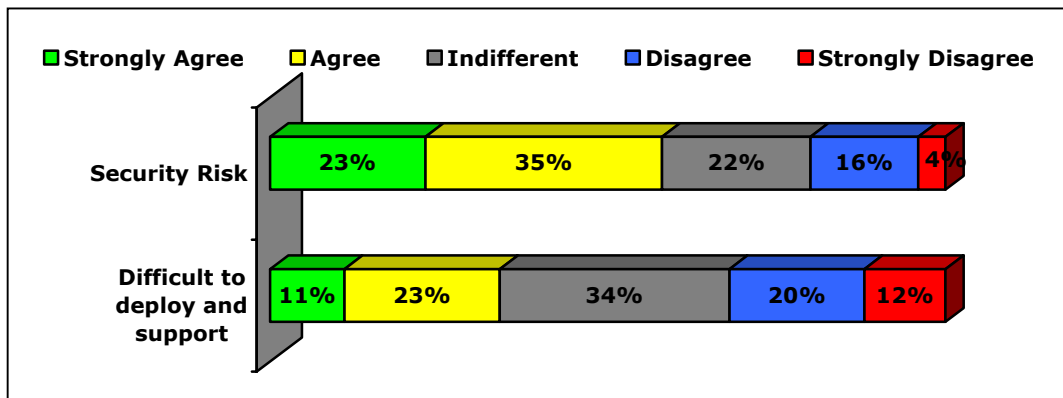
Figure 13: Benefits of Mobile Technology



Base: 132 UK SME Respondents

The majority of respondents either agree or strongly agree that mobile technology improves mobile working, increases productivity and improves customer relationships. However, with regards to mobile technology improving job satisfaction, costs being easy to control and reducing communication costs, there are higher levels of indifference and disagreement. This is not very positive, as it shows that respondents are either not sure or disagree that mobile technology is cost saving and easy to control.

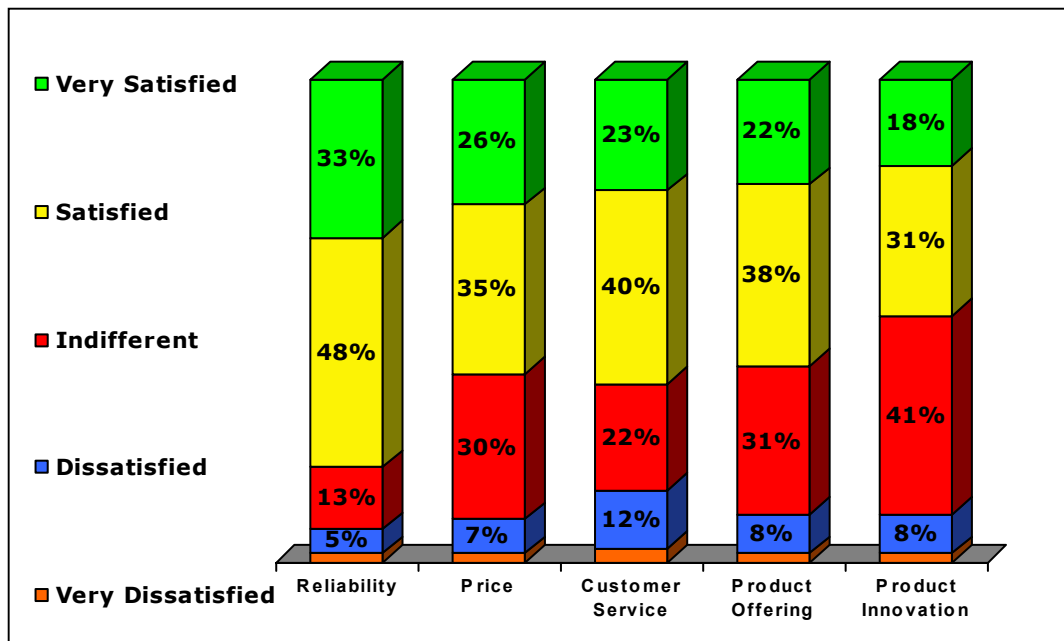
Figure 14: Disadvantages of Mobile Technology



Base: 132 UK SME Respondents

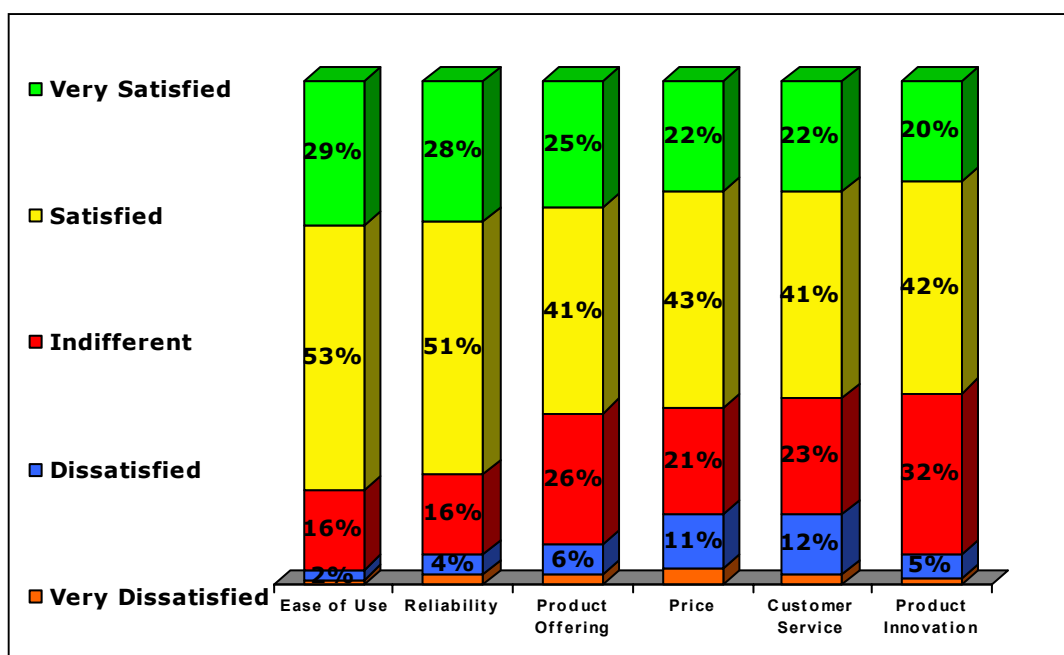
As can be seen from figure 14, the majority of respondents feel that mobile technology poses a security risk. There are higher levels of indifference towards mobile technology being difficult to support and deploy. This could mean that Accuris need to educate their target market to change this perception. It is important to note, that despite these concerns, mobile technology is widely adopted in most SMEs.

Figure 15: Satisfaction with Landline Provider



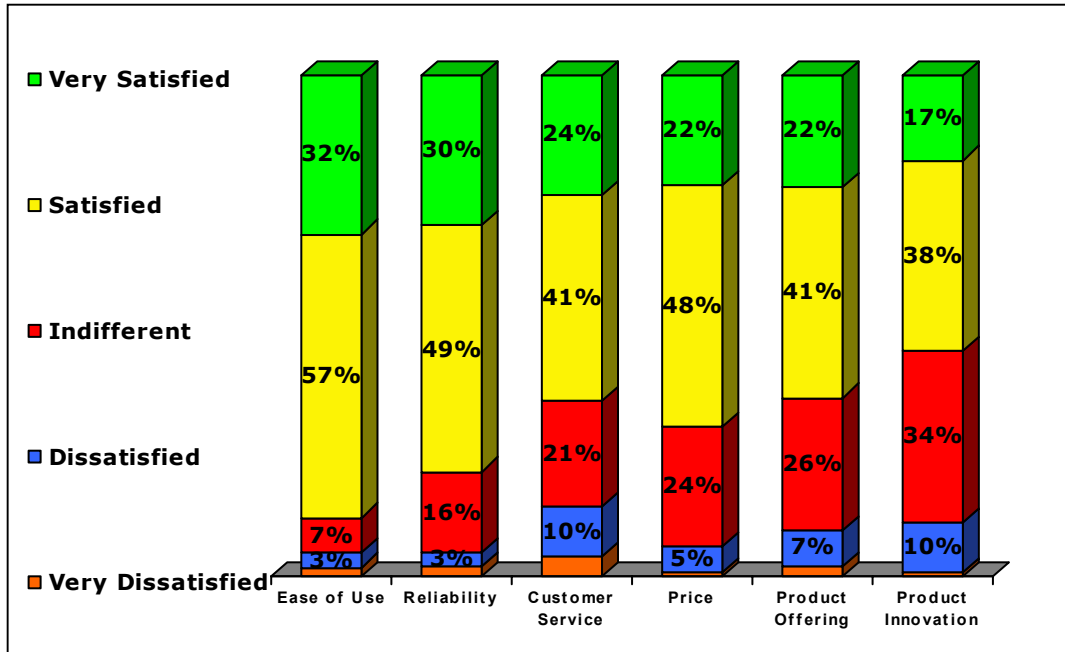
Base: 132 UK SME Respondents

Figure 16: Satisfaction with Mobile Provider



Base: 122 UK SME Respondents

Figure 17: Satisfaction with Broadband Provider



Base: 122 UK SME Respondents

It can be seen from Figures 15, 16 and 17, that the results are very similar. The majority of respondents are either satisfied or very satisfied with their current providers. However, when asked about product innovation, a large portion of respondents are either indifferent or dissatisfied with their current provider's offering. This could be an opportunity for Accuris to present the innovative nature of AccuROAM's offering.

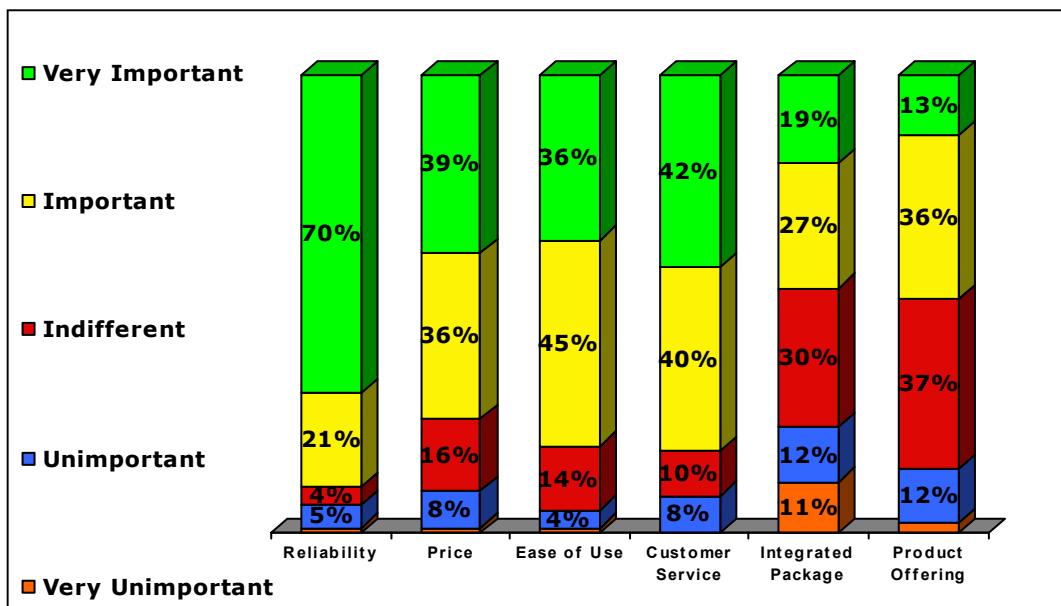
SECTION FIVE:

**CUSTOMERS' WILLINGNESS TO
SWITCH**

5.1 Introduction

This section examines customers' willingness to switch from their current service providers. It investigates the importance of certain criteria when choosing a fixed line, mobile phone or broadband provider. This section also assesses the factors discouraging SMEs from switching providers.

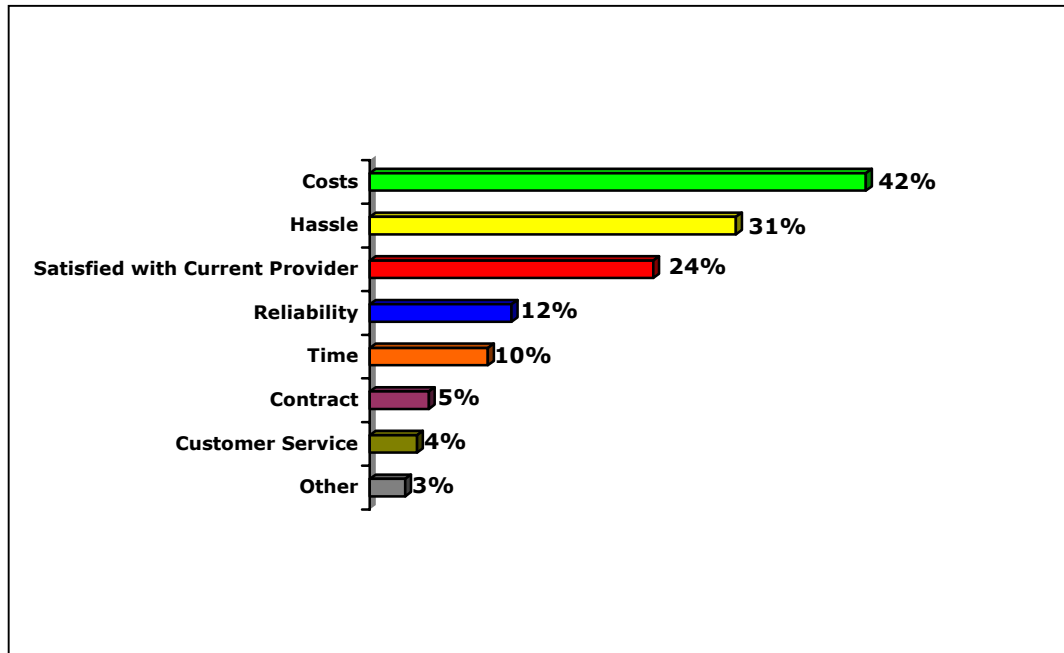
Figure 18: Importance of Criteria in Choosing a Provider



Base: 132 UK SME Respondents

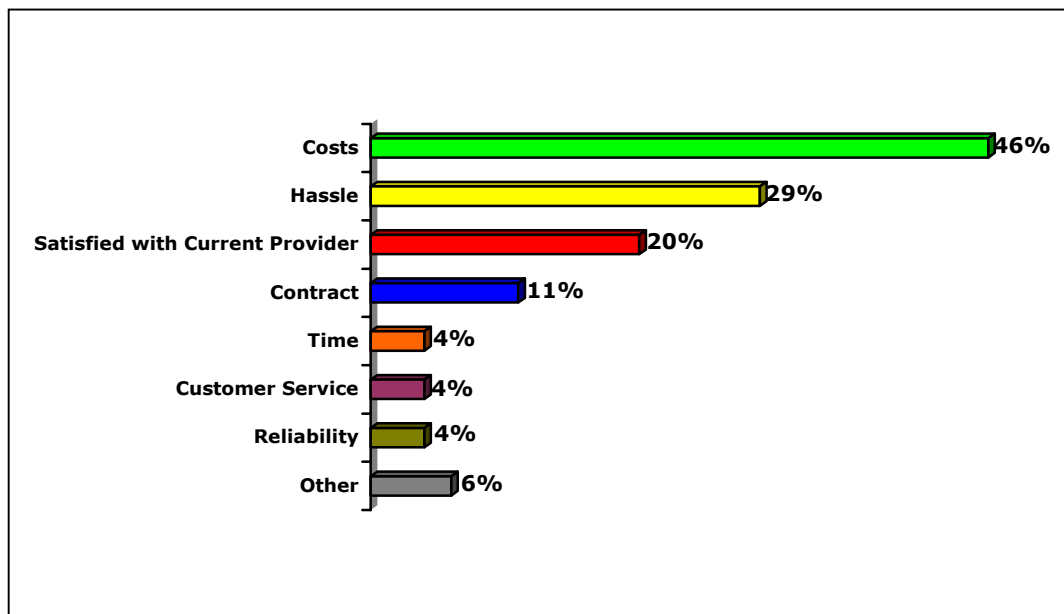
The majority of respondents find the above criteria either important or very important when choosing a provider for fixed landlines, mobile phones or broadband. The most important criteria when choosing a provider are reliability and price. Overwhelmingly, nine out of ten believe reliability to be very important or important. It is interesting to note that the availability of an integrated package was deemed as the least important. However, it must be borne in mind that most SMEs do not have an integrated package and therefore are unaware of the benefits that it could offer them.

Figure 19: Factors Discouraging Switching Landline Provider (MULTIPLE RESPONSES ALLOWED)



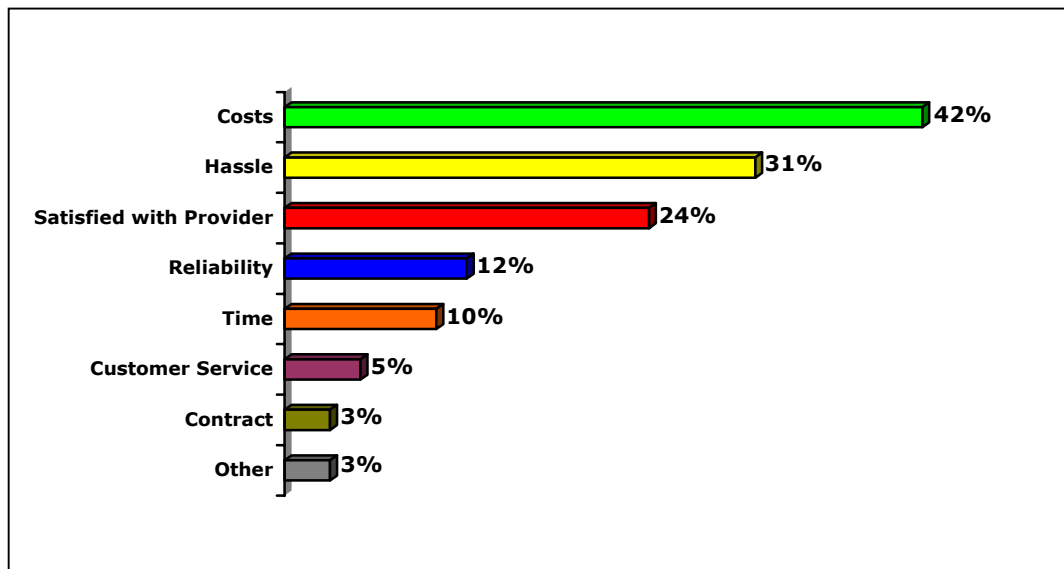
Base: 130 UK SME Respondents

Figure 20: Factors Discouraging Switching Mobile Provider (MULTIPLE RESPONSES ALLOWED)



Base: 123 UK SME Respondents

Figure 21: Factors Discouraging Switching Broadband Provider (MULTIPLE RESPONSES ALLOWED)



Base: 120 UK SME Respondents

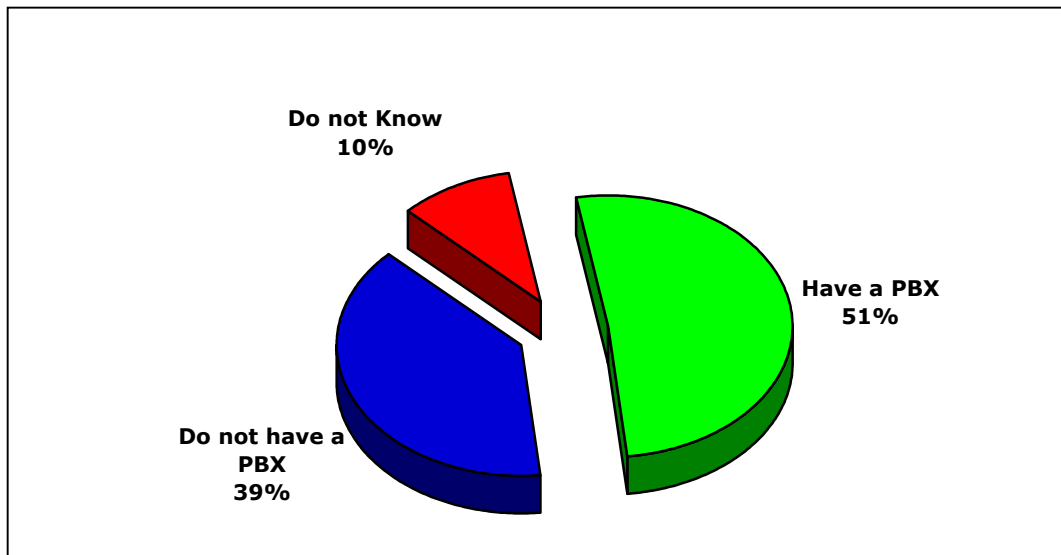
The most significant discouraging factors when switching providers are costs and hassle for all three: mobile, landline and broadband. It is interesting to note that costs are more of an issue when discussing switching to mobile phones. Therefore, there is a perception that mobile are more expensive.

SECTION SIX:
AWARENESS OF WiFi

6.1 Introduction

This section examines awareness levels of WiFi and fixed mobile convergence, as well as PBX and Voice over IP address usage among SMEs in the UK.

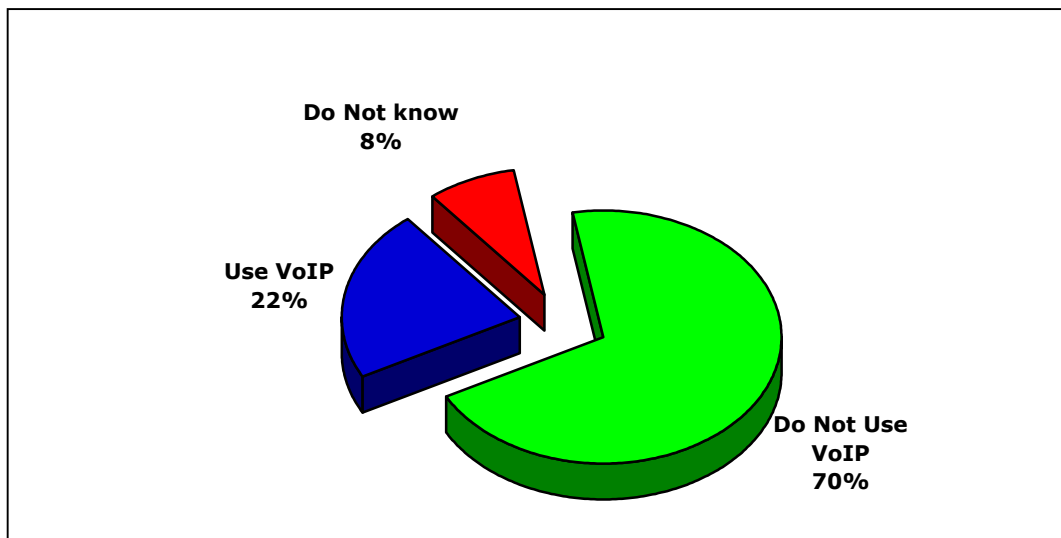
Figure 22: PBX Usage



Base: 132 UK SME Respondents

More than half of UK SMEs have a PBX in their office. A tenth of UK SMEs were unsure if they have it, therefore, they most likely do not have one.

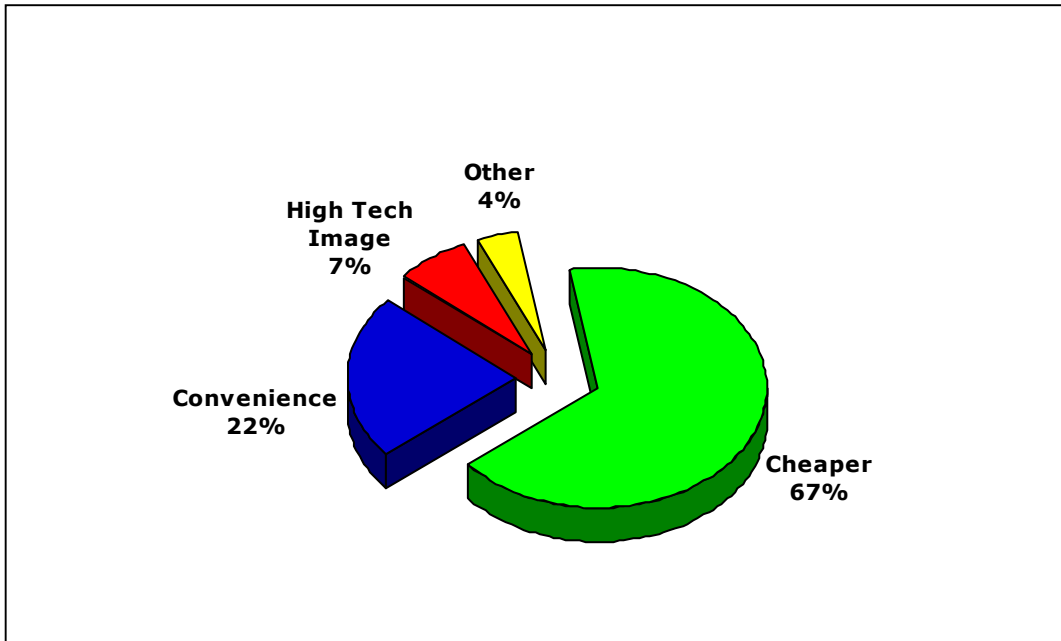
Figure 23: VOIP Usage



Base: 132 UK SME Respondents

The majority of UK SMEs do not use VoIP, possibly indicating a lack of awareness of the benefits it can provide.

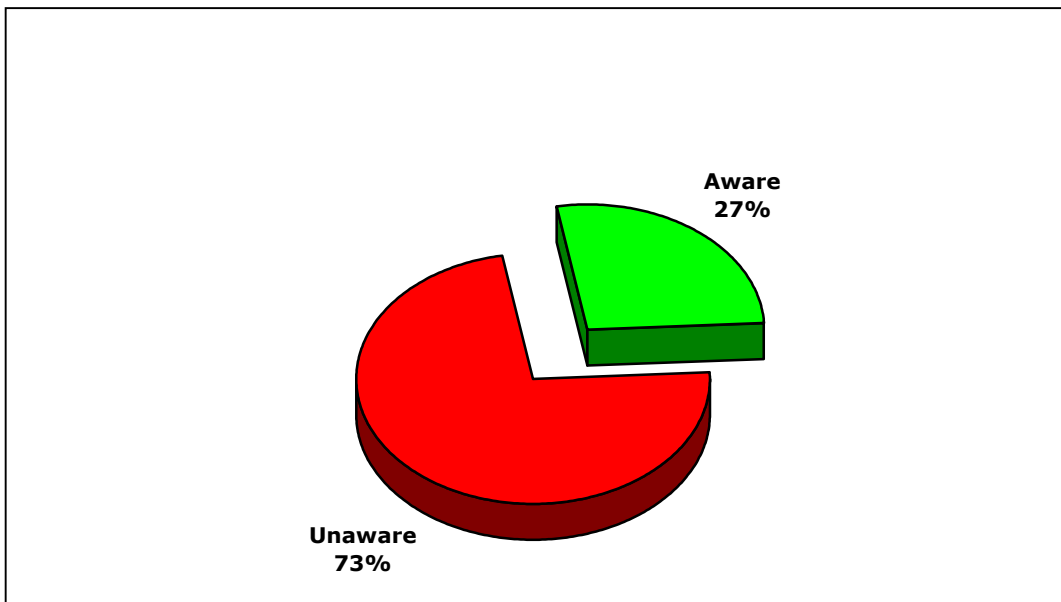
Figure 24: Reasons for VoIP Usage



Base: 27 UK SME Respondents

For those that do use VoIP, the main reason given is because of its cost advantages. It is important to note here that the base is very low at 27 and therefore may not be representative of the population.

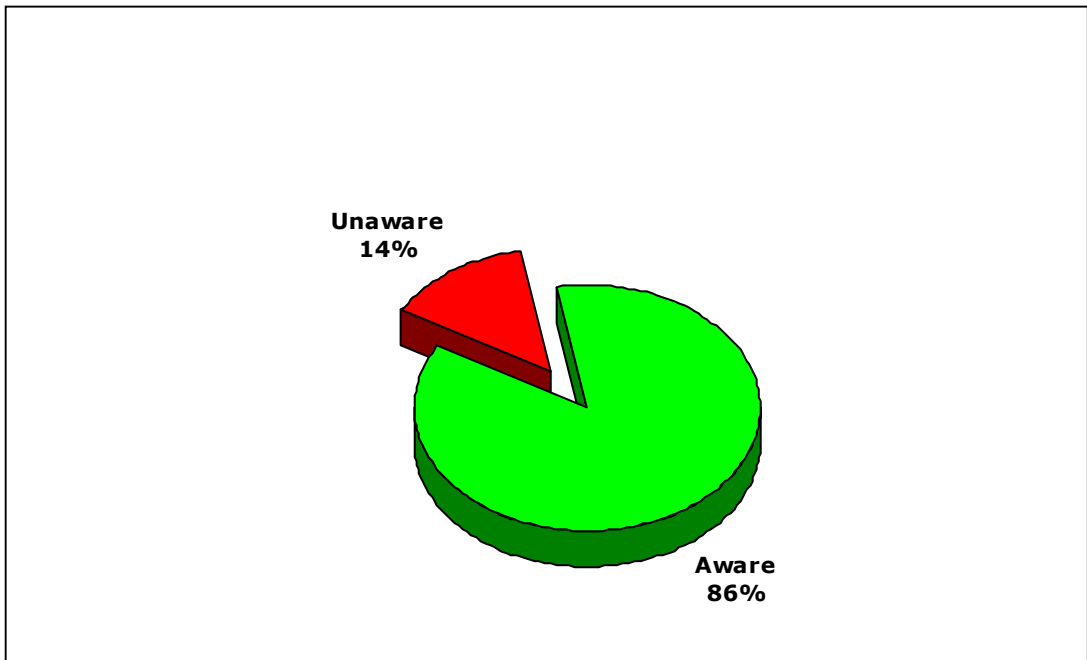
Figure 25: Awareness of Fixed Mobile Convergence



Base: 128 UK SME Respondents

Nearly three quarters of UK SMEs are unaware of fixed mobile convergence and, therefore, may need to be educated on the benefits that it can provide to a company.

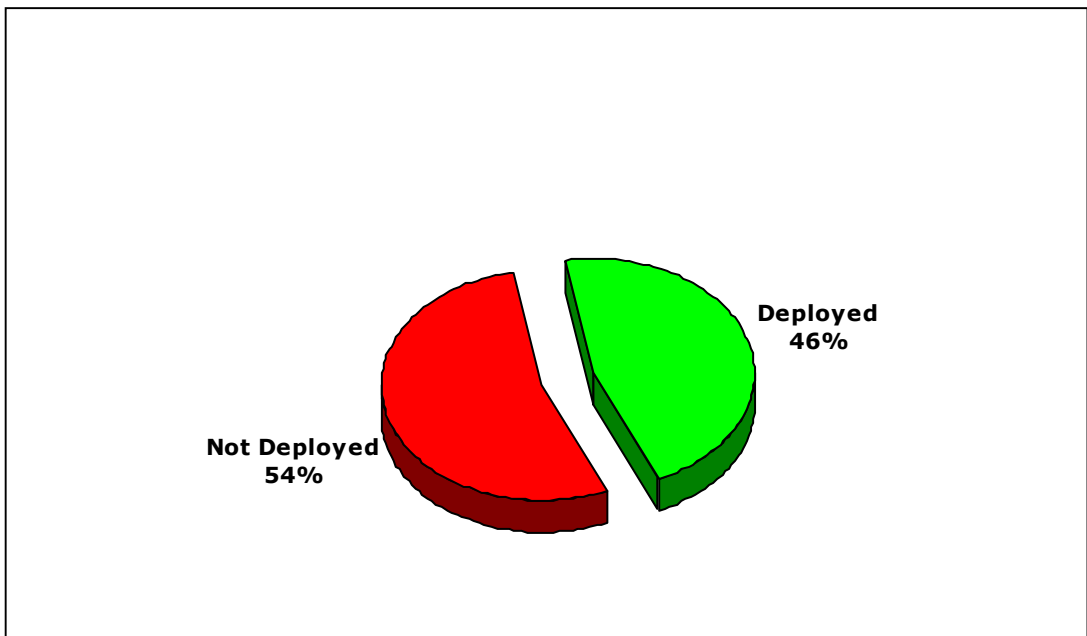
Figure 26: Awareness of WiFi



Base: 129 UK SME Respondents

More than four fifths of respondents in the UK are aware of WiFi.

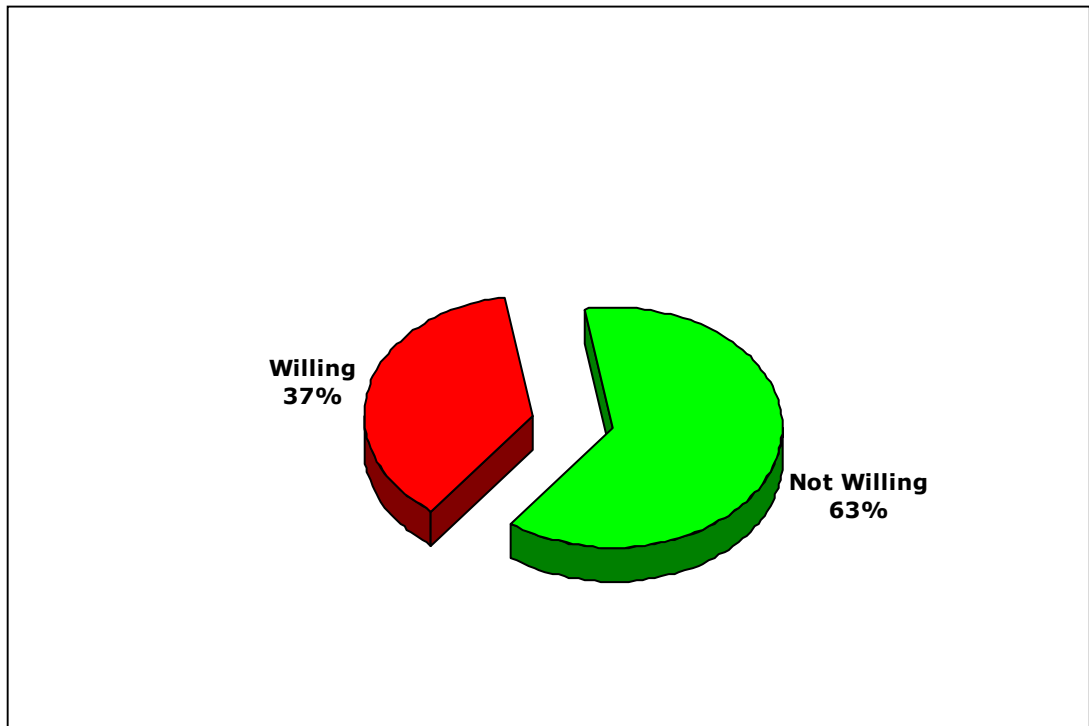
Figure 27: WiFi Deployment



Base: 124 UK SME Respondents

Nearly half of UK SMEs have WiFi deployed in their office.

Figure 28: Willingness to Use WiFi



Base: 67 UK SME Respondents

Of those who do not have WiFi installed in their office, thirty seven percent would be willing to install it.

Figure 29: Plans to install WiFi



Base: 25 UK SME Respondents

Of those that are willing to install WiFi, one quarter have plans to install it. It is important to note the base of 25 respondents is very low and therefore may not be representative of the population, however, it does offer an indication of the rate of uptake.

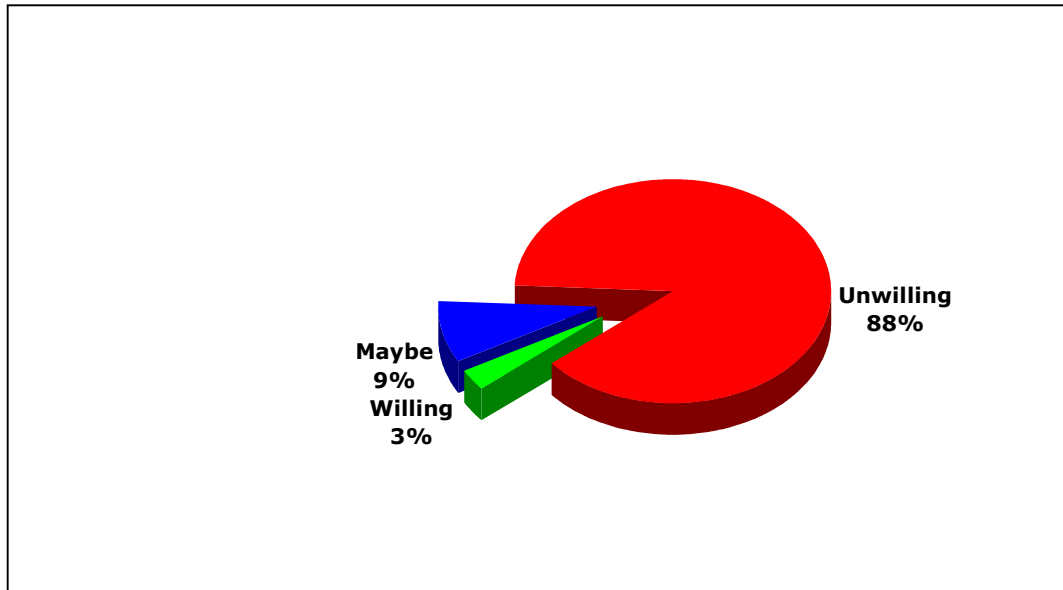
SECTION SEVEN:

**LEVEL OF INTEREST IN A ONE STOP
SHOP PROVIDER**

7.1 Introduction

This section examines the interest levels in a One Stop Shop Provider of mobile, broadband and landline. It also assesses the willingness of SMEs to replace fixed lines for mobile phones.

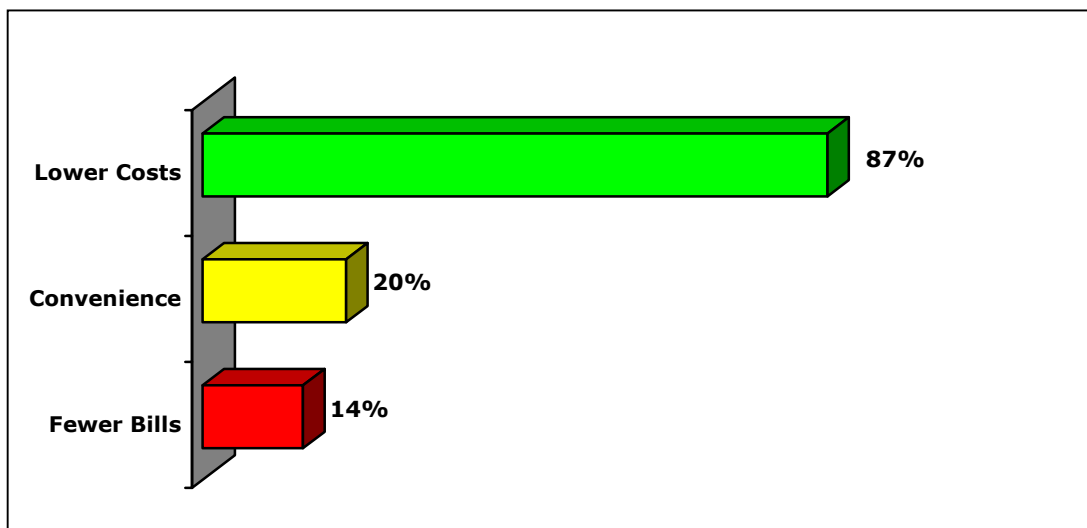
Figure 30: Replacing Fixed Lines for Mobile Phones



Base: 130 UK SME Respondents

The majority of the UK SMEs would not be willing to replace fixed lines for mobile phone lines only. Therefore, in order to promote this replacement, AccuROAM's benefits would have to be made known to consumers.

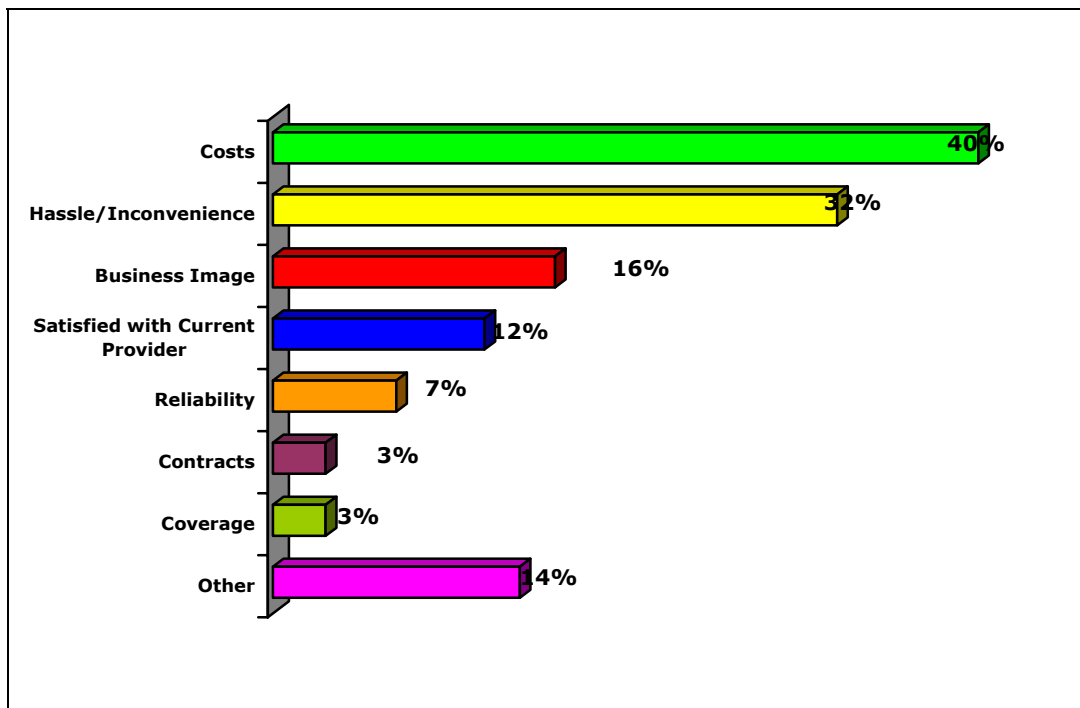
Figure 31: Reasons to change to Mobile Provider (MULTIPLE RESPONSES ALLOWED & UNPROMPTED)



Base: 15 UK SME Respondents

The opportunity to lower cost is the most commonly cited reason to switch from landlines to mobile phones only, with nearly nine out of ten SMEs naming this reason. This highlights the importance of low costs to UK SMEs. It is important to note that the base is only 15 respondents and therefore this result is not statistically viable. However, it does give an indication as to the reasons why UK SMEs would switch to mobile phones only.

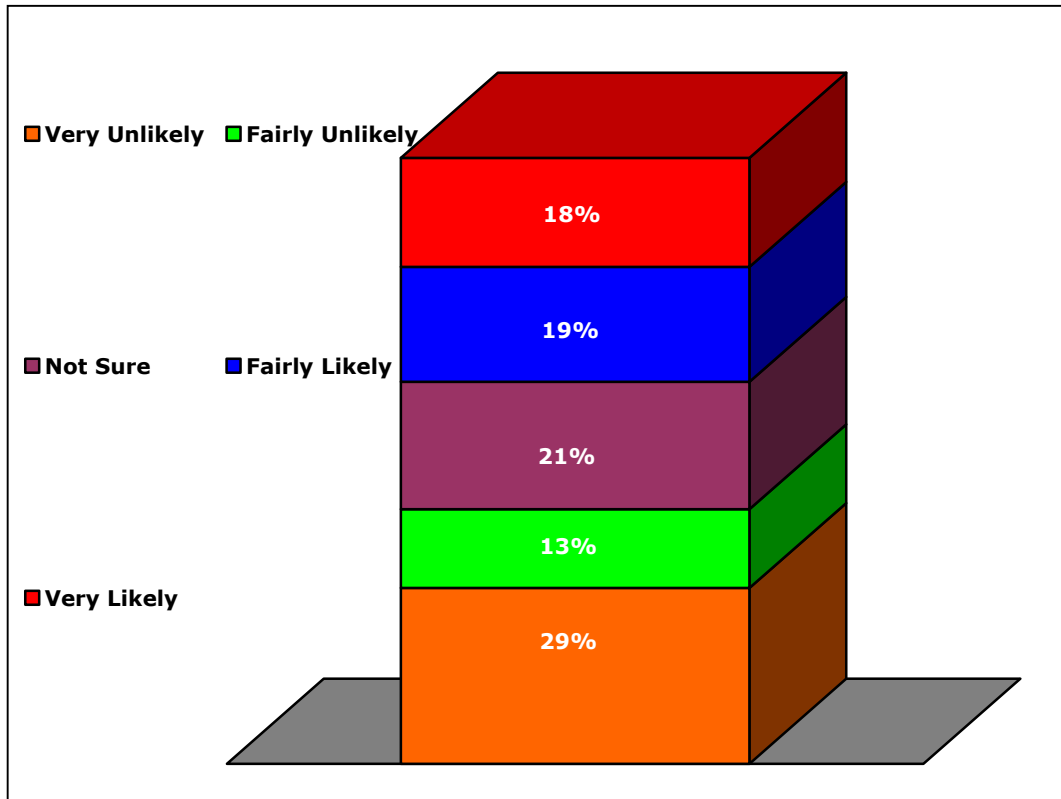
Figure 32: Reasons not to change to Mobile Provider (MULTIPLE RESPONSES ALLOWED AND UNPROMPTED)



Base: 111 UK SME Respondents

The most prominent barriers to switch are the associated costs and inconvenience. As suspected, business image is another factor that SMEs will be affected by switching to mobile phones only. In order to overcome these barriers, consumers would need to be educated on the possible cost savings or the ease of switching to such a service.

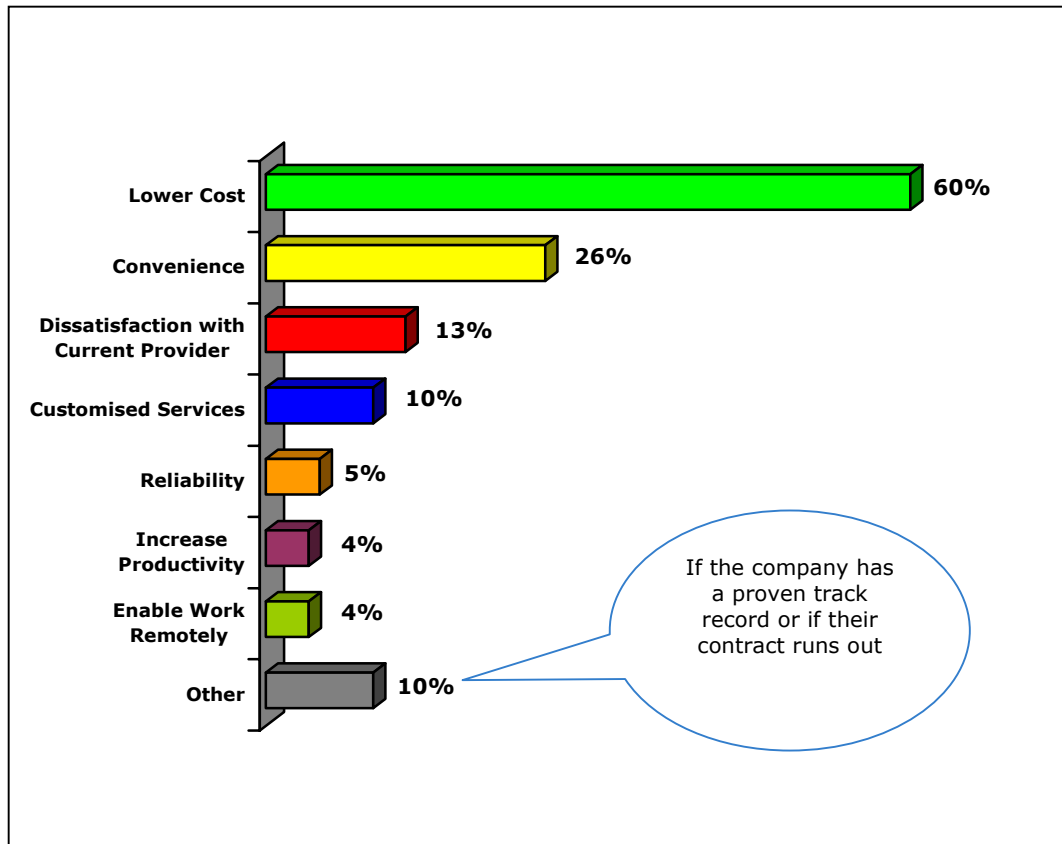
Figure 33: Likelihood to use an Integrated Package



Base: 123 UK SME Respondents

Nearly two fifths of UK SMEs would be either fairly likely or very likely to use a One Stop Shop Provider for all mobile, landline and broadband and more than one fifth are unsure. It is important to note that there are high levels of unawareness of Fixed Mobile Convergence and therefore, respondents are unaware of the possible benefits it could have for their company. Therefore, if they were aware of fixed mobile convergence or educated on the possible benefits they may be more likely to adopt the technology.

Figure 34: Reasons to move to a One Stop Provider (MULTIPLE RESPONSE ALLOWED)



Base: 120 UK SME Respondents

Lower costs and the convenience of a 'One Stop Shop' provider are the triggers to use such a provider. This, again, highlights the importance of low costs for SMEs when selecting a provider.

RESEARCH FINDINGS

REPUBLIC OF IRELAND

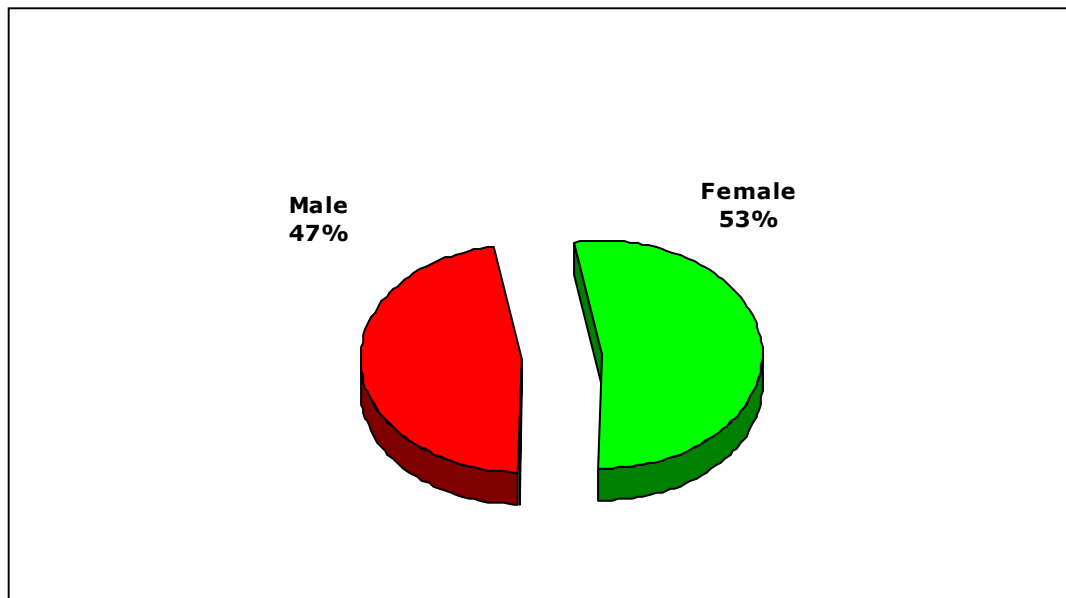
SECTION EIGHT:

SAMPLE DETAILS

8.1 Introduction

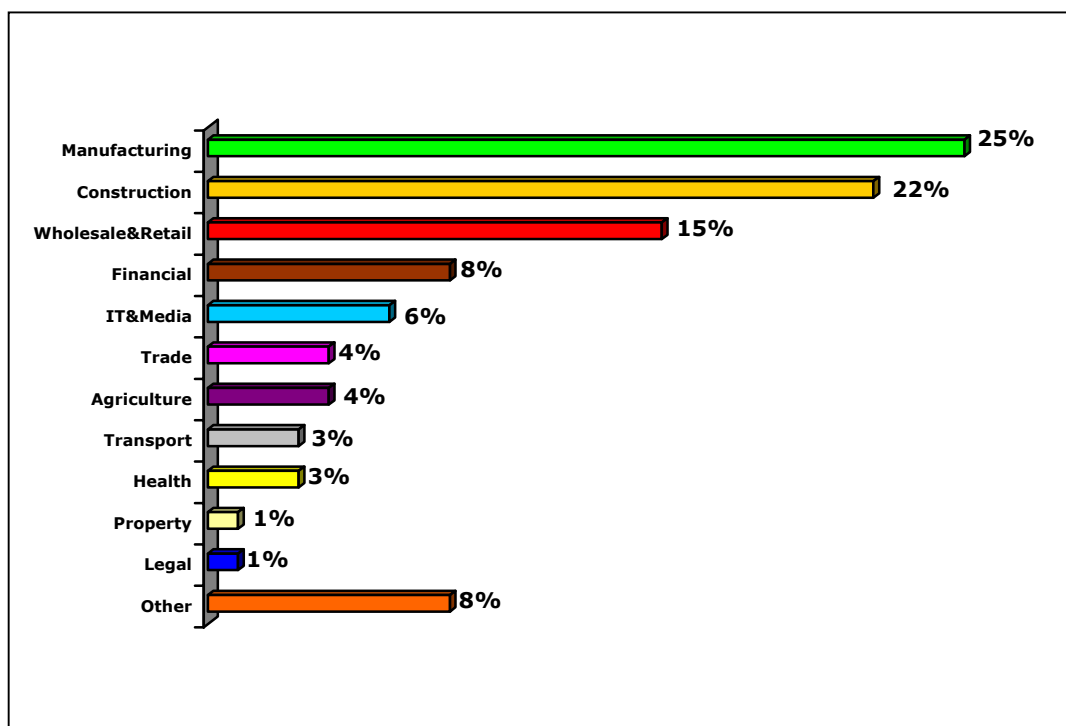
This section profiles the respondents that participated in the telephone questionnaires in the Republic of Ireland, with regards to gender, industry and the number of employees in the office.

Figure 35: Sample by Gender



Base 200 ROI SME Respondents

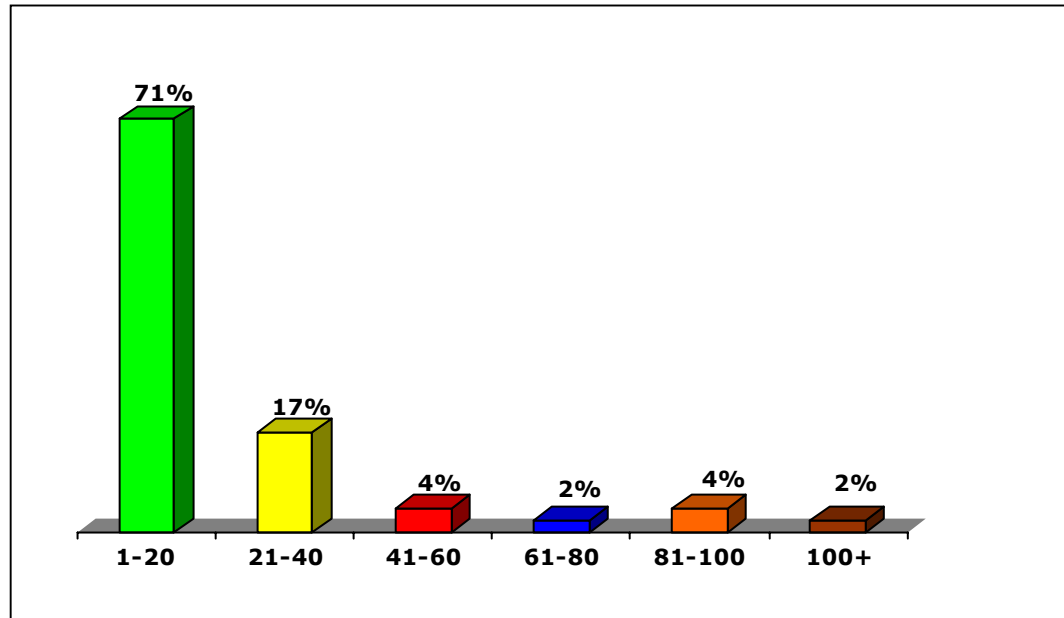
Figure 36: Sample by Industry



Base 200 ROI SME Respondents

The research covers a broad spectrum of industries ranging from manufacturing to the legal profession. Other industries included food service, electronic industry and chemical.

Figure 37: Number of Employees in the Office



Base: 200 ROI SME Respondents

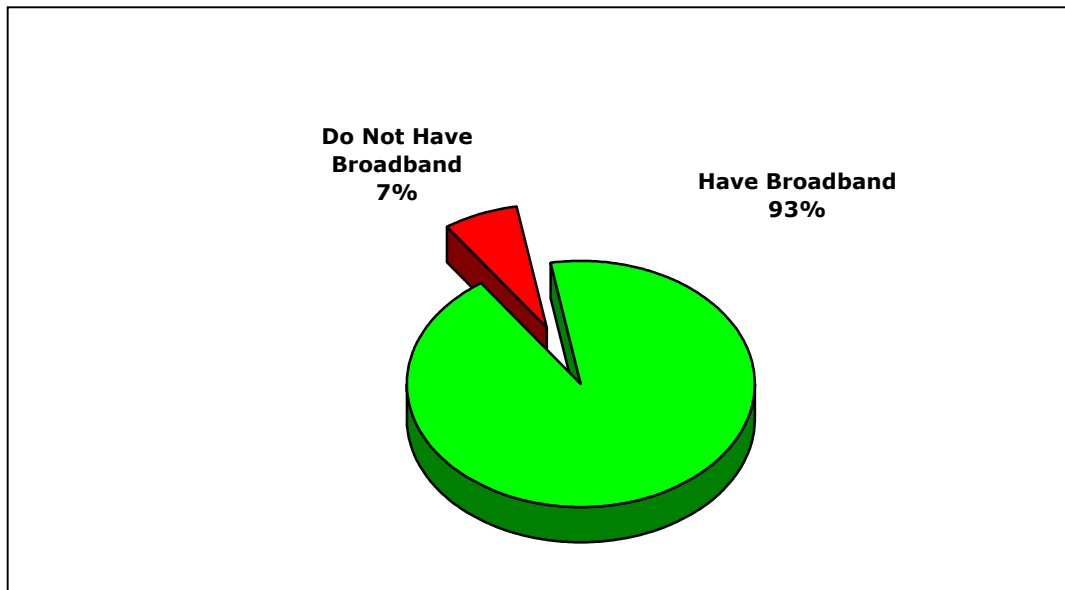
In comparison to the UK market, Irish SMEs have fewer employees than in terms of number of employees, but the majority still have between one and twenty employees in their offices.

SECTION NINE:
CURRENT SERVICE PROVIDERS

9.1 Introduction

This section outlines the current providers of fixed phone line, mobile phone and broadband to SMEs. Further outlined in this section is the number of respondents that use an all in one provider and the number of employees that have a company paid landline desk phone and a company paid mobile phone.

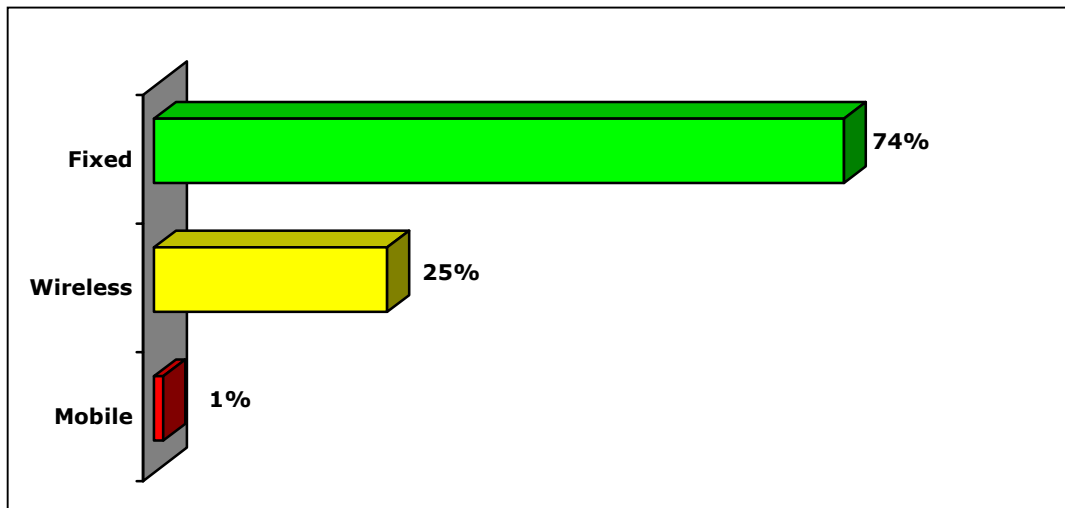
Figure 38: Broadband Usage



Base: 200 ROI SME Respondents

Figure 38 represents the number of SMEs in the Republic of Ireland that have broadband. Nine in ten of SMEs have broadband in their offices. This shows that there is a large potential market for AccuROAM in the Republic of Ireland.

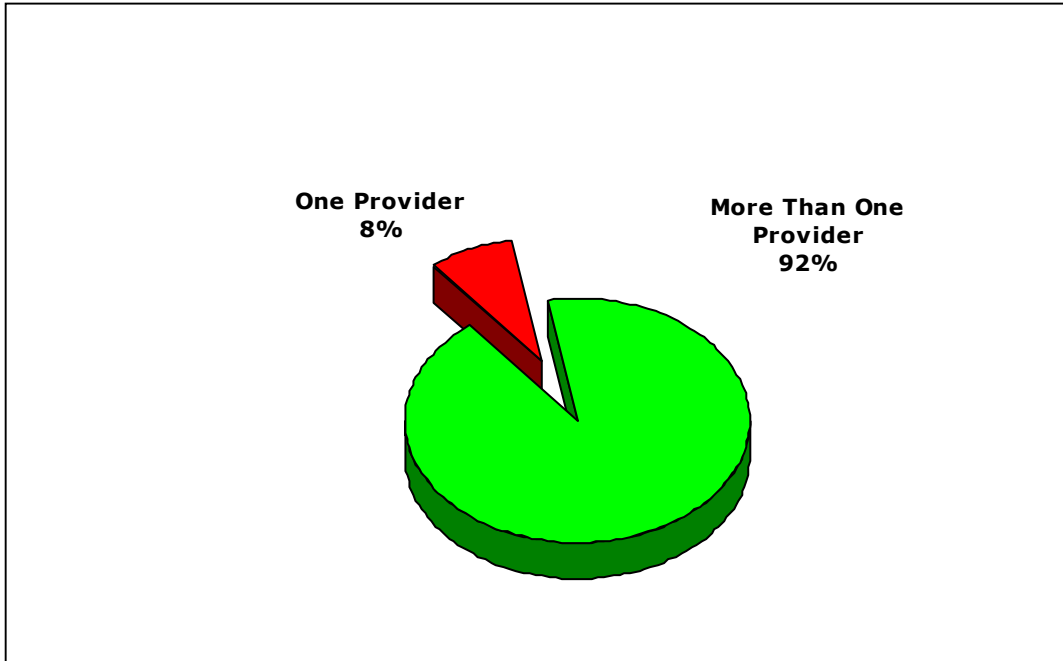
Figure 39: Types of Broadband



Base: 187 ROI SME Respondents

Of those SMEs that have broadband in their office, fixed broadband is the most popular as nearly three quarters of the respondents have it.

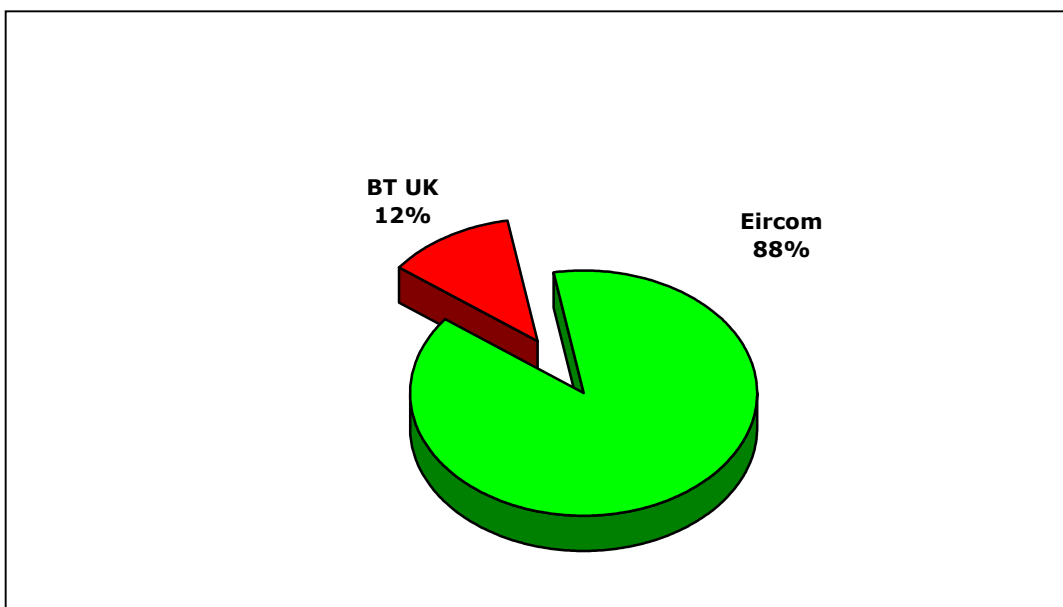
Figure 40: Provider for Mobile, Fixed Landline and Broadband



Base: 200 ROI SME Respondents

The majority of respondents use more than one provider for broadband, mobile phones and landlines. This is a potential market for AccuROAM's integrated package.

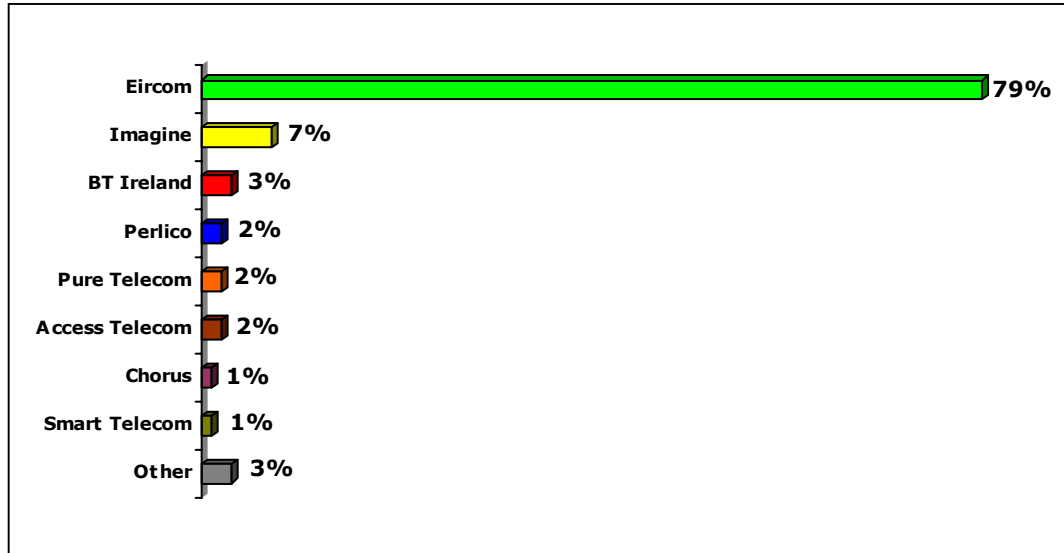
Figure 41: All in One Provider



Base: 16 ROI SME Respondents

The majority of respondents use Eircom as a landline provider. BT UK is included as it operates in both Northern Ireland and the Republic.

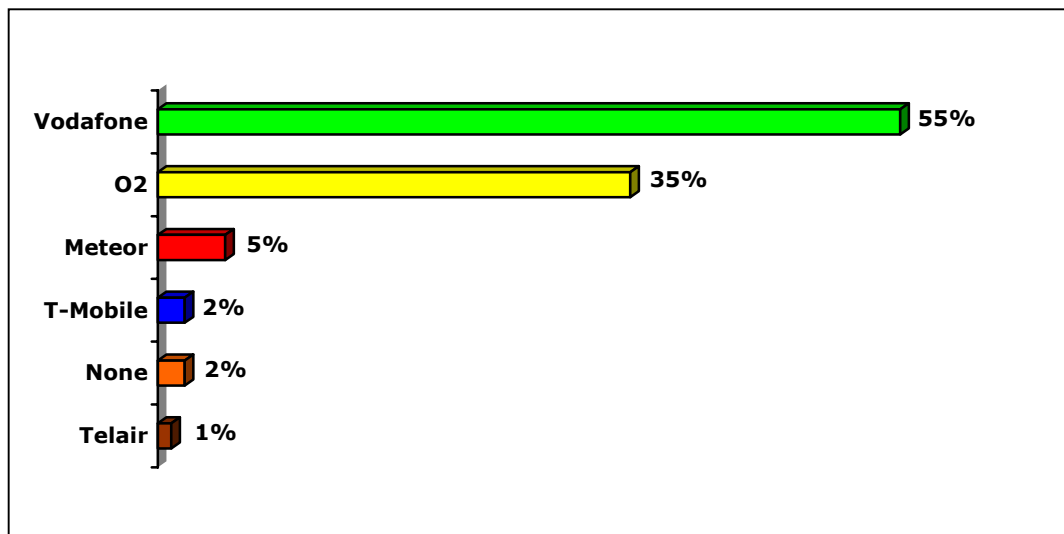
Figure 42: Landline Provider



Base: 177 ROI SME Respondents

Eircom is the most commonly used provider for fixed landlines among Irish SMEs. This stems from Eircom’s dominance in the domestic market. This market is less fragmented than the UK market. Further research has shown that smaller SMEs do not use the less significant fixed line providers as was previously thought. There is an even mix of providers amongst SMEs.

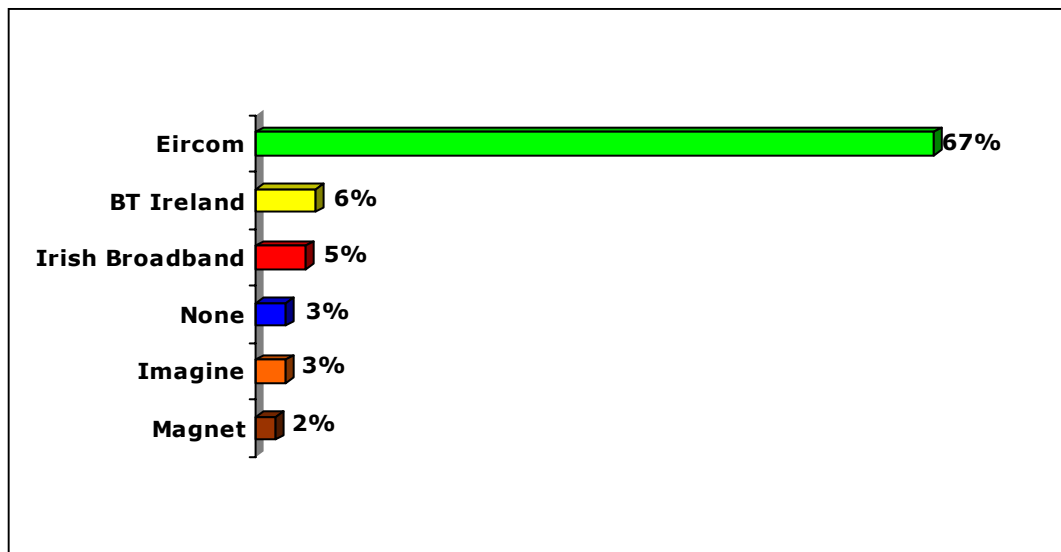
Figure 43: Mobile Phone Provider



Base: 182 ROI SME Respondents

Similar to the UK, Vodafone is the main mobile phone provider, closely followed by O2. Both companies market themselves heavily towards businesses, which could attribute to their high market shares. Once again, the market is less fragmented than the UK market. Further research has shown that smaller SMEs do not use the less significant mobile providers as was previously thought. There is an even mix of providers amongst SMEs.

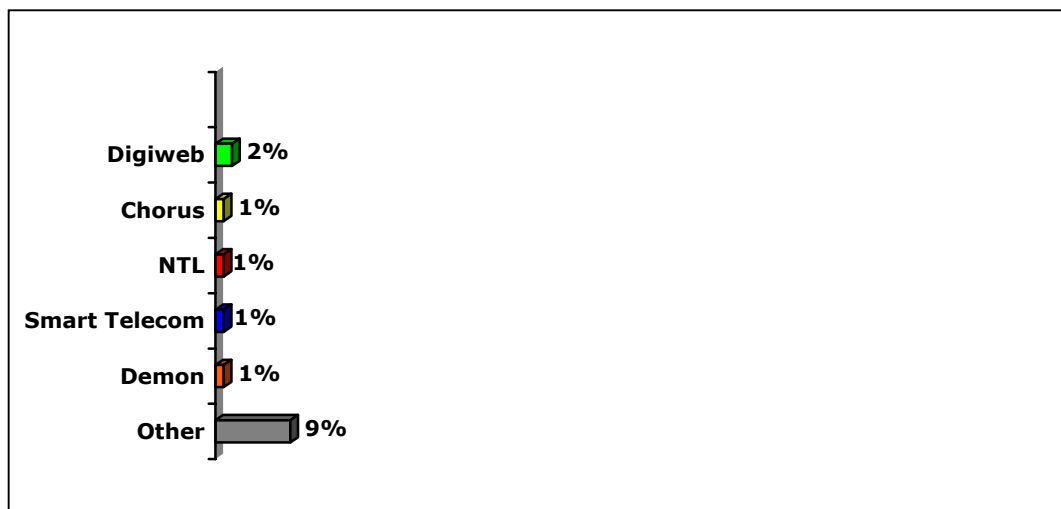
Figure 44: Broadband Provider – Significant Players



Base: 170 ROI SME Respondents

Similar to landline, Eircom is the most popular broadband provider. This may be a consequence of Eircom's dominance in the landline market

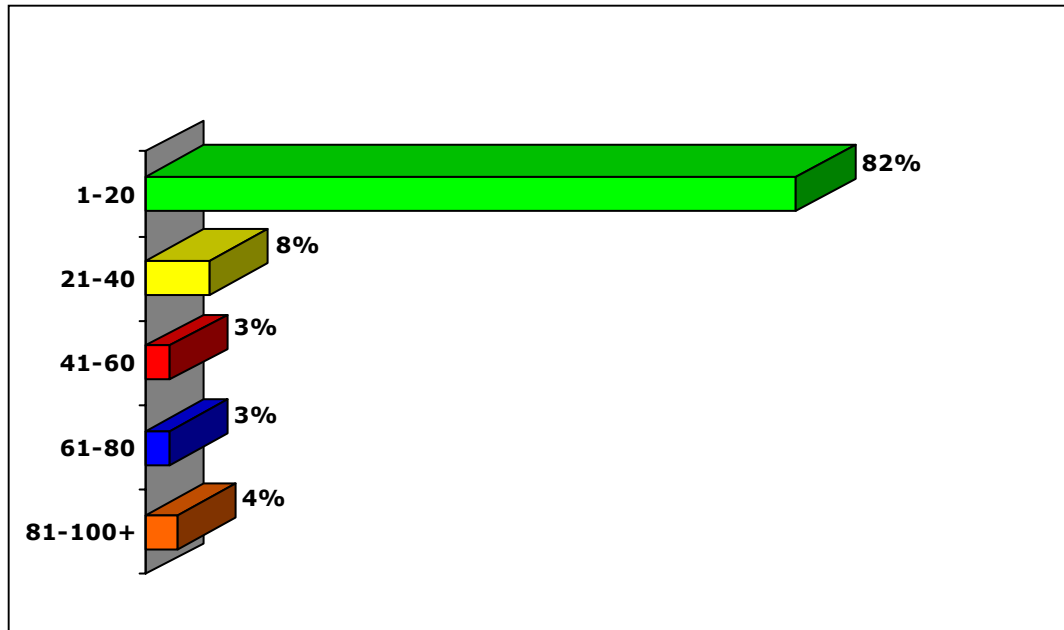
Figure 45: Broadband Provider – Less Significant Players



Base: 170 ROI SME Respondents

Figure 45 shows the less significant players in the broadband sector. Other providers include Telair, Verizon and Blaircom. Further research has shown that smaller SMEs do not use the less significant broadband providers as was previously thought. There is an even mix of providers amongst SMEs.

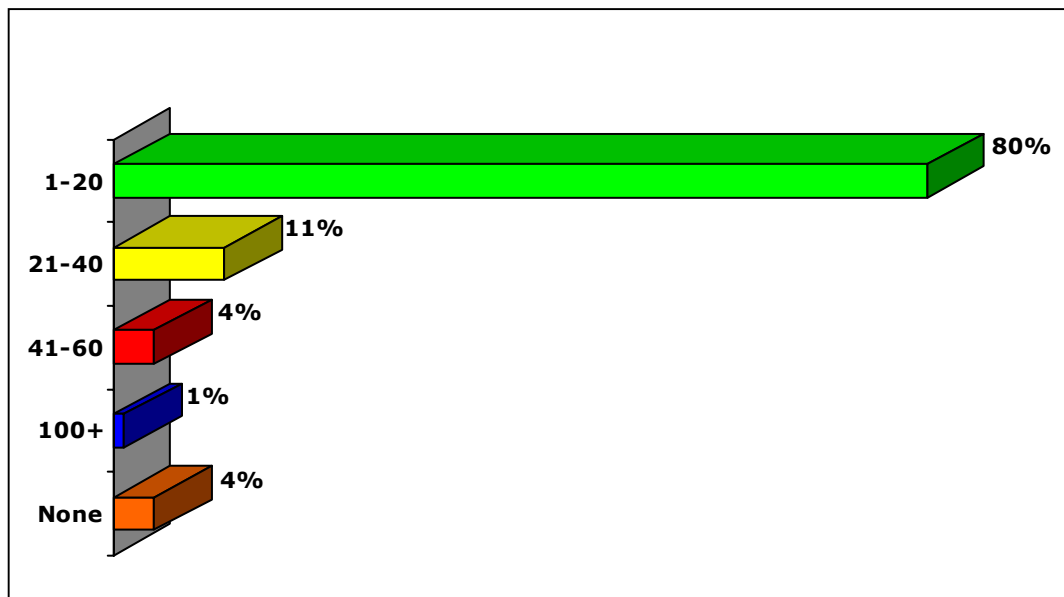
Figure 46: Number of Employees with a Company Paid Landline Phone



Base: 200 ROI SME Respondents

Eight out of ten SMEs have between one and twenty employees with a company paid landline phone in their offices.

Figure 47: Number of Employees with a Company Paid Mobile Phone



Base: 199 ROI SME Respondents

Eight out of ten SMEs have between one and twenty employees with a company paid mobile phone in their respective offices. It is interesting to note that there are similar figures for both the number of employees with company paid mobile phones and company paid landline phones. Both figures 46 and 47 are proportionate to figure 37, which shows that eight out of ten SMEs have between one and twenty employees.

SECTION TEN:
BENEFITS OF MOBILE TECHNOLOGY &
LEVEL OF SATISFACTION WITH
PROVIDERS

10.1 Introduction

This section examines the perceived benefits of mobile technology and respondents' levels of satisfaction with their current providers of fixed phone line, mobile phone and broadband providers.

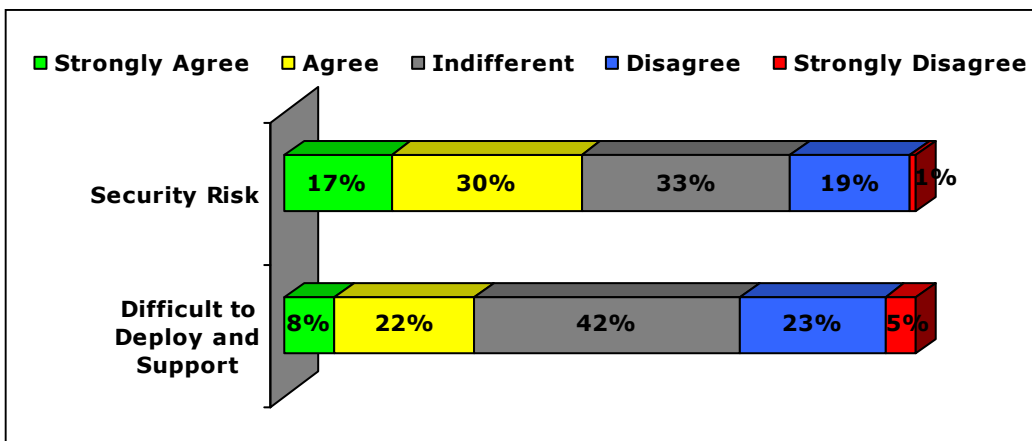
Figure 48: Benefits of Mobile Technology



Base: 200 ROI SME Respondents

The majority of respondents either agree or strongly agree that mobile technology improves mobile working, increases productivity and improves customer relationships. However, there are high levels of indifference and disagreement towards mobile technology improving job satisfaction, reducing communication costs and controlling costs. This is not very positive, as it shows that respondents are either not sure or disagree that mobile technology is cost saving and easy to control. This trend is very similar to the UK.

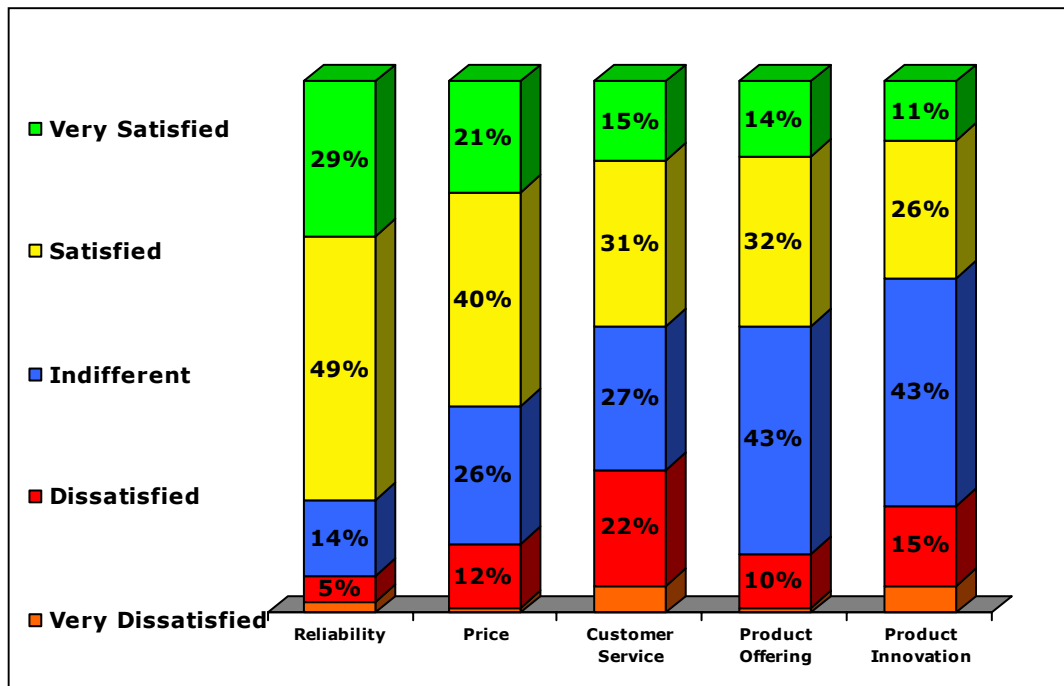
Figure 49: Disadvantages of Mobile Technology



Base: 200 ROI SME Respondents

As can be seen from figure 49, the majority of respondents feel that mobile technology poses a security risk. There are higher levels of indifference towards mobile technology being difficult to support and deploy. This could mean that Accuris need to educate their target market to change this perception. It is important to note, that despite these concerns, mobile technology is widely adopted in most SMEs.

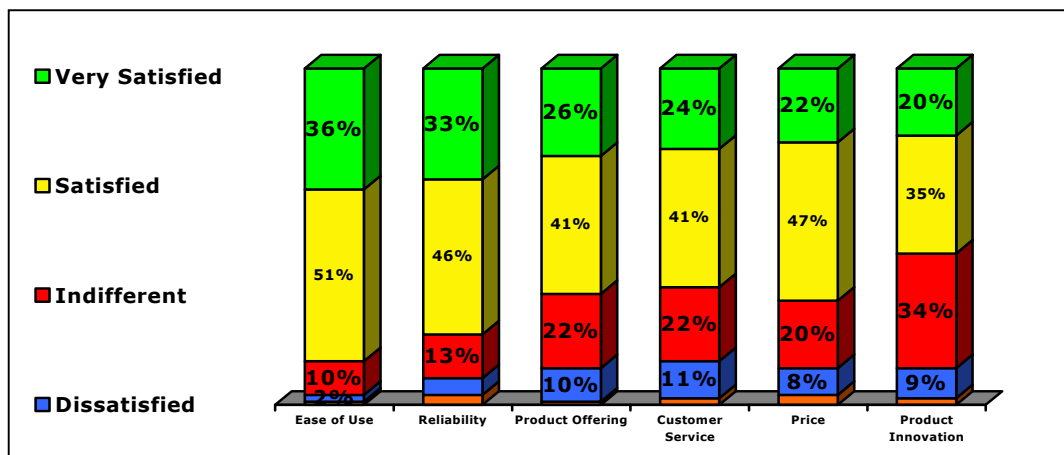
Figure 50: Satisfaction with Landline Provider



Base 200 ROI SME Respondents

The majority of respondents are satisfied or very satisfied with their current landline providers. However, most SMEs are also either indifferent or dissatisfied in terms of product offering and product innovation.

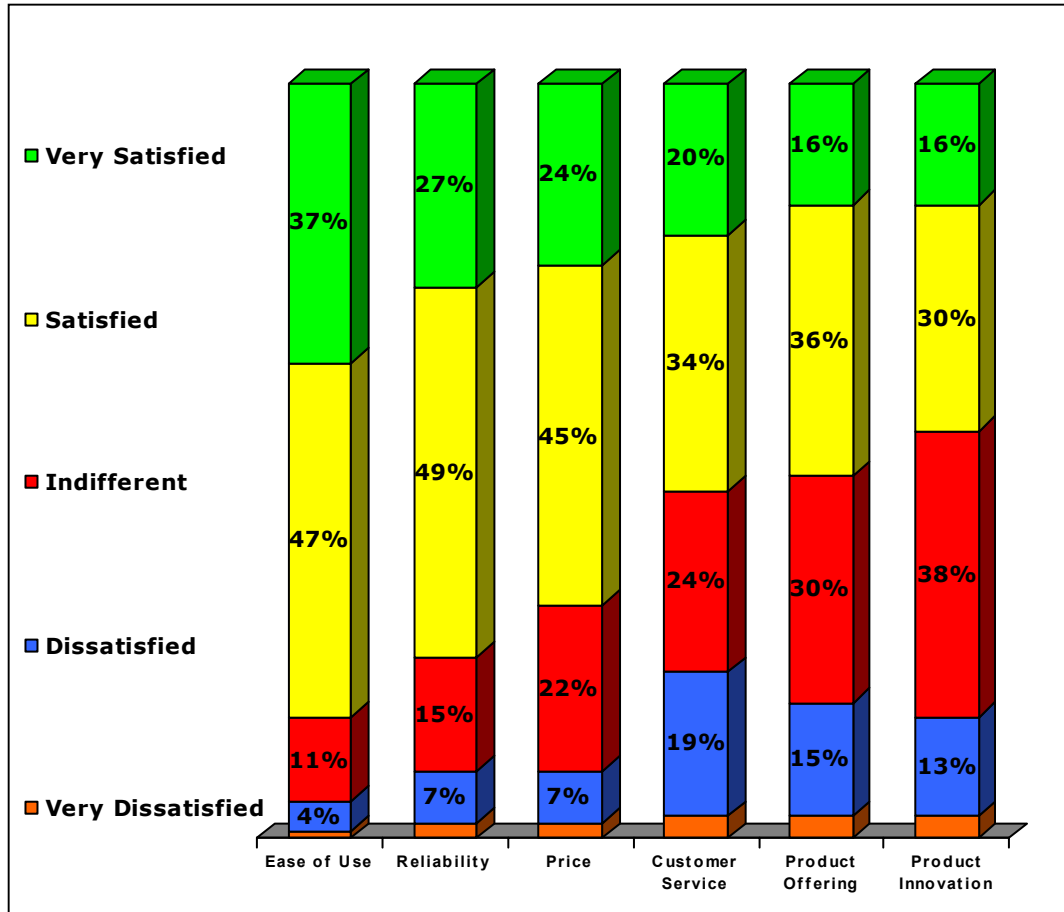
Figure 51: Satisfaction with Mobile Provider



Base: 195 ROI SME Respondents

The majority of respondents were either satisfied or very satisfied with their current mobile providers, with a small minority being dissatisfied or very dissatisfied with the above statements.

Figure 52: Satisfaction with Broadband Provider



Base: 188 ROI SME Respondents

It is evident that the satisfaction levels for fixed line, mobile and broadband are very similar. A large portion of respondents are indifferent or dissatisfied when it comes to product innovation. This is an area where Accuris can thrive by educating the target market on its innovative AccuROAM service.

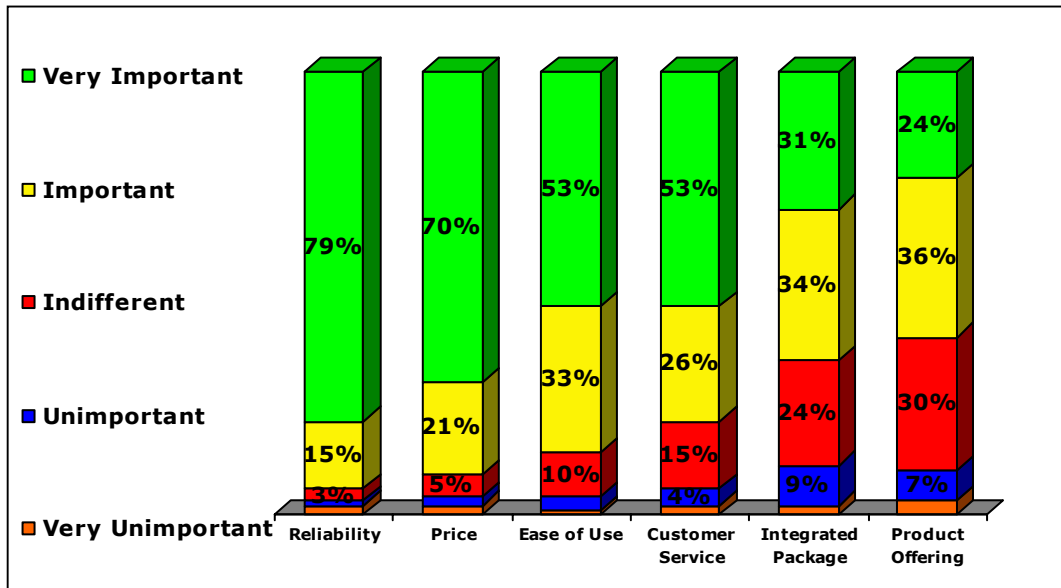
SECTION ELEVEN:

**CUSTOMERS WILLINGNESS TO
SWITCH**

11.1 Introduction

This section examines customers' willingness to switch from their current service providers by showing the importance of particular factors as well as the factors that would discourage respondents to switch providers.

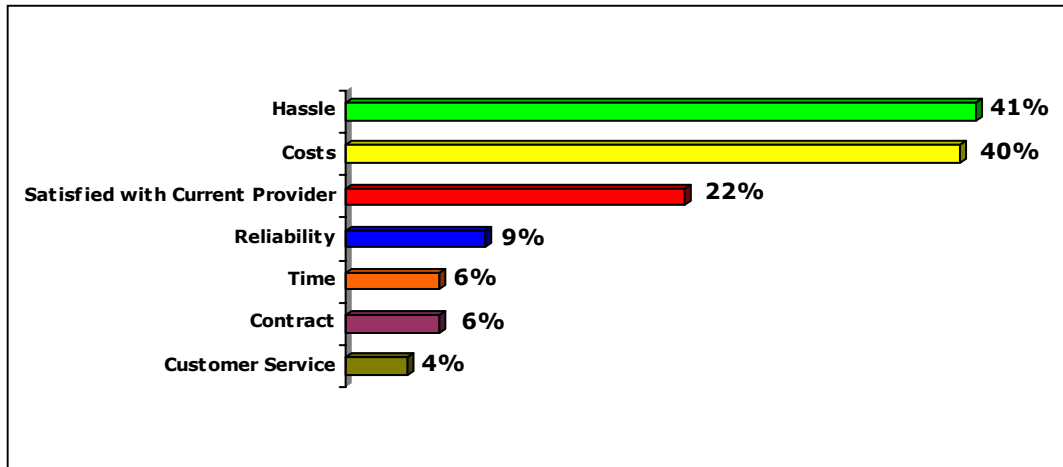
Figure 53: Importance of Criteria in provider Selection



Base: 200 ROI SME Respondents

The vast majority of respondents find the above criteria either important or very important when choosing a provider for fixed land line, mobile phones or broadband. The most important criteria when choosing a provider is reliability and price. It is interesting to note that the availability of an integrated package was deemed as the least important. However, it must be borne in mind that most SMEs do not have an integrated package and therefore are unaware of the benefits that it could offer them.

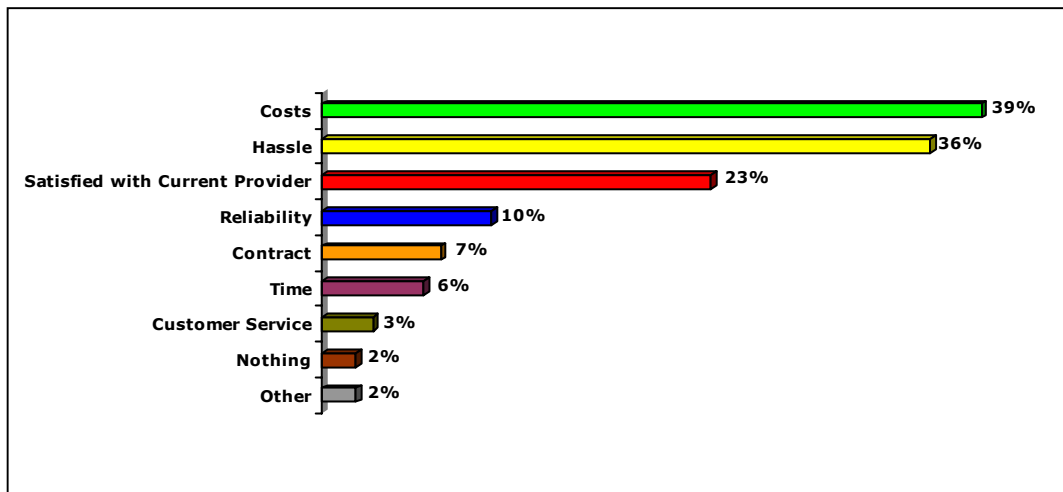
Figure 54: Factors Discouraging Switching Landline Provider (MULTIPLE RESPONSES ALLOWED)



Base: 196 ROI SME Respondents

Hassle and cost prove to be the most significant discouraging factors when switching landline providers for SMEs.

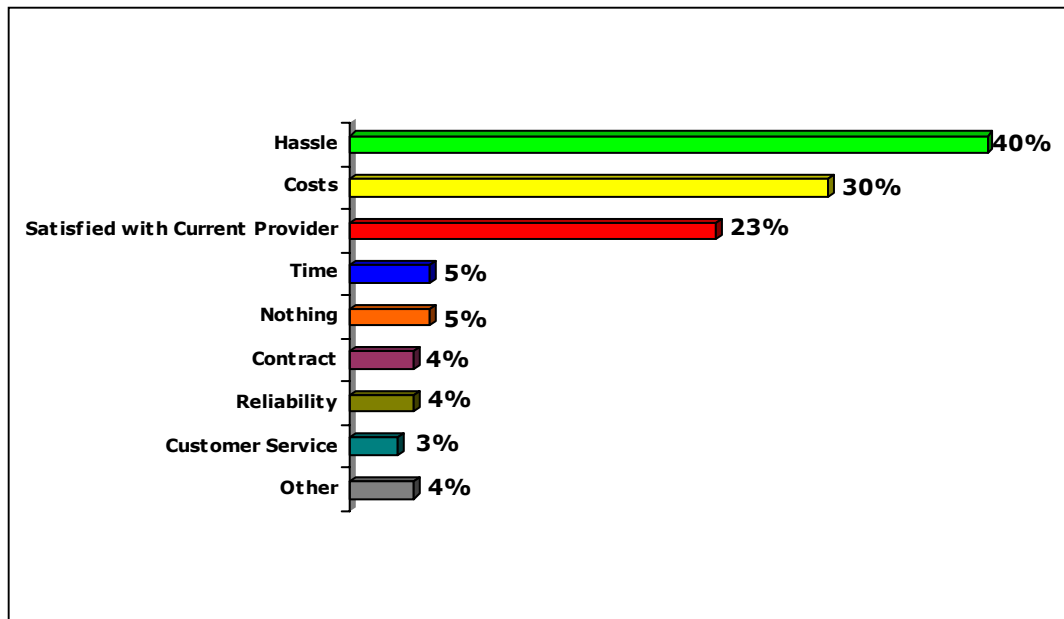
Figure 55: Factors Discouraging Switching Mobile Provider (MULTIPLE RESPONSES ALLOWED)



Base: 191 ROI SME Respondents

Once again, cost and hassle prove to be the most significant discouraging factors when switching mobile providers for SMEs.

Figure 56: Factors Discouraging Switching Broadband Provider (MULTIPLE RESPONSES ALLOWED)



Base: 191 ROI SME Respondents

As it can be seen the same discouraging factors are arising when it comes to switching landline, mobile or broadband provider for SMEs.

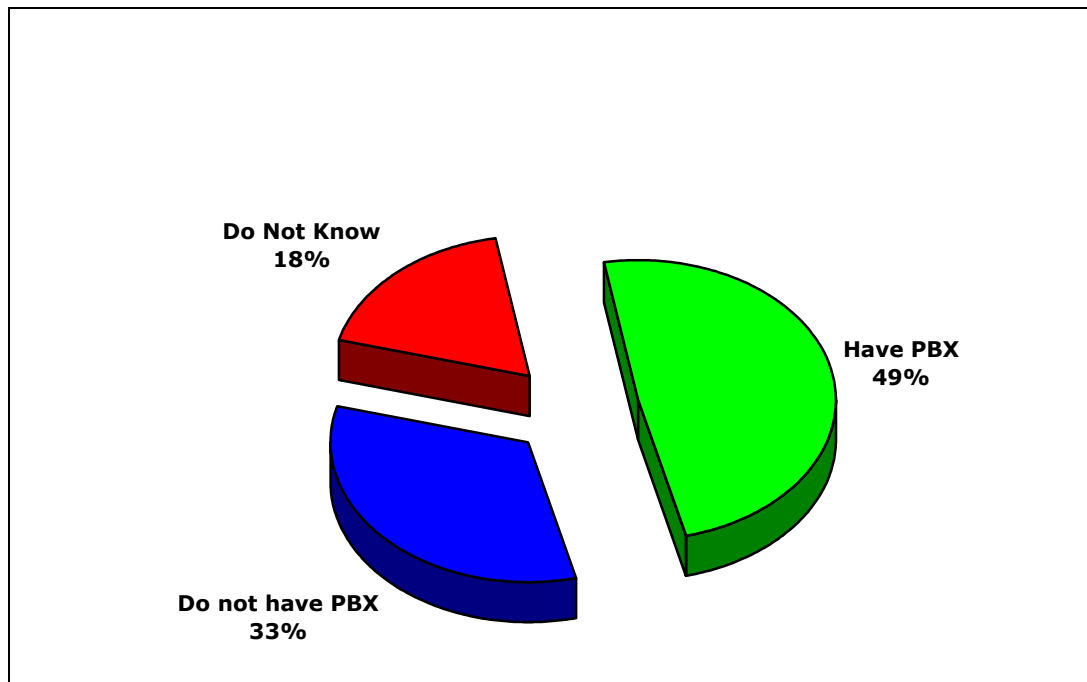
SECTION TWELVE:

AWARENESS OF WiFi

12.1 Introduction

This section examines awareness levels of WiFi and fixed mobile convergence, as well as PBX and Voice over IP address usage among SMEs in the Republic of Ireland.

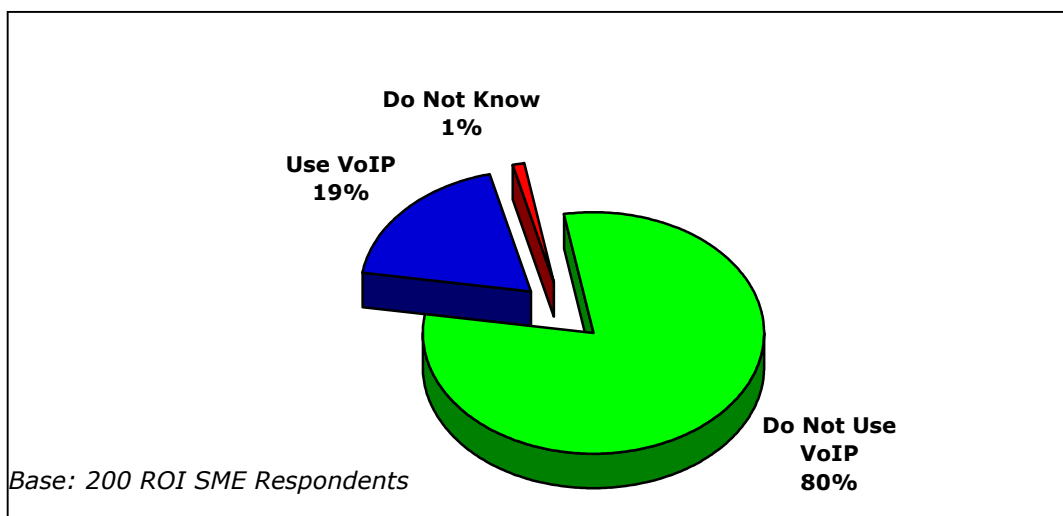
Figure 57: PBX Usage



Base: 200 ROI SME Respondents

Just under half of Irish SMEs have a PBX in their office. Nearly one fifth of Irish SMEs are unsure if they have a PBX, therefore, they most likely do not have one.

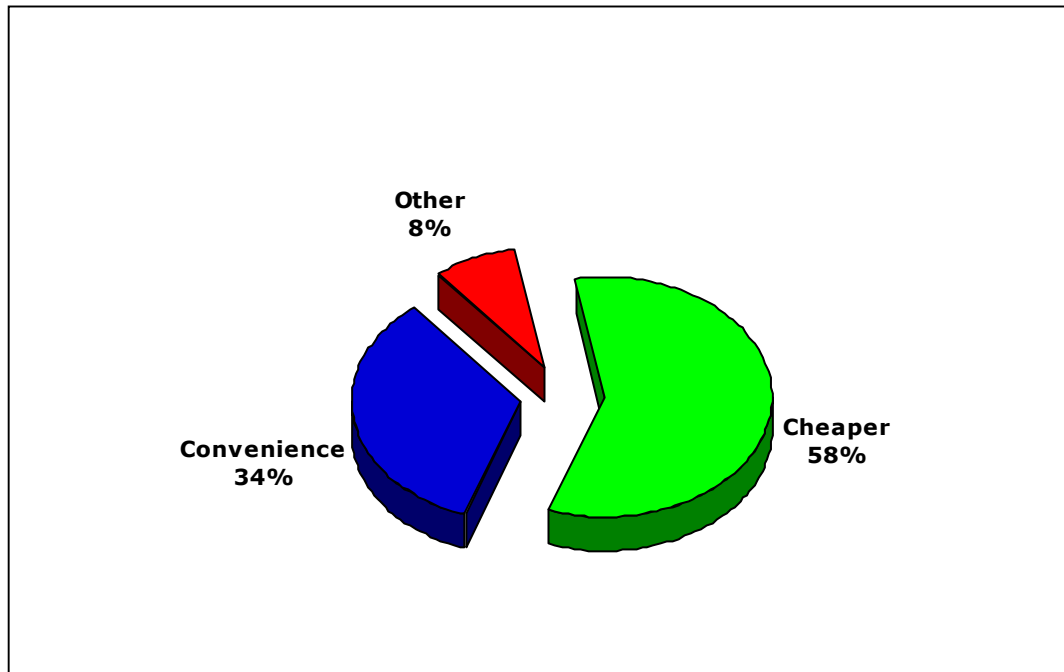
Figure 58: VoIP Usage



Base: 200 ROI SME Respondents

The majority of Irish SMEs do not use VoIP, possibly indicating a lack of knowledge of the benefits it can provide.

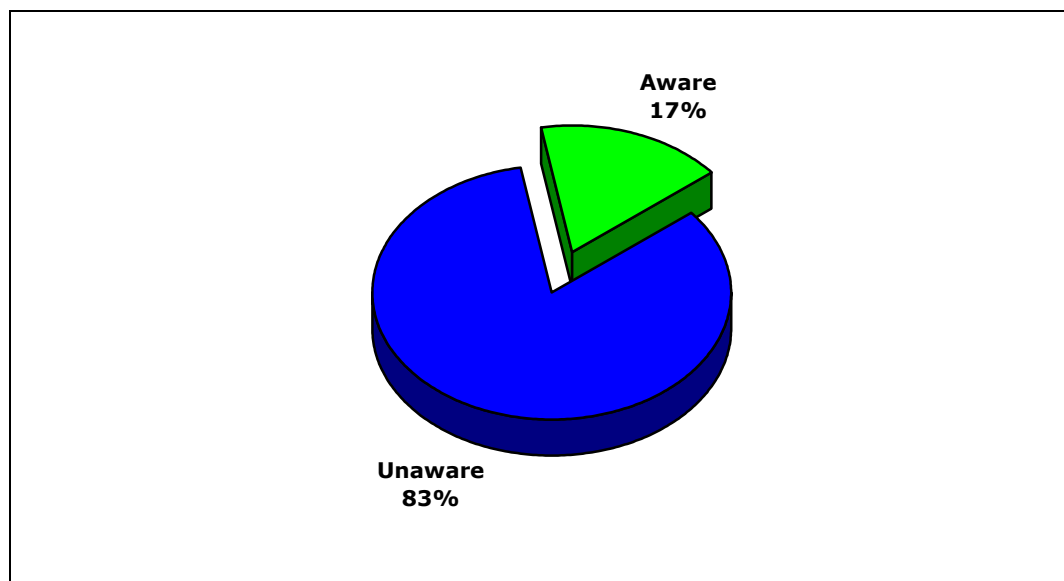
Figure 59: Reason for VoIP Usage



Base: 36 ROI SME Respondents

For those that do use VoIP, the main reason given is because of its cost advantages. It is important to note here that the base is very low at 36 and therefore may not be representative of the population.

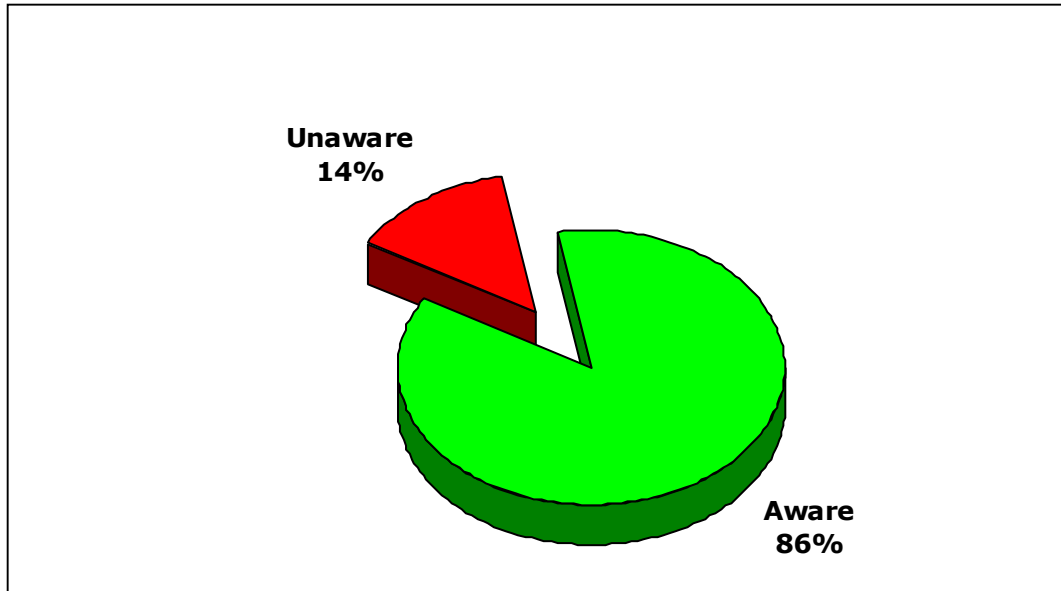
Figure 60: Awareness of Fixed Mobile Convergence



Base: 200 ROI SME Respondents

More than four fifths of Irish SMEs are unaware of fixed mobile convergence and therefore may need to be educated on the benefits that it can provide to a company.

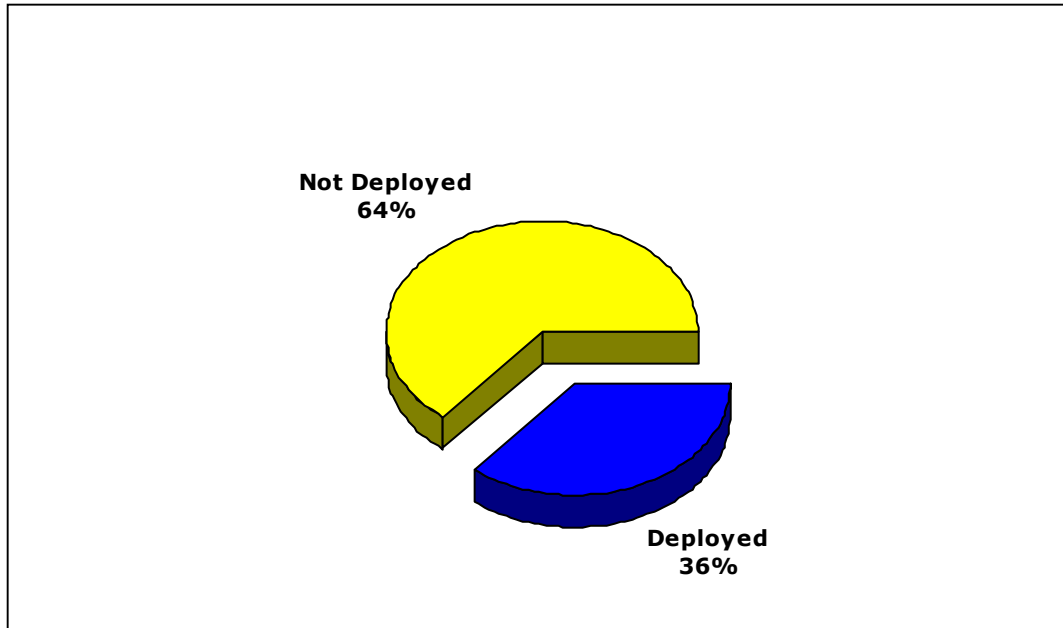
Figure 61: Awareness of WiFi



Base: 200 ROI SME Respondents

Nearly four fifths of Irish SMEs are aware of WiFi versus more than four fifths in the UK which illustrates that they are quite similar in their awareness.

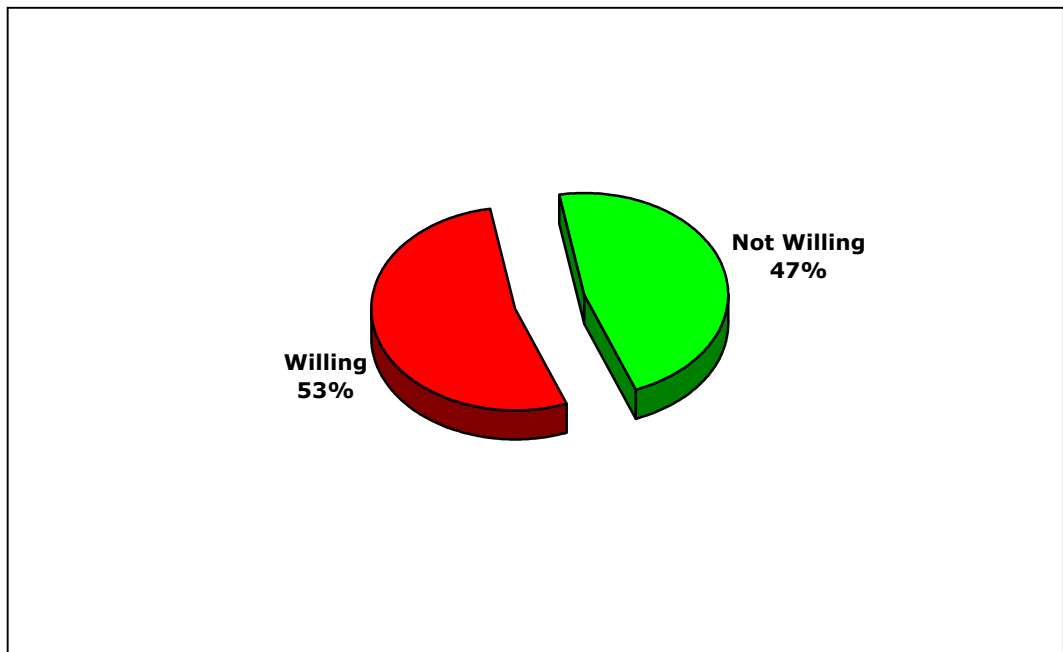
Figure 62: WiFi Deployment



Base: 152 ROI SME Respondents

Nearly half of UK SMEs have WIFI deployed in their offices whilst nearly two thirds of Irish SMEs have it deployed. It is interesting to note that WiFi deployment is quite high in Ireland and the UK.

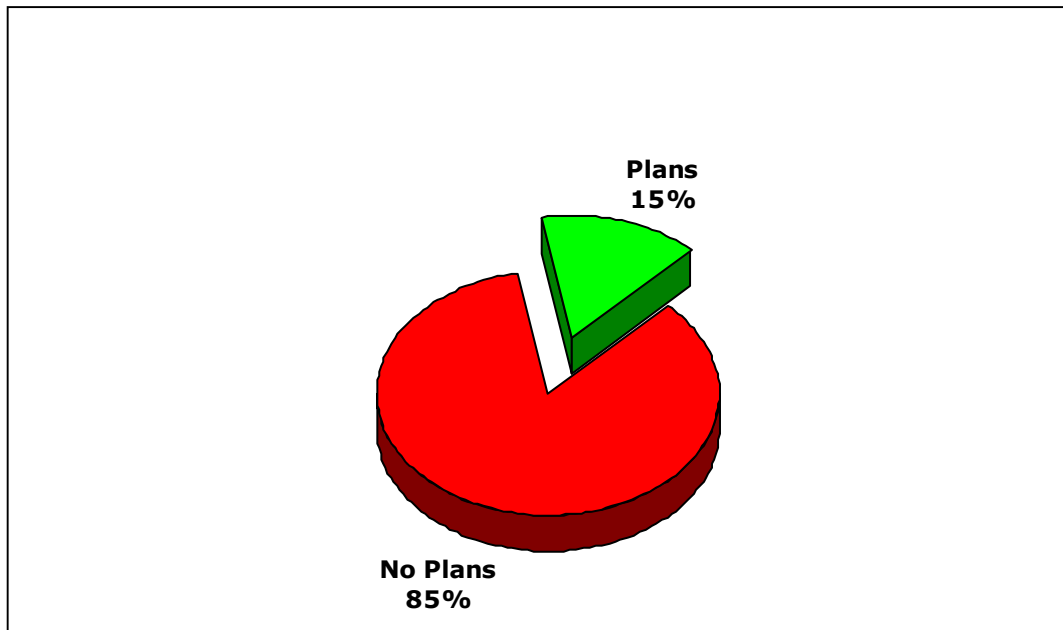
Figure 63: Willingness to Use WiFi



Base: 80 ROI SME Respondents

Of those who do not have WiFi installed in their office, half of Irish SMEs are willing to install WiFi in their offices in the future.

Figure 64: Plans to Install WiFi



Base: 48 ROI SME Respondents

Of those that are willing to install WiFi, fifteen percent have potential plans to install it. It is important to note the base of 48 respondents is quite low and therefore may not be representative of the population, however, it does offer an indication of the rate of uptake.

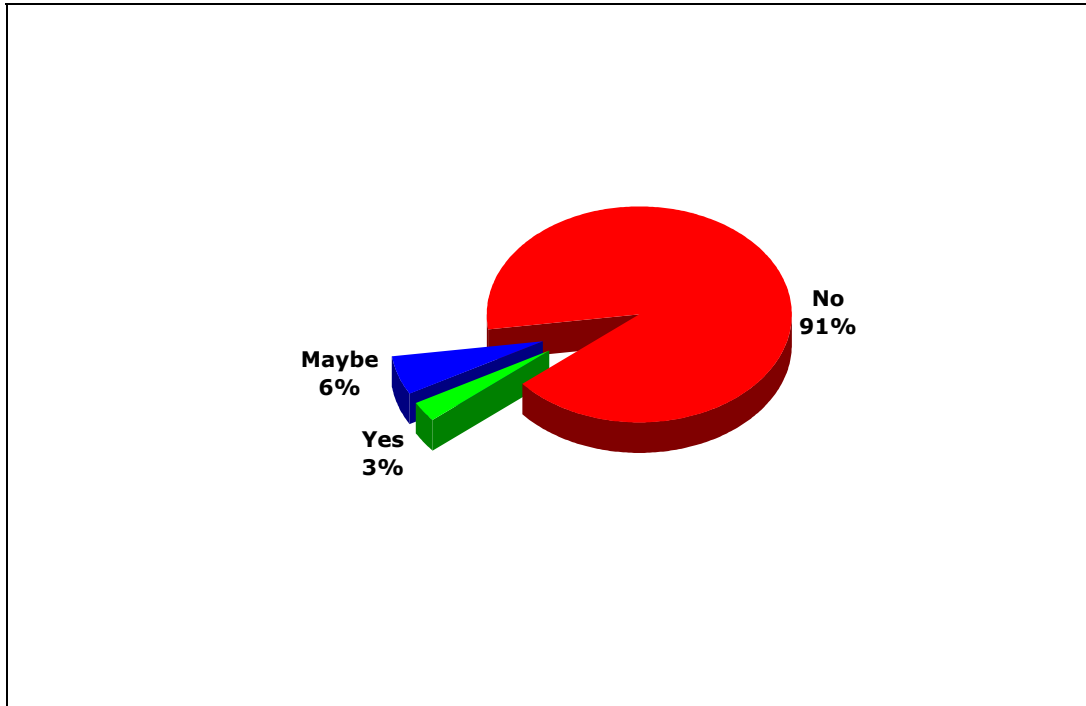
SECTION THIRTEEN

**LEVEL OF INTEREST IN A ONE STOP
SHOP PROVIDER**

13.1 Introduction

This section examines the interest levels in a 'One Stop Shop' Provider of mobile, broadband and landline. It also assesses the willingness of SMEs to replace fixed lines for mobile phones.

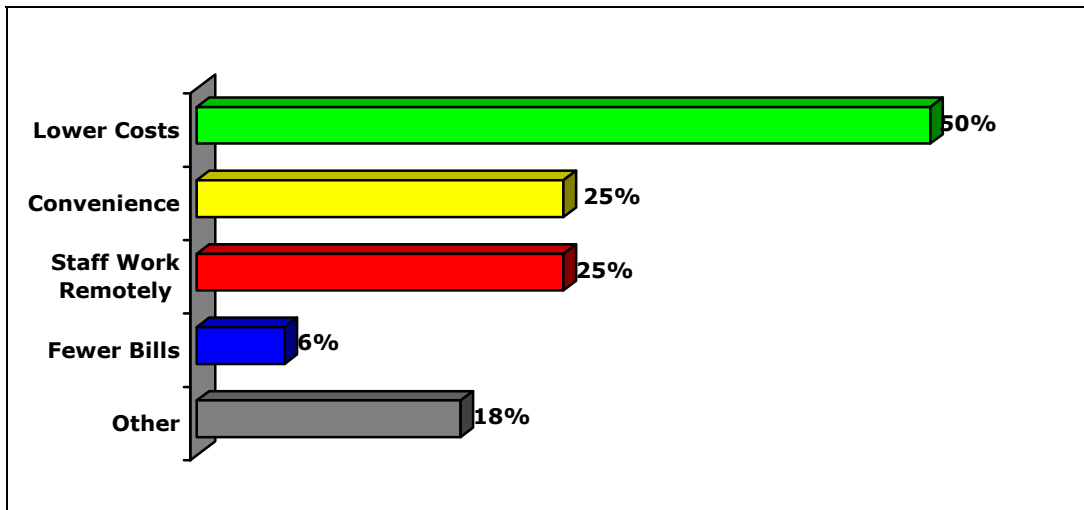
Figure 65: Replacing Fixed Lines for Mobile Phone Lines



Base: 200 ROI SME Respondents

The majority of the Irish SMEs would not be willing to replace fixed lines for mobile phone lines only. Therefore, in order to promote this replacement AccuROAM's benefits would have to be made known to consumers.

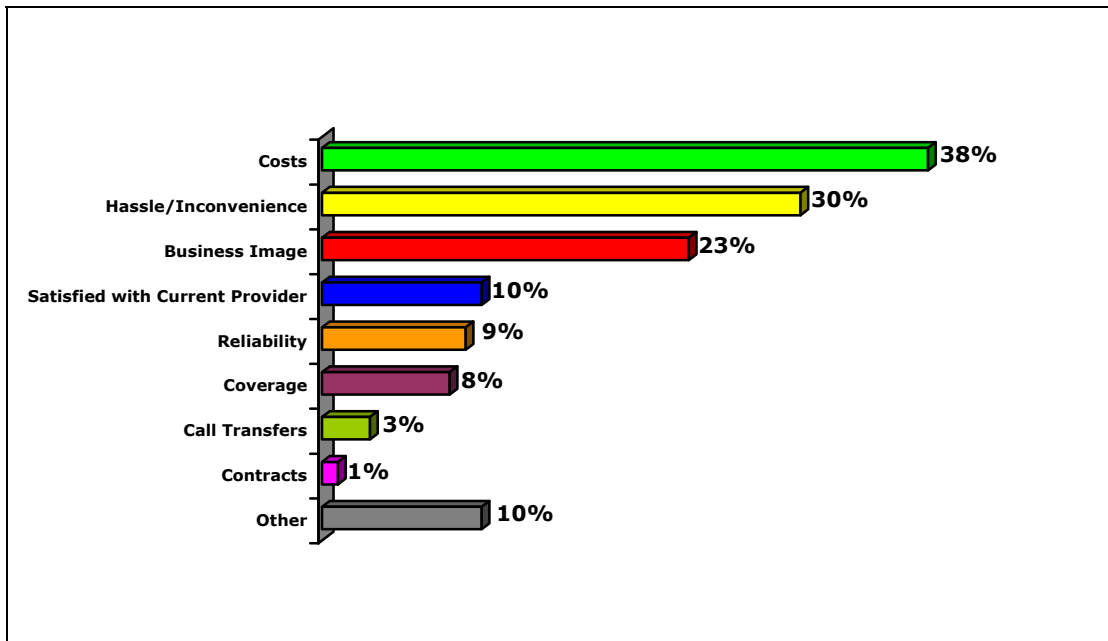
**Figure 66: Reasons to change to Mobile Provider
(MULTIPLE RESPONSES ALLOWED & UNPROMPTED)**



Base: 16 ROI SME Respondents

The Opportunity to lower cost is the most commonly cited reason to switch to from landline to mobile phones only. This highlights the importance of low costs to Irish SMEs. It is important to note that the base is only 16 respondents and therefore this result is not statistically viable. However, it does give an indication as to the reasons why SMEs would switch to only mobile phones.

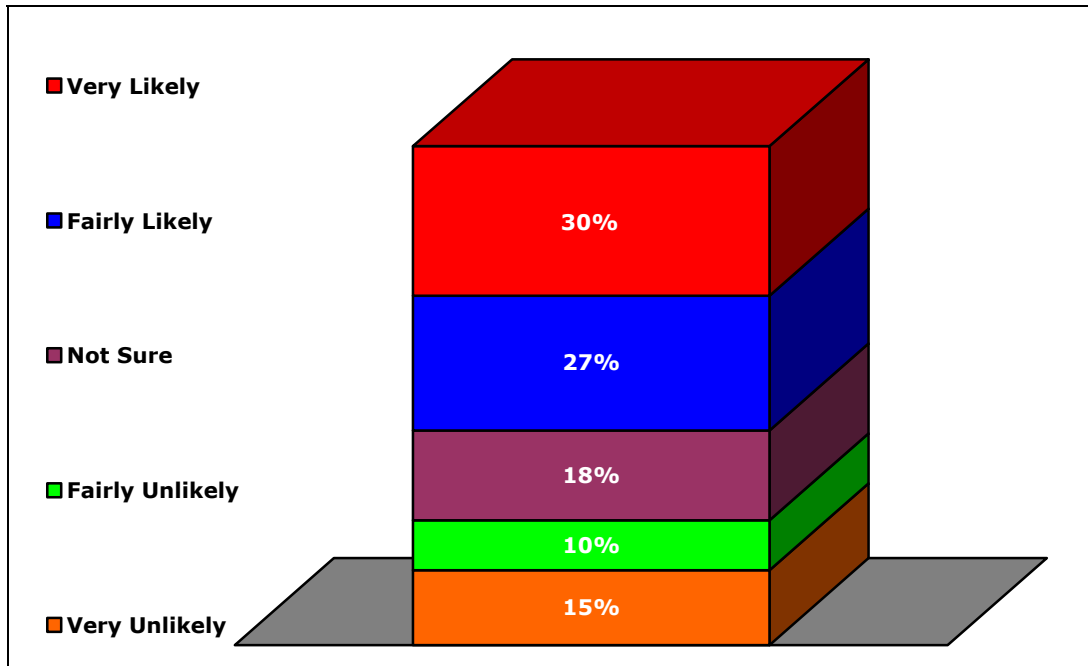
**Figure 67: Reasons not to change to mobile Provider
(MULTIPLE RESPONSES ALLOWED & UNPROMPTED)**



Base: 174 ROI SME Respondents

The most prominent barriers to switch are the associated costs, business image and inconvenience. In order to overcome these barriers, consumers would need to be educated on the possible likelihood of cost savings or the ease of switching to such a service.

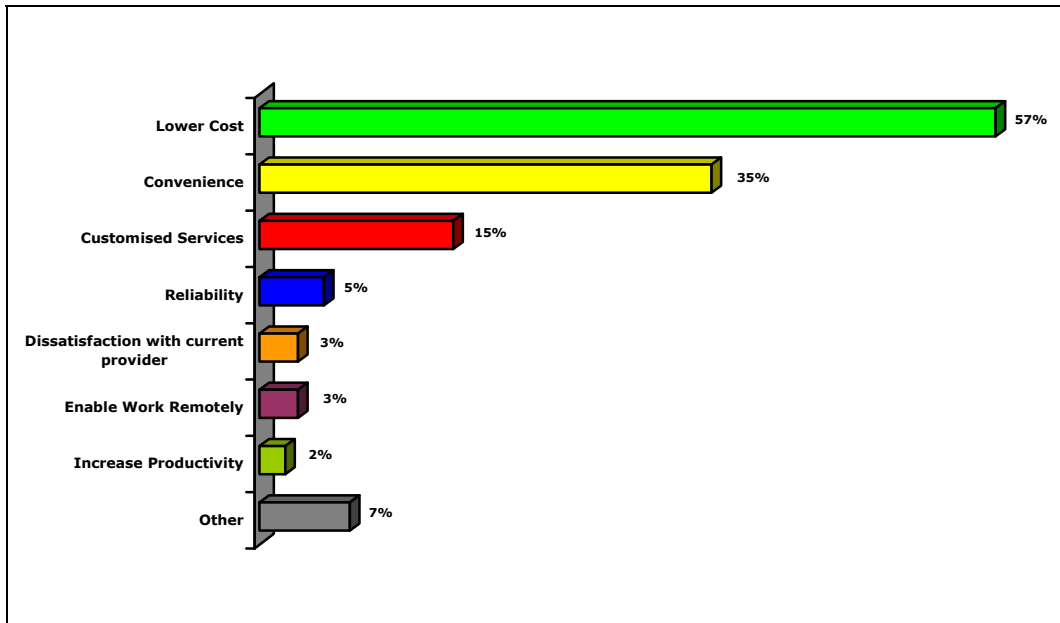
Figure 68: Likelihood to use an Integrated Package



Base: 184 ROI SME Respondents

Approximately three fifths of RoI SMEs would be either fairly likely or very likely to use a One Stop Shop Provider for all mobile, landline and broadband services and more than one fifth are unsure. It is important to note that there are high levels of unawareness of Fixed Mobile Convergence and therefore, respondents are unaware of the possible benefits it could have for their company. Therefore, if they were aware of fixed mobile convergence on the possible benefits they may be likely to adopt the technology.

Figure 69: Primary Reason to move to a One Stop Shop Provider



Base: 174 ROI SME Respondents

Lower costs and the convenience of a 'One Stop Shop' are the triggers to use such a provider. This, again, highlights the importance of low costs for SMEs when selecting a provider.

SECTION FOURTEEN:

**CONCLUSIONS &
RECOMMENDATIONS**

14.1 Introduction

The following conclusions are an overall review of the findings of the research undertaken by the UCD Marketing Development Programme. Following this, recommendations for possible future communication activities have been suggested by Accuris Networks. The findings from the UK and Ireland have been amalgamated, as there were no major differences in results.

Attitude towards Mobile Technology

Conclusions:

- In general, SMEs are aware of the benefits of mobile technology, with an overwhelming majority agreeing or strongly agreeing that it improves productivity and facilitates mobile working. Therefore, SMEs are likely to be open to the idea of new technologies that are released into the market, especially if they will enable them to cut costs.
- Approximately half of SMEs agree or strongly agree that mobile technology presents a security risk, therefore this is an issue that would have to be addressed when releasing a new mobile technology.

Recommendations:

- When devising a communications strategy for a Fixed Mobile Convergence (FMC) offering, the benefits of mobile technology need to be emphasised, for example that FMC would increase productivity and mobile working. Furthermore, the security concerns regarding mobile technology would have to be addressed in order to ease fears in this regard.

Satisfaction with Current Providers

Conclusions:

- Nearly half of SMEs are satisfied or very satisfied with their landline, mobile and broadband providers in terms of price, ease of use, reliability, product offering and customer service. The area in which there is least satisfaction is in terms of product innovation.

Recommendations:

- As product innovation is the area that SMEs are least satisfied with, operators should emphasise the innovative nature of FMC in order to differentiate it. Operators should highlight the advantages of a technologically advanced wireless solution as respondents were indifferent with regards satisfaction with their service provider's product offering.

Willingness to Switch

Conclusions:

- Reliability is an overwhelmingly important factor in choosing a mobile, landline or broadband provider. This could potentially result in resistance to a new product, as it would not have a proven track record of reliability. The other most important factors identified when choosing any provider are customer service and price.
- The least important factor when choosing a provider is product offering.
- The most prominent factors discouraging SMEs to switch mobile, broadband and landline providers are costs, inconvenience and satisfaction with their current providers. Therefore, the low cost elements and ease of switching must be emphasised in order for SMEs to switch providers.

Recommendations:

- In order to encourage SMEs to switch providers, reliability should be central to an operator's FMC communications strategy. As a new service, an FMC proposition will not have a proven track record in terms of reliability. Therefore, the use of customer testimonials where reliable communications is critical could be a potential option in order to prove this.
- In order for SMEs to adopt a FMC service, its low costs and convenience should be communicated. A potential way of communicating the costs would be to do price comparisons when using three separate providers. The convenience factors associated with dealing with a single provider should also be made known to potential customers. This strategy could overcome the inconvenience barrier.

Awareness of WiFi

Conclusions:

- The vast majority of respondents are unaware of fixed mobile convergence.
- The majority of SMEs are aware of WiFi, however, only around half of respondents actually have it deployed in the office and of those, very few have plans to install WiFi in the future.
- Despite the target audience being technologically knowledgeable, especially with regards to the benefits of mobile technology, the majority are unaware of the new technology.

Recommendations:

- To increase awareness FMC, consumers should be educated about fixed mobile convergence and the cost /reliability benefits it offers.
- Respondent's need to be shown the technological advantages, as well as the cost saving advantages of FMC in comparison to their current service providers. This is particularly important as their high satisfaction levels with their current providers could pose a barrier to switching.
- Respondent's reluctance to use WiFi could pose as a possible barrier to adopting an FMC service. It is recommended to focus advertising on the reliability of this type of wireless service, as well as its advantages with regard mobile working.

Level of Interest in a Single Service Provider

Conclusions:

- Respondents have shown a strong reluctance to switch from fixed line to mobile phone lines, citing costs and hassle/inconvenience as the main reasons. Other reasons included business image and reliability.
- In general, SMEs are willing to adopt a single provider for mobile, broadband and phone lines. This is prior to being informed about the benefits that it could provide. One fifth of respondents are unsure if they would use a single provider.
- The primary reason to change to a single provider for fixed line, mobile and broadband is cost.

Recommendations:

- It is recommended that the benefits of using a single provider, especially those cited by respondents as reasons to switch, should be emphasised throughout an operator's communications strategy.
- There are few providers in the Irish market that offer all three services, therefore, this could be a potential opportunity for a FMC service launch and gain first mover advantages. The same hold true for the UK market where mobile operators are entering the DSL market and could use VoWiFi as a service they can bundle with their DSL offerings to differentiate them from existing broadband offerings.
- It is recommended that in advertising the service cost benefits should be the main focus as this is the factor that respondents valued most.

APPENDICES