

State of MVNO Mobile SEPTEMBER 2017

Conecto MVNx rolled out the largest single SIM order to the most MVNO brands of any MVNE, MVNA or MVNx in history in 2017.

With end users in the reported period in over 120 Countries, and end users from very low end to very high end, and everything in between on the first and only fully Cloud based MVNx system, Conecto can report, on its Cloud (first in the world, most advanced full XML based) based device management platform the state of the MVNO Mobile nation.

Handsets Across Conecto MVNx Platform

64%

53

50ss

90%

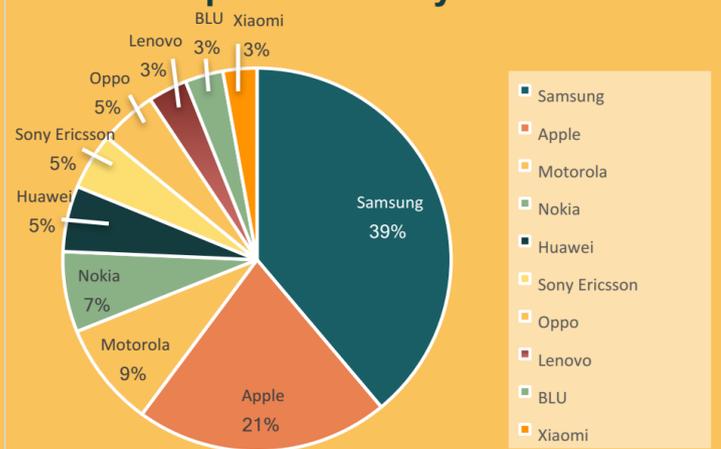
MAIN STATISTICS

- Samsung and Apple have 64% of MVNO market by Conecto MVNx Platform reports
- 53 Handset Brands make the min criteria for reporting
- 5 Operating systems are still prevalent
- <90% handsets sent an automated OS bespoke link (app, site, etc.) The rest can use SMS & SIM Push

Handsets by Brand

Samsung and Apple lead the pack by far with MVNOs on Conecto's MVNx platform; gone are the days when MVNO customers only used old handsets and feature phones. The biggest brand to follow the two market leaders is Motorola; reflecting the increasing trend of users to opt out of handset + SIM model. Nokia follows showing that there are still users clinging to their beloved old brands. The other biggest Surprise is how brands like Oppo, Blu and Xiaomi are almost eclipsing some big brands names.

Top Handsets by Brand



ARPU vs. pre Migration to Conecto / Market Average

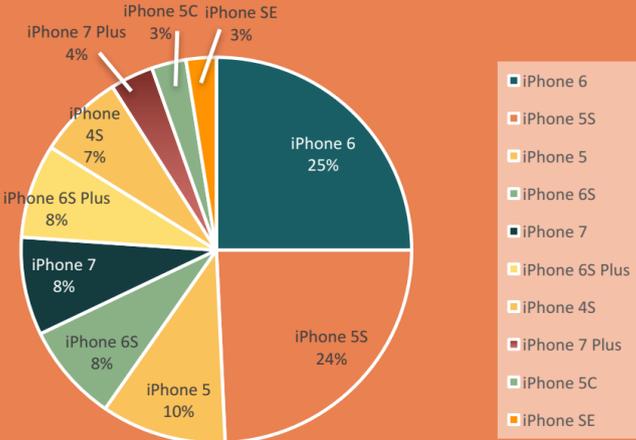


Good News; ARPU is UP

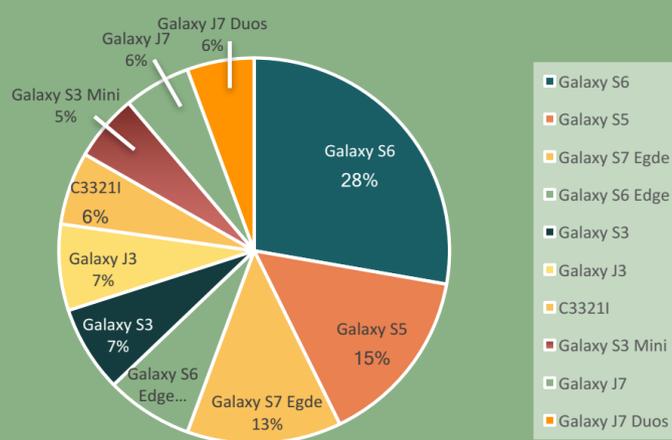
The good news is that Conecto customers are seeing much higher ARPU for the customers who have migrated to us from other platforms, and make use of the built in reporting, notification and push technologies. Where example customers have not migrated, we have relevant market reference data from the extensive experience of over 100 years of MVNO set-up the core team has and our key customers take advantage of.

If you want to be able to push mobile applications, services and notifications to customers devices and SIMs OTA in real time to boost ARPU then get in touch.

Top Apple Handsets



Top Samsung Handsets



MVNOs are lengthening the lifecycle of mobile phones; reducing landfill and waste, using the last four generations of Apple and Samsung hero devices.

In conclusion:

1. MVNOs are changing, growing and evolving to more sophisticated niches beyond ethnic and low cost.
2. MVNO niches, and users are getting more complex, to the advantage of MNOs and MVNOs as the niches are getting more niche.

To take advantage of this shift the MNO and MVNO need enablers that can work in realtime to report and monitor usage, push offers and apps in realtime to customers, which in turn also keeps customers for longer..

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If you are an MVNO or MNO still dealing with legacy MVNx get in touch

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