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# How to achieve efficient switching

The experience from the global telecoms market

# AGENDA

- Switching – Customer expectations
- Similarities between utility and telecoms switching
- Telecoms Portability – Global evolution
- Porting administration – Centralised versus decentralised
- Key elements of numbering in telecoms
- Number Portability – Centralised porting process
- Porting process overview
- Consideration of the consumer – Donor versus recipient led porting
- Good practice for best consumer experience
- How it works in other countries



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# SWITCHING – CUSTOMER EXPECTATIONS?



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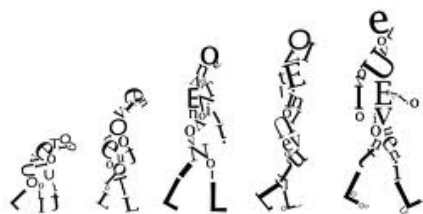
## SIMILARITIES BETWEEN UTILITY & TELECOMS SWITCHING

| Feature                                    | Telecoms  | Utility  |
|--|---|--|
| Donor & Recipient                          | Yes   | Yes  |
| Stakeholders                               | Multiple  | Multiple   |
| Transfer of Asset                          | Yes - Telephone Number/<br>Line                                 | Yes - Meter  |
| Unique Identifier                          | Yes – Telephone Number  | Yes – Account/ Meter Asset Number  |
| Activity Routing – 3 <sup>rd</sup> Parties | Yes – voice & SMS traffic via<br>3 <sup>rd</sup> party networks | Yes – electricity or gas consumption<br>via 3 <sup>rd</sup> party networks |
| Security Issues                            | Yes – Ownership & Validation<br>of Account                      | Yes – Ownership & Validation of<br>Account                                 |
| Minimal Service Disruption                 | Critical  | Critical   |
| Debt Management                            | Yes – Usage up to point of<br>switching                         | Yes – Usage up to point of<br>switching                                    |



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# TELECOMS PORTABILITY – GLOBAL EVOLUTION



| Feature                | Then                                  | Now                                   |
|------------------------|---------------------------------------|---------------------------------------|
| Switching Time         | Up to 30 days                         | Less than 4 hours                     |
| Service Disruption     | Up to 3 days                          | Less than 20 seconds                  |
| Switching Approach     | Donor Led                             | Recipient Led                         |
| Switching Process      | De-centralised & Manual & Time Driven | Centralised & Automated & Task Driven |
| Customer Data Transfer | Complex                               | Simple                                |
| Switching Steps        | Multiple                              | Minimal                               |

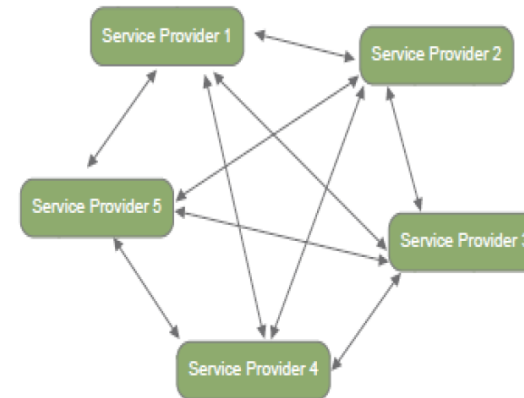


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# PORTING ADMINISTRATION CENTRALISED VS DECENTRALISED

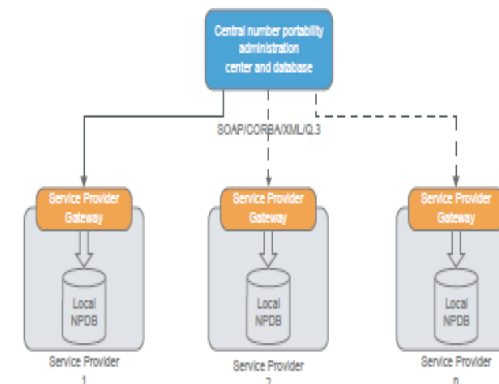
## Decentralised

- Peer-2-Peer/ Bi Lateral agreements between operators
- Non-Standard NP process
- Complex to manage



## Centralised

- NP managed through central NP platform
- Standard NP process & delivery
- Requires operators to interface with central NP platform



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# KEY ELEMENTS OF NUMBERING IN TELECOMS

## Originally

- Block of telephone numbers assigned on a per operator basis (i.e. 07850 to O2 and 07860 to Vodafone)
- Customers allocated a telephone number by operator (i.e. 07850 123456)
- When a customer of Vodafone dials a customer of O2 the network identifies the 07850 and routes the call to the O2 network for termination

## When number portability is introduced

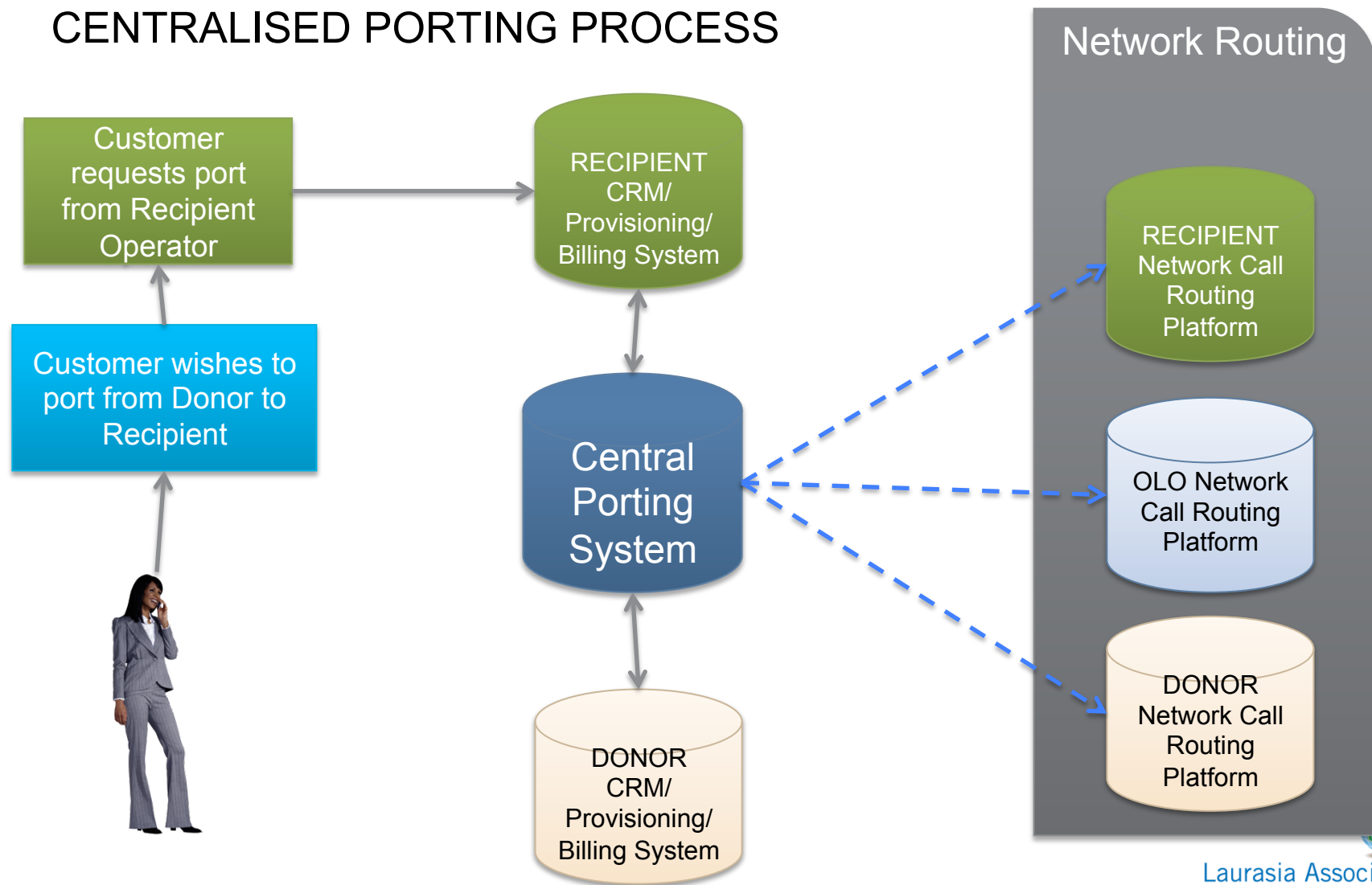
- The O2 customer could move to Vodafone and take its number
- The prefix of the number (i.e. 07850) no longer identifies the operator
- Therefore the operator that is routing the call needs to identify on which network the customer has ported to

## Standard practice

- All calls are checked against a database before routing
- This check is done in real time and should not cause a perceived delay in the call being connected

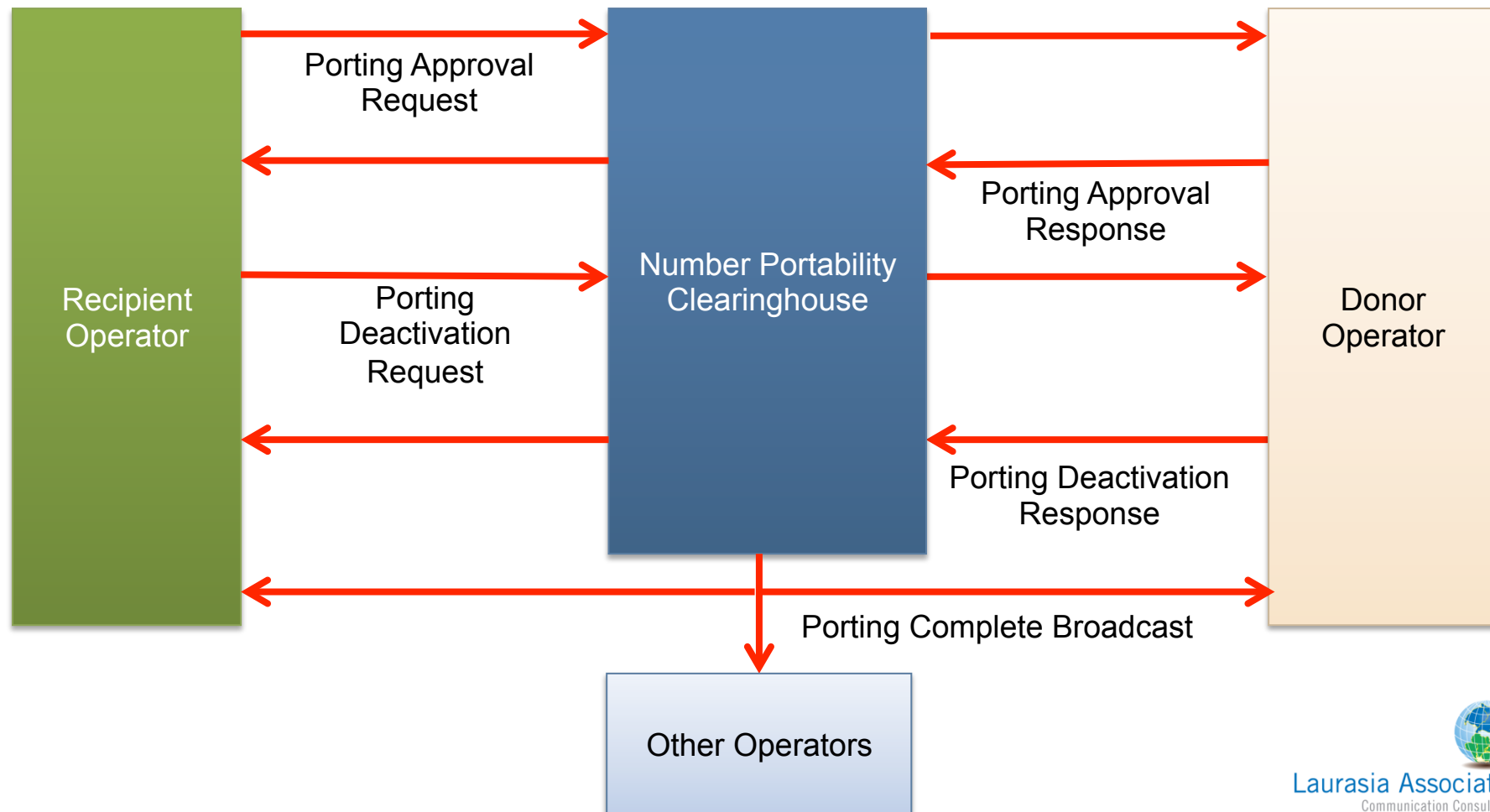


# NUMBER PORTABILITY CENTRALISED PORTING PROCESS





# PORTING PROCESS OVERVIEW



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# CONSIDERATION OF THE CONSUMER DONOR VERSUS RECIPIENT LED PORTING

## DONOR LED OPERATOR FRIENDLY

- Driven by the consumer
- Persuading Donor operator to port out
- Complex process – involving generation of porting codes
- Extended porting timescales
- Service disruption

## RECIPIENT LED CONSUMER FRIENDLY

- Driven by Recipient Operator
  - End to end co-ordination
  - Customer delegates via Power of Attorney
  - Initial Validation
- Processing of Porting transaction simplified between operators
- Customers proactively advised of porting progress
- Porting time reduced
- Service disruption minimised and co-ordinated between parties



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## GOOD PRACTICE FOR BEST CONSUMER EXPERIENCE

- Recipient Operator led
- Centralised clearing house
- Porting administration approach – automated in real time
  - Completed within 24 hours
  - Minimal rejection and failure rates
  - Limited reasons for rejecting a port
- Preferably FREE to the consumer
- Debt is not a reason to port
- Winback is prohibited
- Cancellation of port is NOT allowed when the order is in progress
- Porting is done real time – cannot be deferred



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## HOW IT WORKS IN OTHER COUNTRIES



Video can be located at - [www.ictqatar.qa/numberportability](http://www.ictqatar.qa/numberportability)



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# *Thank You*

## Laurasia Associates

*Consulting Through Real Experience*



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# LAURASIA ASSOCIATES

## NUMBER PORTABILITY CREDENTIALS

- **Russia - 2013 – Current – Ministry of Communications, Russia/ Ernst & Young – Mobile Number Portability Consultancy**
- **Jamaica - 2012 – Current – LIME, Jamaica - Number Portability Consultancy**
- **Kazakhstan - 2012 – Current – Ministry of Communications, Kazakhstan/ Ernst & Young – Mobile Number Portability Consultancy**
- **Turks & Caicos Islands - 2012 – Current - Turks & Caicos Islands Telecommission - Number Portability Consultancy**
- **Bahamas - 2012 – Current - Utilities Regulation & Competition Authority (URCA) - Number Portability Consultancy**
- **Nigeria - 2010 - Current Nigerian Communications Commission / KPMG - Mobile Number Portability – Number Portability Consultancy & Programme Management**
- **Cayman Islands - 2011 - LIME, Cayman Islands - Number Portability Consultancy**
- **Ghana - 2010 – 2011 - Vodafone – Mobile Number Portability Programme Management**
- **Gibraltar - 2009 - 2012 GibTelecom– Number Portability Consultancy**
- **Kenya - 2010 – 2011 Safaricom – Mobile Number Portability Consultancy**
- **Qatar - 2010 Vodafone - Number Portability Consultancy**
- **Bermuda - 2010 Keytech Group - Number Portability Consultancy**
- **Isle of Man - 2009 Manx Telecom – Mobile Number Portability Programme Management**
- **Channel Islands - 2008 Airtel Vodafone – Mobile Number Portability Programme Management and Regulatory Consultancy**

Laurasia Associates has advised regulators and operators across the world on NP, including:-

- **Kuwait**
- **Panama**
- **Sri Lanka**
- **Papua New Guinea**
- **Bahrain**
- **UK**
- **Uganda**
- **Moldova**
- **Tanzania**
- **Trinidad & Tobago**
- **Albania**
- **Costa Rica**
- **Montenegro**
- **Georgia**
- **Sudan**



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