



# Transforming the New Zealand Wholesale Landscape

## The Kiwi Market

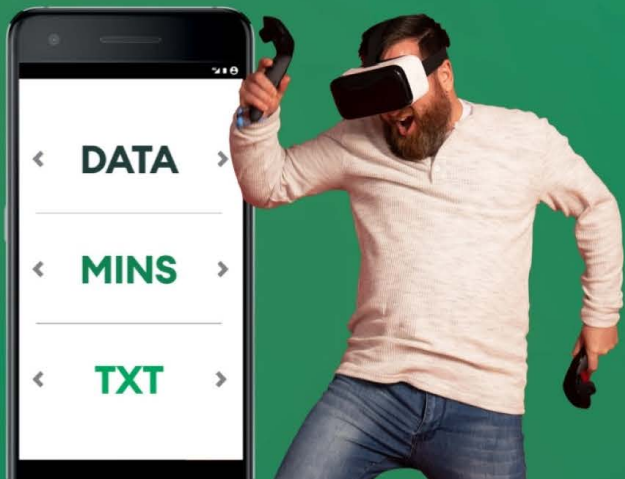
New Zealand has a dynamic market for communications services, and mobility is no exception. Numerous mobile brands vie for the business of Kiwis who reside and work in a modern yet rugged and isolated society restricted to 50% of the islands' geography. One New Zealand, previously Vodafone NZ, has been a market leader for over two decades, serving consumers and businesses with a range of fixed, mobile, broadband and television services. They recently completed significant network upgrades and a corporate restructuring, rebranding themselves as One NZ and shifting their focus on delivering the best wholesale carrier services to New Zealand.

As the leading provider of wholesale services, One NZ's Infrastructure Partners division's focus is to provide quality, transparency and flexibility for every element of their service, from network to customer platforms to support, in order to break down their customers' barriers, innovate and succeed in their markets.

## One NZ for MVNOs

One customer segment that One NZ has enabled is in the MVNO market. In any competitive arena, MVNO brands can capture and grow market share by pursuing one or both traditional strategies:

- Creating value-based offers for a particular segment, for example, low-cost services with large data allowances for the price-sensitive youth market, like BeMobile in Africa or Boost in the USA
- Bundled mobile services alongside their traditional product portfolio to add value to existing customers, grow share of wallet and keep customers longer — notable examples of this include Tesco Mobile in the UK, Xfinity Mobile in the USA and Fastweb in Italy



Today, most MVNOs deliver traditional mobile services — voice, data and messaging — and want to provide reliable connections at a good price with great customer service. However, the intensely competitive space represents an opportunity for breakaway players to innovate in new service areas enabled by network evolution, and the requirements for the platforms that support them will need to deliver innovative new services, bundles and value-based pricing.

## One NZ Goals and Requirements

To attract, onboard and provide the highest quality experience to new MVNOs and their customers, One NZ's Infrastructure Partners evaluated the historical challenges in this space and established goals for success:

- Accelerate the onboarding process, reduce the cost and eliminate the friction for new MVNOs to get to market
- Stay relevant to their MVNO partners, providing them a quality wholesale experience that allows them to track their revenue and costs, respond to the market and grow their subscriber base competitively
- Differentiate themselves with a unique platform delivering MVNOs self-control over product offerings and price, a quality commercial model, an agile partner experience and a world-class subscriber experience

One NZ set out to transform their wholesale technology platform to deliver on these goals for the MVNO market and beyond. Launching an MVNO prior to their transformation took a significant investment and six to nine months from start to finish.

## An MVNE Solution for Today and the Future

One NZ Infrastructure Partners chose MATRIXX Software as the monetization engine in their Mobile Virtual Network Enabler (MVNE) platform to assist with their goals of:

- Delivering a rapid and frictionless onboarding experience
- Scaling across MVNO partners and efficiently supporting their subscriber growth
- Supporting innovative services and business models

**“The cost of setting up to run an MVNO is [extremely expensive.] You need a call center, billing system...and with strong competition already in place from network operators, margins are thin.”**

Paul Brislen, New Zealand Telecommunications Forum Chief Executive

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[Why MVNOs Aren't Thriving in NZ](#),  
Henry Burrell, BusinessDesk,  
4 March 2022

They launched a solution that they named LaunchPad MVNE. The solution supports the rapid onboarding of MVNOs in two categories:

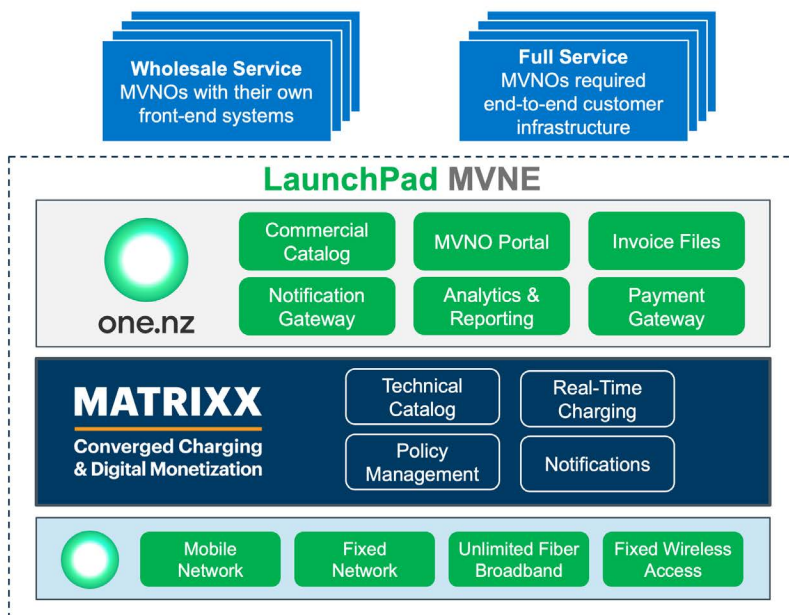
- Those who need a full-service MVNE supporting both retail and wholesale processes along with the underlying network
- Those who have invested in their customer-facing front end systems and need to connect to the wholesale MVNE capabilities and network only

LaunchPad MVNE delivers highly configurable product and offer structures with wholesale pricing incorporated and enables the MVNO partners to easily configure their own price plans and bundles. The partner-facing module guides MVNOs through onboarding and management via an easy-to-use interface enriched by subscriber and charging data analytics. Subscriber usage and non-usage charges are calculated in real-time by MATRIXX so that customers have complete and accurate visibility into their spend and partners have full transparency into their costs and revenue streams. The solution is integrated with One NZ networks, financial systems and the MVNO-specific infrastructure.

Critical pricing configuration is incorporated out-of-the-box and automatically applied. This includes one-time charges at the time of activation and upon renewal, support for fixed-price allocations of voice, data or messaging usage and a robust notification platform when limits are being approached to encourage top-up and increased spend.

With the LaunchPad MVNO platform, One NZ delivers their mobile, fixed and fiber broadband network capacity on a wholesale basis to MVNOs, as well as Fixed Wireless Access (FWA) options to meet the growing demand for this service.

### One NZ LaunchPad MVNE Platform



**“It’s our belief that the conditions are now right to help New Zealand grow its MVNO market, and One NZ will work with partners that can complement our brand and help us increase our network utilization.”**

Tony Baird, Director of Wholesale and Infrastructure, One NZ (formerly Vodafone)

[Vodafone NZ Launches MVNO Reseller Platform](#), Joseph Waring, Mobile World Live, 27 July 2022

## One NZ Wholesale Outcomes

One NZ's unique LaunchPad MVNE platform has enabled them to attract new MVNO partners and onboard them in a matter of weeks, significantly reducing the time spent on their previous processes and systems, which took six to nine months when onboarding a new wholesale partner. Much of their MVNO onboarding process is self-directed, with the power to configure their own price plans and offers and assess their profitability against the wholesale costs put into their hands.

With LaunchPad MVNE, One NZ has established the foundation to transform the MVNO space in New Zealand. The real-time engagement and monetization platform delivers all-digital experiences that today's consumers demand. The agility and scalability of the solution, monetized by MATRIXX, deliver compelling offers today and will unlock the emerging MVNO business models of the future.



### One NZ LaunchPad MVNE Results

- MVNO onboarding in weeks
- 10 partners onboarded in the first year
- Partner self-service price plan and offer configuration
- A consolidated catalog
- Support for mobile and FWA, with broadband support coming soon
- Future-proof configurability to support new MVNO models for enterprise apps, cloud services, IoT, industry use cases and more

## About MATRIXX Software

MATRIXX Software delivers a modern converged charging and digital monetization solution proven at scale. Global operators like Telefónica and Telstra, IoT providers like Tata Communications and network-as-a-service (NaaS) providers like DISH rely on the platform to overcome the limitations of traditional Business Support Systems (BSS). With MATRIXX, service providers can rapidly configure, deploy and monetize personalized, innovative offerings. Its cloud native platform delivers accurate, real-time information that improves customer engagement. MATRIXX enables commercial innovation and real-time customer experiences that drive revenue and growth opportunities across multiple markets.