

# Skinny Mobile New Zealand

Perfectly matching the lifestyle needs of value conscious New Zealanders.

## Delivering continuous flexibility & scalability

Spark is one of the largest companies by value on the New Zealand Stock Exchange (NZX). A stated aim of Spark is to be #1 in mobile. Adopting a multi brand strategy, Spark launched "Skinny Mobile" in 2012 alongside its existing mobile brand. Initially targeting young New Zealanders, since its inception Skinny's business model has continuously evolved and they are now recognized as a best-value brand offering excellent services and products at affordable prices.

Since launch, Skinny has challenged the traditional mobile market with the introduction of innovative features such as weekly plans and low value top-ups.

Skinny operate a low cost structure by offering excellent self-service options alongside their traditional customer care contact center and by using retailers and online channels rather than having their own stores. This in turn enables them to offer great prices to their customers.

## Highlights

### Challenge

- Easy implementation on top of existing network at low initial and operational cost.
- Minimum time to market, maximum product flexibility and reliability.
- COTS solution with onsite managed services and 24/7 network operations.

### Solution

- Flexible and scalable platform architecture with pre-integrated components and layered architecture.
- Fast and easy deployment through minimal integration efforts.
- Fully operational management including onsite managed, 24/7 operations and monitoring services.
- Unique MVNO feature-set.



*"I-New's MVNO solutions have enabled us to offer an innovative product and service portfolio matching the needs of value conscious New Zealanders. Together we are constantly innovating for best fit flexibility, self-service convenience and performance."*

**Paul Touhey**  
Chief Information Officer

## Why I-New

- Leading global MVNO technology provider.
- Extensive Know-how and expertise.
- Top-end operations support capabilities.
- Compelling and convenient One-Stop-Shop-Solution.

## Results

- Contract to launch in 9 months.
- Continually evolving business model.
- Shared success model based on subscriber growth.

## Special Features.

### Flexible Tariff Plans

Skinny mobile comes with weekly or Monthly Tariff Plan options which enable a more customized match to customer's needs.

### Campaign Management

Using the I-New Enterprise Service Bus and API calls, Skinny has extended the I-New platform with their own marketing campaigning capabilities which enables special offers at an individual customer level.

## About I-New

I-New Unified Mobile Solutions is one of the fastest growing technology solutions provider in the mobile communication industry. We are specialized in the domain beyond the mobile universe, finding its translation mainly with Virtual Mobile Networks. To open the telecom world and to naturally link it with the various daily habits of service subscribers' life has become our mission and equally our client's success. From offices all across the globe, we are capable of providing, implementing and running highly competitive products and services with a maximum of smart convenience for a converged mobile ecosystem: The MVNO Collection. The company is a trusted and proven partner by most demanding and industry leading clients around the globe. I-New was named 'Best Solution Provider' at the Global MVNO Industry Awards 2014.

## Contact

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