



Orange France case study

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Digital Money Forum.ppt

OrangeFrance -DMC/D3M/BFA - Hervé Acker

Orange France 2001

- Leader on the French mobile communication market:
Market share = 48%*
- A good performance
Turnover = 6.876 billion Euros*
= + 21 % versus last year*
- An increasing customer base
Customer base = 17.8 million*
= + 25% versus last year*
- Split prepaid/postpaid
Prepaid = 47%*
Postpaid = 53%*

* Source: results 2001, Press release

Objectives

- Take advantage of a promising market: digital content

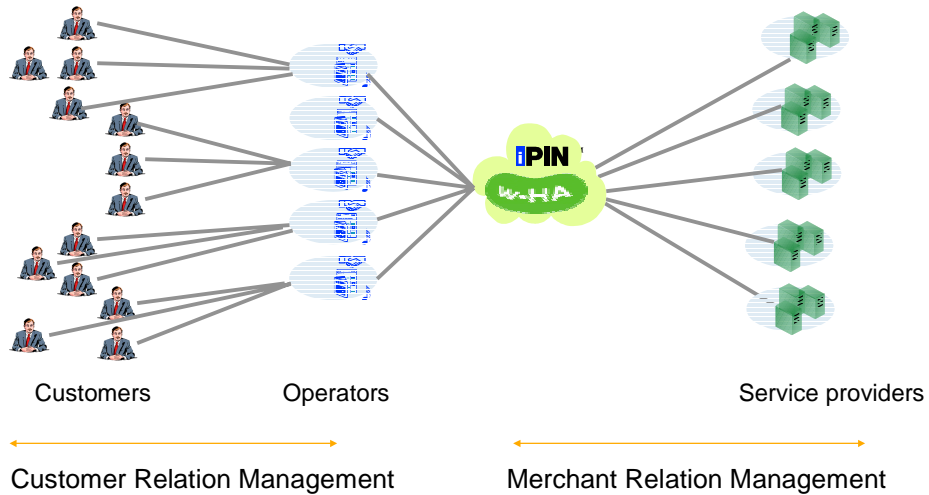
Turnover generated in France = 40 million €* year 2001
 = 800 million €* year 2005

* Forrester, mai 2001

- Set up a viable « win-win » business model
 merchants-operators-customers
- Providers prefer to delegate the management of settlements
- Content providers need an interoperable solution to simplify the process

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The French solution



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w-HA

- Key success factors
- Roles & prerogatives

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w-HA: key success factors

- Legitimacy :
 - A subsidiary of France Telecom
 - Already few prestigious partnerships: Wanadoo, Club Internet, Orange France
- Expertise
 - People specialised in e-commerce
 - Expertise from the « kiosque » experience
- Partner of a world-wide network (iPIN):
 - A unique technology standard
 - Interoperability among platforms world-wide

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Role of w-HA

- Active recruitment of merchants and operators in France and Europe
- Management of transactions and merchant settlements
- Be a financial institution to be allowed to manage settlements



W-HA is holding a contract
> on one side with merchants
> on the other side with operators

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clic paiement - description

- The Orange France solution offered to its clients to buy digital content
- A store value account for micro-payments
Payments lower than 10 €
- An access to WAP, WEB or IVR premium services
Currently developed by Orange, in the future opened to third parties
- Easy to use: pay with one clic
Free, secure and cost control

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clic paiement - an account to buy many digital services

CURRENTLY

- to download ring tones and logos
- to send dedicards (dedicated voice message)
- to personalise voice mail
- to get sea weather forecast

VERY SOON

- to send e-cards
- to send WEB SMS
- to download many games (java, wap...)
- ...

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clic paiement: example on the WAP



Select your service

1 click to confirm your purchase

Receive your service

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Clic paiement

How to top up your account

- Prepaid

- 15 € scratch card

- Dual slot

- ➔ Lower cost top up solutions are being studied

- Postpaid

- Direct debit
(on the bank account used for the bill)

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