



TARIFICA

Mobile Database

Testimonials

- 1. The Tarifica Mobile Database is constantly updated with new offers, services, plans and prices for hundreds of operators around the world. It empowers subscribers with the ability to review every plan and offer available for any market segment.**
 - ◆ *“I use the Mobile Database to monitor changes in our competitors’ plans—I used to spend dozens of hours each month combing through ads, websites and booklets filled with terms and conditions, now I just log into the database and all the information I need is at my fingertips.” **Market Competition Researcher, Malaysia***
 - ◆ *“We had a team of four people tracking prices and plans. The process was slow, labor intensive and required significant supervision. Now, we can log onto the Tarifica Mobile Database and all the information is instantly available. It freed my staff up to focus on long-term projects while still delivering the same critical information to our team.” **Research Director, Costa Rica***
- 2. Subscribers can utilize the Tarifica Mobile Database to identify leading-edge and creative offers from other countries and adapt these plans to their home market.**
 - ◆ *“I logged onto the database in search of innovative plans from nearby markets. Within minutes I found one in the UK that we were then able to replicate at home. This type of extensive and fast cross border intelligence gathering was simply not possible before we subscribed to the Tarifica Mobile Database.” **Director, Planning and Innovation Department, Italy***
- 3. The Tarifica Mobile Database allows users to dive deeper into pricing data, extracting critical information in seconds, enabling them to perform sophisticated comparisons and create insightful graphs showing patterns that are difficult to see in Excel.**
 - ◆ *“My company used to track prices and offers in Excel. This set-up was fine when I was reviewing one or two plans but there are several hundred available in Belgium and it was nearly impossible to compare them all in any way more meaningful than a ‘sort’ on one or two characteristics. With the Mobile Database I retrieve and graph the exact plans I need in seconds.” **Market Analyst, Belgium***
 - ◆ *“Every year, we create a benchmark report that gauges the competitiveness of our market and compares it with several similar countries around the world. I used to spend weeks gathering the data for this project. Now, I input the included plan allotments and charges for each ‘basket’ in the report into the Advanced Search field and in minutes I have every plan I need for the study.” **Telecommunications Analyst, National Regulator***



Testimonials, continued

4. **The Tarifica Mobile Database provides an unparalleled way to visualize the market and instantly spot price-points or inclusion allotment amounts where new plans could stand out.**
 - ◆ *“Our team used the Tarifica Mobile Database graphing function to search for underserved segments of the market which could be targeted through the development of new plans. We could see that at one mid-level price point the amount of data offered was modest. We were able to quickly capitalize on this market inefficiency by designing a new plan at that same price point with a more generous data component.”* **Vice President, Product Development, South Africa**

5. **Graphs from the Tarifica Mobile Database can be used to create powerful presentations that showcase trends, market opportunities and other mission critical information.**
 - ◆ *“I was on a conference call with several senior directors and we were discussing opportunities for new low volume data-only plans. One of them asked if I could create a breakdown of the current data-only market. I used the Tarifica Mobile Database’s Scatter Plot function to graph every data-only plan by the included MB and monthly costs and then sent the image to everyone on the call. It took me less than a minute.”* **Plan Strategy Manager, Turkey**

6. **The Tarifica Mobile Database contains every characteristic of each plan, including: all pricing elements (monthly recurring charges, activation fees, etc.), service allotments (minutes, SMS/MMS, GB of data, value added features, etc.) and every special rule and regulation—even those from a plan’s terms and conditions, which can be hard to find on competitors’ websites.**
 - ◆ *“The Tarifica Mobile Database allows us to rapidly search and view our competitors’ plans in ways which our internal tools cannot match. We used it recently to find competitor plans that contained many restrictions buried in the fine print and made sure to point out those shortcomings in our plan comparison advertising.”* **Senior Marketing Manager, Mobile Voice & Data, Australia**

7. **Operators that wish to continue internally tracking their market’s offers can license the software behind Tarifica’s Mobile Database and leverage this leading-edge system to store and retrieve their own data. This solution can be augmented by adding Tarifica’s price and service data for additional markets of interest.**
 - ◆ *“We have operations in numerous markets around the world. Each of our units monitors the offers and prices in their country and sends them back to our headquarters. We used to get spreadsheets in different formats with various types of annotations—making timely cross-market comparisons very difficult. Using Tarifica’s software, our data is securely housed in a cloud based solution, with standardized fields, where I can review, analyze and graph information from any market as soon as my team adds it.”* **Global Pricing Specialist, Germany**