

Greece's EETT Deploys Tarifica Telecom Pricing Platform

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The Hellenic Telecommunications & Post Commission (EETT), Greece's national telecom regulatory and competition authority, has partnered with Tarifica to implement a customized version of Tarifica's flagship product, the Telecom Pricing Intelligence Platform (TPIP). The enhanced platform enables EETT to compare Greece's mobile service landscape with those of five European countries – Belgium, the Czech Republic, Denmark, Poland, and Portugal – across three critical metrics: pricing, network performance, and network investment.

EETT sought a solution that could provide an accurate, data-driven evaluation of how Greece's mobile services compare to its European counterparts, not only in terms of cost but also service quality and infrastructure investment. By leveraging Tarifica's Telecom Pricing Intelligence Platform, EETT has further accelerated its efforts to maintain a forward-looking regulatory framework that considers both market competitiveness and the consumer experience.

Using proprietary algorithms, the TPIP platform scores each country on a 100-point scale based on pricing, network performance, and investment. In pricing comparisons, the system considers purchasing power parity (PPP), provider market shares, and various user profiles to ensure a balanced evaluation. The platform automates data collection and analysis, enabling quarterly updates that reflect the latest market conditions. Each quarter, Tarifica provides EETT with a detailed overview report, empowering the regulator to

continuously assess and adapt to evolving telecom market dynamics.

Vincent Bonneau, Global Client Engagement Initiatives, Tarifica

Through TPIP's customized implementation, EETT can now objectively compare Greece's telecom market against those of key European countries, considering not just pricing but also service quality and infrastructure investment. With TPIP's comprehensive data-driven insights, EETT can better evaluate market dynamics and support strategic decision-making to strengthen Greece's telecommunications sector.

Konstantinos Masselos, President, Hellenic Telecommunications & Post Commission (EETT)

Our mission is to continually assess and improve Greece's telecommunications services by promoting quality, innovation, and sustainable network development. Tarifica's platform allows us to perform comprehensive evaluations, taking into account not only what consumers pay but also the quality of service and long-term network investments. This comprehensive approach ensures that we regulate with accuracy and insight.