

CUSTOMER SUCCESS STORY

# Telefónica: The World's Most Famous Application Tiers



<p><b>Paquete Mail</b></p> <p>Lleva tu mail a todas partes en tu Movistar.</p>  <p>Incluye todos tus correos</p> <p>Por sólo <b>\$9.900</b> mensuales. Ni un peso más</p>	<p><b>Paquete Chat</b></p> <p>Chatea todo el día sin parar.</p>  <p>Incluye todos tus chats</p> <p>Por sólo <b>\$9.900</b> mensuales. Ni un peso más</p>	<p><b>Paquete Mail + Chat</b></p> <p>Entra a tus cuentas de mails y chats preferidos.</p>  <p>Incluye todos tus correos y chats</p> <p>Por sólo <b>\$15.900</b> mensuales. Ni un peso más</p>	<p><b>Paquete Redes Sociales Incluye Mail+Chat</b></p> <p>Accede a tus redes sociales, mails y chats todo el día, todos los días.</p>   <p>Incluye todos tus redes sociales</p> <p>Por sólo <b>\$19.900</b> mensuales. Ni un peso más</p>	<p><b>Paquete Navegación</b></p> <p>Navega en Internet sin parar.</p>    <p>Incluye todos tus sitios favoritos</p> <p>Por sólo <b>\$24.900</b> mensuales. Ni un peso más</p>
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## Telefónica tapped into demand to grow revenue in low-ARPU markets

In 2009, Telefónica had a challenge: how could they grow revenue in the low-ARPU markets throughout Latin America? While many subscribers had capable phones, most were scared to use data.

In response, Telefónica used the Sandvine platform to introduce fixed-price application-based tiers. The plans, which became world-famous, took only a few weeks to implement, and have been a staple of the Movistar brand in many markets ever since.

### Success Factors

These plans were based on observations of real subscriber behavior, revealed through Sandvine's business intelligence solutions.

Additionally, they offered price certainty: subscribers didn't need to worry about blasting through their prepaid data or getting overage charges on postpaid accounts.

### A Long-Term Solution

While the tiered structure itself has remained relatively unchanged, the apps and services within each tier have evolved over time to reflect changes in popularity.

Changing the plans is simple, thanks to Sandvine's unmatched library of recognized applications - the plans even work for encrypted applications and services!

### A Strong Partnership

*"Working with Sandvine since 2008 has brought us closer to understanding and acting on the needs of our customers, while improving revenue opportunities and the cost-effectiveness of our network."*

- Vicente San Miguel  
CTO

#### About Telefónica

Telefónica is one of the world's largest operator groups, with operations in more than 20 countries serving more than 300 million fixed and mobile users under the Movistar, Vivo, and O2 brands.

Are you offering the right plans for your market? Visit [www.sandvine.com](http://www.sandvine.com)