



A Division of T3i Group

- ◆ **Analyzing** new tariff pricing trends?
- ◆ **Considering** new operators?
- ◆ **Evaluating** how your pricing stands up against benchmarks?
- ◆ **Looking** for expert advice on pricing issues?
- ◆ **Trying** to stay abreast of tariff changes?

T3i Group's mission is to help our clients make decisions based on insightful, actionable research, data and forecasts that encompass enterprise views, industry performance and evolving market solutions. We have deep, long-standing relationships with the leading vendors in the industry. Client testimonials show that our industry knowledge, accessibility, inquiry support, and the depth and breadth of our databases differentiate us from other research and analysis firms.

► Tarifica: Telecom Pricing Advice & Analysis

T3i Group's Tarifica division is a global leader in advisement on Telecom operator pricing. Covering 450 operators in 130 countries, our database of fixed, wireline, broadband, and 2G/2.5G and 3G/3.5G wireless tariffs is the largest in the world. Since 1976, we have partnered with operators, regulators, governments, analyst firms, and enterprises to understand global telecommunications prices. Tarifica's team of multilingual analysts and account executives routinely interact with regulators and operators to continually identify new trends to watch and provide inquiry support to our clients.

Tarifica offers a range of programs to meet our clients' diverse needs, including:

- **Tarifica Advisory Service (TAS)** is our premier program, and offers customers the full range of analysis, inquiry support and information, either as a comprehensive service or specifically tailored to fixed or mobile.
- **Tarifica Alert** is a weekly newsletter focused on emerging global trends. The Alerts provide an efficient mechanism to stay abreast of pricing trends and the operator environment.
- **Research Notes** appear bi-weekly in the Alerts with in-depth analyses of hot topics and major market trends, such as iPhone® 3G rates.
- **Tarifica Benchmarks** are quarterly fixed and mobile summaries of competitive pricing for the most volatile and competitive services in several countries. They consist of two elements:
 - Price lists of core prices in regional summaries
 - Pricing scenarios for different enterprise or user configurations
- **Fixed network tariff databases** by global region and sub-region include rates for connection, rental, national and international usage, and encompass PSTN, Freephone, ADSL, local loop access, leased lines, Ethernet, ATM and MPLS.
- **Mobile network tariff databases** by global region and sub-region include pre-paid, post-paid, business and consumer rates for technologies including 2G/2.5G voice, SMS, messaging and 3G/3.5G EDGE, GPRS, WiFi, BlackBerry® smartphones, and value added services.
- **Inquiry support** is provided for full subscription services, enabling clients to obtain answers to their specific pricing questions.

Tarifica: Telecommunication Pricing Advice & Analysis

Our clients look to us to guide them and help them address issues such as:

- Pricing trends as markets open and competition builds
- The effect of wireless and broadband on business and consumer pricing and telephony usage patterns
- Price structures, such as various bundling schemes and discounts, and their impact on business and consumer markets, operator profitability and the dynamics of subsequent price actions
- The impact of the economy on pricing strategies, and how operators maximize profitability in a “down” economy
- Business best practices for cutting/controlling telecom bills
- Access circuit pricing: leased line and broadband
- Global operator innovations to improve productivity and value, and spread costs

Tarifica advisory services enable subscribers to keep abreast of new broadband and wireless pricing strategies and bundled offers in this dynamic and competitive market.

- Operators and regulators rely on Tarifica’s information to calculate route pricing, evaluate competitors, assess impacts on the market and evaluate pricing trends. With some countries just now opening to competition, the national operator gains perspective by understanding pricing structures in other countries, how competition might evolve and how entrants price their services in other markets.
- Global enterprises rely on Tarifica to select the most competitive rates for their network services, understand the cost of mobile services, guide them through contractual benchmarking with their network service provider and inform them prior to negotiating network services. A contract that was negotiated just a year ago may no longer be as beneficial to an enterprise as it initially seemed.
- Consultants and Telecom Expense Managers use Tarifica to help their large clients manage their Business Communication expenses and align contracts.

T3i Group has clients in 46 countries across Europe, the Middle East, Africa, Asia and North and South America. We have offices in Cedar Knolls, NJ, New York City, London, England and Cherry Hill, NJ. To learn more about Tarifica or T3i Group, please visit our website (www.t3igroup.com), or contact:

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