

## **80 PERCENT OF SUBSCRIBERS WOULD USE MOBILE SERVICES MORE IF THEY COULD PERSONALISE THEIR PHONES**

Mobile operators globally are missing revenue potential of personalisation

**Edison, New Jersey, USA - October 27, 2008** - Global revenues from mobile applications and services are being hampered by an inability to personalise mobile devices says new research commissioned by mobile device management (MDM) specialist Mformation.

“Consumers want to use more applications and services, but these need to be tailored to the needs of each user. They want a more personalised mobile experience,” said Matthew Bancroft, vice president, Mformation. “Operators could achieve this by allowing a pick-and-mix approach to applications and services. Our research indicates that consumers want to be able to choose from a range of applications and services and then tailor them to their needs when buying a new phone. As they use the phone, they want similar flexibility to personalise and add new services.”

80 percent of respondents to the survey indicated that they would use mobile services more if greater personalisation were possible. 67 percent of mobile subscribers stated they would be willing to pay a premium to personalise their mobile devices and the applications and services on them. In fact, 86 percent of people said this would enrich their mobile experience. The research also revealed that over two thirds (68%) of mobile users find buying a phone frustrating when they know that there are applications and services on it that they will never use. This clearly demonstrates that greater personalisation offers an opportunity to unlock pent-up demand.

### **Mobile Data Services Would Be Used More If Simplified**

The research also found the following results:

- Revenue-generating mobile data services such as mobile email (43%), Internet (51%) and picture messaging (46%) are gaining ground as the most frequently used applications.
- There are still a large number of people who never or rarely use these applications (email - 57 %, Internet - 49%, picture messaging - 54%).

- More than half of people who don't currently have access to these applications would use them if they were made available in a simple and compelling manner (email - 62%, Internet - 58%, picture messaging - 68%).

94 percent of consumers are already attempting to personalise their phones with items like specific ringtones or accessories. However, 89 percent said that they would like a higher level of personalisation through the ability to pick and mix applications, services, and other characteristics of the handset such as form factors and designs. Moreover, 81 percent would switch to a provider that offered greater choice for customisation.

"The message is straightforward. Greater investment in personalisation will ensure better targeting of services relevant to users. As we've seen in many other industries, when consumers have a greater opportunity to specify the make up of the products and services they purchase, they will use those products and services more," added Bancroft.

The research was undertaken by independent research house Coleman Parkes which asked 4,000 people in the UK and US about their mobile usage and preferences.

## **About Mformation**

Mformation Technologies Inc. is the leading global provider of mobile device management (MDM) technology, offering a complete solution that enables mobile operators to rapidly accelerate their data revenues and reduce support costs. Mformation's award-winning MFORMATION SERVICE MANAGER™ suite is the most complete, flexible and integrated mobile device management software solution in the industry, providing solutions for OMA DM-based provisioning and configuration, FOTA management, smartphone application management, diagnostics, security management, enterprise management and customer experience management.

MFORMATION SERVICE MANAGER™ received the 2007 GSM Association's award for "Best Service Delivery Platform" and was a finalist for the 2008 CTIA E-Tech award in the 4G-Service Management category. Mformation's platform has been licensed to leading operators in Asia, Europe and the US including Sprint, T-Mobile, Telefónica and Vodafone. Mformation is headquartered in Edison, New Jersey with offices around the globe. Mformation is a privately held company funded by Battery Ventures, Carmel

Ventures, Intel Capital [NASDAQ: INTC], North Bridge Venture Partners, QuestMark Partners, Visa International and Wasatch Advisors Inc.

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