

Vodafone Mobile Connect Lite

Customer: Vodafone

Project Type: Mobile Connectivity Development

Product Overview: Vodafone Mobile Connect USB Modems have been successful at extending broadband 3G to users worldwide. They provide a fast, simple way to access data services on the move, using a laptop computer.

The configuration and connection to the network is handled by Vodafone Mobile Connect Lite, a compact software package stored and run from the Vodafone Mobile Connect USB modem.

Challenge: Vodafone needed software that was compact and light weight, and that could run direct from storage on the modem itself. As a service for customers, it needed to be easy to use, with much of the configuration automated. The customer should be able to plug it in, straight out of the box and use it almost immediately. The software should connect the PC and modem, and create a data connection to the network.

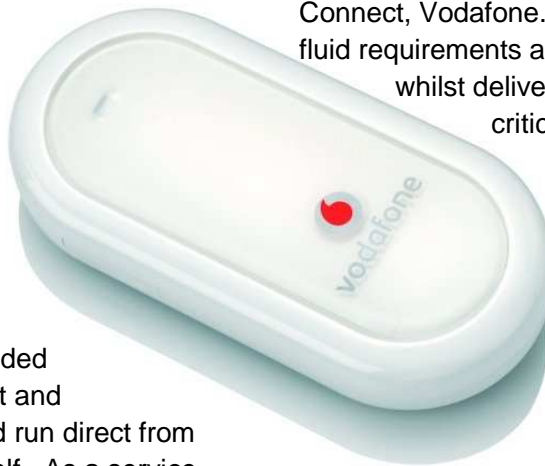
Vodafone also specified that the software should conform to its own design standards; be easily extendable to future devices; and support customer needs in Vodafone Operating Companies world-wide, in various languages.

Objectives:

- Develop a compact application
- Maximise usability for consumers
- Ensure compatibility with multiple devices, languages, and networks

Method Deployed: Penrillian was initially approached by Vodafone to look at a range of creative concepts. The company was asked to create a prototype on the most popular and engaged to continue the development right through to the final product.

"We were impressed with Penrillian's professional approach and expertise," commented Matthew Vizor, Head of Mobile Connect, Vodafone. "The team worked with fluid requirements and changing timescales, whilst delivering on market-critical deadlines."



Penrillian worked closely with all of the project stakeholders, including hardware manufacturers, and Vodafone engineers working on related projects.

With a small,

experienced team dedicated to the project, the time from commission to final product was short.

Results: The innovative software has contributed to the success of the Vodafone Mobile Connect USB modem, cited as a 'key success factor' for the company's data services in its 2007 Annual Report. Vodafone has 46% market share for data services in the UK, a 4% increase in the last year. The product has won a number of awards for both its value, and ease of use. Today the Vodafone Mobile Connect USB Modem contributes significantly to data usage on Vodafone's global networks.

Penrillian has adapted the software to multiple different hardware types, and today provides fourth line support to Vodafone's customer support team for these products.

Would you like to take your product to new markets? To book your one-hour free consultancy session, call us on +44 (0)1768 214400 or email us at consulting@penrillian.com.