



2009 European Mobile VoIP Technology Innovation Award



"We accelerate growth"

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Award Description

The Frost & Sullivan Award for Technology Innovation is presented to the company that has demonstrated technological superiority within its industry. This Award recognizes the ability of the company to successfully develop and introduce new technology, formulate a well-designed product family, and make significant product performance contributions to the industry.

Research Methodology

To choose the recipient of this Award, the analyst team tracks emerging and existing technologies, as well as R&D developments. This is accomplished through interviews with major market participants and extensive secondary research. Also considered are elements such as product launches, customer acceptance, penetration rates, and time to market. Finally, competitors are compared and ranked for relative position. Frost & Sullivan then presents the Award to the company that received the number one industry rank.

Measurement Criteria

In addition to the methodology described above, specific criteria are used to determine the final competitor rankings in this industry. The Award recipient has excelled based on one or more of the following criteria:

- Technology innovation contrasted against competitors
- R&D expenditures
- New product/process introduction
- Price premium
- First to market
- Adoption rate
- Penetration rate



The Frost & Sullivan “2009 European Mobile VoIP Technology Innovation Award,” is presented to Vopium for its excellence in technology-leveraged and customer-focused services. This has produced tangible results for the organisation as it provides its customers with high-quality, low-cost, global mobile communications.

About Vopium

Vopium is a Danish company founded in 2006 and got listed on the NYSE Euronext in Paris in July 2008. In 2008 it closed a venture capital funding of EUR 4.2 million from Enx Group SA and the company will primarily use this capital for its European expansion in 2009. It generates revenues from outgoing international calls and SMS, and purchases commoditized minutes from premium global carriers. The VoIP client is free for download and provides free Wi-Fi to Wi-Fi calls between Vopium users and also provides savings up to 90 percent on international calls and SMS as compared to competitor services. Currently the Mobile VoIP service can be used from countries in Australia (beta), Austria, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, New Zealand (beta), Norway, Spain, Sweden, Switzerland, UK and US. The company also provides customer support in five major languages, which clearly indicates how aggressive and ambitious Vopium is in its initial phase of growth.

Vopium’s Key Differentiator from other Mobile VoIP Providers

In the past, several VoIP clients were optimised for personal computers (PCs) but not for mobile devices. With the mobile industry growing at a much faster rate than the PC industry, many VoIP vendors have realised the huge market opportunity in the mobile domain and are optimizing their VoIP clients to be compatible with mobile devices as users will always explore cheaper alternatives to cut on their mobile phone bills for international calls, especially during the current phase of economic downturn. However, VoIP vendors have acknowledged not only the challenges in getting their VoIP clients to provide the same quality of service in the mobile domain but also making it compatible with several mobile handsets operating on various platforms. Vopium has strategically addressed this very issue as its proprietary, advanced and unique mobile software is developed for 500 different handsets from several terminal vendors and operates on varied operating systems such as Symbian, Windows Mobile and Blackberry (RIM), providing a seamless integration to the user’s address book.

What makes Vopium so unique from existing Mobile VoIP providers is that when users go abroad, Vopium will always detect the cheapest possible solution for the mobile user. Hence, if a UK subscriber is travelling within Europe, Vopium will detect that the user is roaming on a cellular network and will disable itself when the user calls a European country as at that particular instance using Vopium might not be the cheapest possible solution. However, if the roaming user

is calling a non-EU destination, the call will be re-routed as a local call through a Vopium gateway and via global traffic carriers to the dialled number thereby enabling the user to save a lot of money by using Vopium. Such a cost-effective service offering enhances customer loyalty and confidence in using Vopium, thereby enabling the firm to create a sustainable competitive advantage over other Mobile VoIP providers. Considering that Wi-Fi is not as ubiquitous as cellular networks today, Vopium has also made provisions for users to automatically connect to a 3G network when Wi-Fi is not available within a particular location.

Next Steps for Vopium

In February 2009, Vopium announced a free mobile backup service, Vopium Sync, enabling its customers to securely store their contacts and calendar details online. By integrating with the Vopium application, Vopium Sync backs up the user's contact and calendar details directly to their online Vopium account. Hence, if the user misplaces or loses their mobile device, they would be able to retrieve all the saved contacts and calendar details by logging onto their Vopium account. Furthermore, if changes are made in the user's online account, the same will be synchronised to the mobile device as well. Clearly Vopium would like to regard itself more than just a Mobile VoIP company and is currently working on an Instant Messaging product with third party partners, as well as an iPhone application. The company will make great strides in the world of convergence by upgrading its application to support not only Mobile VoIP, SMS and instant messaging but also E-mail, social networking communities and media sharing domains in the near future.

Conclusion

Hence, with its technology-leveraged services and strong focus on enhancing user experience and customer retention, Vopium is considered the deserving recipient of the 2009 European Mobile VoIP Technology Innovation Award.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

Jasmine Malone
Frost & Sullivan
DDI: +44 207 915 7869
Email: jasmine.malone@frost.com
www.frost.com

Becca Daniel
Mi Liberty Ltd
DDI: +44 20 7751 4444
Email: vopium@miliberty.com
www.vopium.com