



## **Press Pack**

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Document author: Zahir Khan



## Table of Contents

<b>1. PRODUCT OVERVIEW.....</b>	<b>3</b>
<b>2. THE NEW IBURST WIRELESS PACKAGE RANGE .....</b>	<b>4</b>
<b>2.1. FEATURES AND BENEFITS.....</b>	<b>5</b>
<b>2.2. MODEM CHOICE .....</b>	<b>6</b>
<b>2.3. WiFi HOTSPOT ROUTER .....</b>	<b>6</b>
<b>3. FREQUENTLY ASKED QUESTIONS?.....</b>	<b>7</b>



## 1. Product Overview

In the early years (2006/2007) iBurst Wireless was associated with value for money for subscribers while being an advanced technology competing with the major mobile operators in South Africa.

The future is based upon iBurst's ability to stand head and shoulders above the competition in value for money. iBurst provides significant value within our current product set.

The table below serves to highlight the value proposition that existing subscribers enjoy today from the iBurst Wireless product set.

iBurst Wireless	Wireless Start	Wireless 1	Wireless 2	Wireless 5	Wireless 8	Wireless 15
Monthly subscription	R 49.00	R 149.00	R 198.00	R 445.00	R 592.00	R 955.00
Modem included	No	No	No	No	No	No
In bundle data (GB)	0.1	1.0	2.0	5.0	8.0	15.0
Mid month top up (GB)	0.1	1.0	2.0	5.0	8.0	15.0
Total data bundle	0.2	2.0	4.0	10.0	16.0	30.0
Price per GB (Price/Total data)	R 313.60	R 74.50	R 49.50	R 44.50	R 37.00	R 31.83
After hours discount	0%	20%	50%	60%	80%	90%
Max after hours data (GB)	0.0	2.5	8.0	25.0	80.0	300.0
Carry over rule (x base)	2	2	2	2	2	2
Max data allocation (GB)	0.2	2.5	8.0	25.0	80.0	300.0
Perceived market price per GB	R 627.20	R 149.00	R 99.00	R 89.00	R 74.00	R 63.67

The current product has a much higher value proposition than market perception as the latter is based on the face value of the package.

The primary objective of the iBurst Wireless package restructure is simply to align market perception to the value that iBurst provides to its subscribers and in doing so, ensure that every subscriber is better off on the new packages.



## 2. The NEW iBurst Wireless Package Range

	STARTA +	BASIC 2*	PLAYA 5*	PRO 10*	MAX 25*	UNCAPPED	UNCAPPED +
<b>Monthly subscription</b>	R 49	R 98	R 149	R 198	R 445	R 599	R 879
<b>Total data bundle</b>	1GB	4GB	10GB	20GB	50GB	Uncapped	Uncapped
<b>Anytime data</b>	500MB	2GB	5GB	10GB	25GB	n/a	n/a
<b>Midnight 2 Morning data</b>	500MB	2GB	5GB	10GB	25GB	n/a	n/a
<b>Modem included on 24 month contract</b>	None	None	USB	USB	USB or Desktop	USB or Desktop	USB or Desktop or 2mb modem
<b>WiFi Router included on 24 month contract</b>	-	-	-	-	-	✓	✓
<b>Data carry over</b>	✓	✓	✓	✓	✓	n/a	n/a
<b>2GB Mailbox</b>	✓	✓	✓	✓	✓	✓	✓
<b>5 email aliases</b>	✓	✓	✓	✓	✓	✓	✓
<b>iCall™ Starter</b>	✓	✓	✓	✓	✓	✓	✓
<b>iBurst WiFi</b>	✓	✓	✓	✓	✓	✓	✓
<b>Fax2Email</b>	✓	✓	✓	✓	✓	✓	✓
<b>Free delivery in 48 hours</b>	✓	✓	✓	✓	✓	✓	✓
<b>24 hour support</b>	✓	✓	✓	✓	✓	✓	✓
<b>Booster Price per GB</b>	R 149	R 119	R 99	R 69	R 59	R 99*	R 99*

Ts & Cs apply!

'Month to Month' pricing is equivalent to contract pricing without the benefits of bundled hardware.

\*Uncapped packages have access to a 24Hr Booster allowing 24 hours of maximum speed browsing after the FUP has been exceeded.



The flagship product that will be extensively promoted is the Pro 10<sup>+</sup> package.

## 2.1. Features and Benefits

- a. More data to use as and when you like.
- b. 'Anytime' data + 'Midnight 2 Morning' data (12am to 8am) and all in bundle.
- c. Use 'Anytime' data if you reach your 'Midnight 2 Morning' cap.
- d. Specific bundled modem on 24 month contracts for 'Playa 5+' upward.
- e. Specific bundled WiFi router on 24 month contracts for 'Uncapped' upward.
- f. Discounted modem on 24 month contracts for 'Basic 2+'.
- g. Carry over unused data up to twice your 'Anytime' data bundle.
- h. 2GB mailbox + 5 email aliases.
- i. iCall™ Starter. (includes R10 once off airtime to get you started)
- j. Fax2email.
- k. iBurst WiFi. (Access to all Wireless G WiFi hotspots)
- l. Relaxed shaping between 12am and 8am.
- m. Standard data boosters and Boost 24 Uncapped (Unlimited usage for 24 hours).
- n. Access to all iBurst VAS.
- o. This is NOT a promotion.



## 2.2. Modem Choice

Subscribers will have a choice of any of iBurst's modems on any package as defined below:

|--|--|--|--|--|--|--|

Bundled modem on 24 month contract	None	None	USB	USB	USB or Desktop	USB or Desktop	USB or Desktop or 2mb
Discounted modem on 24 month contract	None	USB or Desktop or 2mb	Desktop or 2mb	Desktop or 2mb	2mb	2mb	n/a
24 month USB	R 59	R 39	R 0	R 0	R 0	R 0	R 0
24 month Desktop	R 99	R 79	R 40	R 40	R 0	R 0	R 0
24 month 2mb	R 179	R 159	R 120	R 120	R 80	R 80	R 0

Basic 2<sup>+</sup> has discounted hardware..

Playa 5<sup>+</sup> and upward has specific modems bundled at no extra charge.

All package and modem options extend to 12 month and 36 month contracts.

## 2.3. WiFi Hotspot Router

|--|--|--|--|--|--|--|

Bundled WiFi router on 24 month contract	None	None	None	None	None	USB / Desktop / 2mb WiFi router	USB / Desktop / 2mb WiFi router
24 month WiFi router	R 69	-	-				

All package and modem options extend to 12 month and 36 month contracts.



### 3. Frequently Asked Questions?

- As an existing subscriber, how do I 'opt in' for your new packages?

Simply go to [www.iburst.co.za](http://www.iburst.co.za), logon and migrate to any of the package options available to you. Alternatively, contact our iBurst Helpdesk and they will gladly assist you to complete the process.

- I am currently on a contract package and want to move to a new package with bigger benefits, what can I do?

The great news is that your service may be migrated to the new packages without impacting your hardware contract. You may do so via the website self service portal or via our helpdesk.

- I signed up for a contract just last month; can I get the free modem on contract?

No, the new packages were not available on your activation date however you will get great options when you renew your contract.

- Can I carry my available data from my prepaid package if I sign up for one of the new packages?

No, we cannot carry available data on any migration or change from one package to another. The benefits are however much better on the new packages.

- Can I carry my available data from my existing package if I sign up for one of the new packages?

No, we cannot carry available data on any migration or change from one package to another. The benefits are however much better on the new packages.

- What Add On do I get?

Bundles VAS includes 2GB mailbox + 5 email addresses, fax2email, iCall Starter, WiFi, Midnight 2 Morning (after hours data), Data carry-over, relaxed shaping from Midnight 2 Morning (12am to 8am).

- When can I move my package from the current to the new packages?

At anytime you like from the date the new packages are available. We will not have any windows during which you can move your package. It's all up to you.

- I have an old 'odd' package (e.g. Wireless 4.5), what options do I have?

Fortunately, we have not forgotten about you. You will also have the option to migrate your package via the self service portal on the website [www.iburst.co.za](http://www.iburst.co.za).

- What are 'Anytime Data' and 'Midnight 2 Morning Data'?

'Anytime Data' is defined as data that may be used at any time of the day or night. 'Midnight to Morning Data' is defined as data that may only be used between 12am and 8am.



- Explain how my data works between ‘Anytime’ and Midnight 2 Morning on these new packages?

At the start of each month, a subscriber will be allocated data for their package to use on both ‘Anytime’ and ‘Midnight 2 Morning’. As you consume data through the month by browsing the internet, email, downloads, uploads, social media updates, online gaming etc., your data bundle will be depleted based on the time that you are consuming data. So, if you use data between 8am to 12am, you will be using your ‘Anytime’ data and if you use data between 12am and 8am, you will be using your ‘Midnight 2 Morning’ data.

- What happens if I run out of data at 3am or even 3pm?

If you run out of data at 3am (Midnight 2 Morning), no problem, you still have access to your Anytime data. However, if you run out of data at 3pm then you cannot use your Midnight to Morning data as this is only applicable between 12am and 8am. You will have to buy a booster to continue surfing the web or gaming or checking your Facebook messages.

- I currently have a Wireless 8 and Wireless 15 package, what's in it for me?

Great news once again, iBurst has made specific packages with supersized benefits just for you. Your Wireless 8 package can be migrated to a package called “M40” providing 40GB of ‘Anytime’ data and 40GB of ‘Midnight 2 Morning’ data or you may opt to migrate to our “Uncapped” package. Your Wireless 15 package can be migrated to a package called “M75” providing 75GB of ‘Anytime’ data and 75GB of ‘Midnight 2 Morning’ data or you may opt to migrate to our “Uncapped+” package with no penalties.