

## ***Everything Everywhere announces Viacloud as strategic MVNA partner***

### ***Viacloud's Atmovia platform offers MVNOs greater control***

- *Partnership with Atmovia, a subsidiary of the Viacloud Group, will expand Everything Everywhere's MVNO offering*
- *Atmovia's cutting edge, NSN carrier-grade platform allows MVNO customers to react to market changes in minutes, not months*
- *Deep integration between Atmovia platform and the Everything Everywhere network offers large MVNO customers quick and easy access to the UK's widest 3G network*

*London. 19 July 2012. [Everything Everywhere](#), the UK's biggest communications company, has announced a strategic partnership with Mobile Virtual Network Aggregator (MVNA) [Atmovia](#), the UK wholesale subsidiary of the [Viacloud](#) Group.*

*Atmovia has invested in deep end-to-end technology from Nokia Siemens Networks to enable the platform to support the launch and growth of Mobile Virtual Network Operators (MVNOs) on the Everything Everywhere network. Atmovia has the unique capability among MVNAs of dealing with large customer bases, with an out-of-the-box capacity to manage up to 7 million subscribers.*

*The state of the art embedded technology will also allow MVNO customers to benefit from a highly agile and user-friendly platform. Where previously it might have taken many weeks for an MVNO to create and roll-out a new tariff, it can take just ten minutes on the Atmovia platform through a self-service, branded portal.*

*Fully integrated with the Everything Everywhere infrastructure, MVNO customers will be in a highly competitive position as their subscribers benefit from £1.5bn of network investment by the operator, and the current roll out of HSPA+, or 3.5G, to offer up to 50% faster data download speeds than are available on 3G.*

*Marc Overton, Vice President, Wholesale and M2M at Everything Everywhere, said: "This is a very exciting step in the evolution of the MVNA market, and will*

*allow small and large MVNOs alike to establish themselves in the market quickly and efficiently, giving them ultimate control over the service they offer their customers. The Atmovia platform, coupled with the scale and reliability of the UK's largest 2G and 3G network, reinforces Everything Everywhere's position as the number one choice for MVNOs."*

*Ahmed Alumran, Managing Director of the Viacloud Group, said: "We have made a significant investment in the Atmovia platform and our relationship with Everything Everywhere, because we believe there is a very real market opportunity in providing this level of infrastructure and functionality to MVNOs in the UK and across Europe. Our aim is to enable our MVNO partners to achieve their growth and profitability objectives with the knowledge that they are backed up by both the UK's largest mobile network, and the most advanced mobile platform available."*

*Richard Williams, Chief Operating Officer at Atmovia, said: "We don't believe that anyone else has done what we have; investing in the highest-spec, carrier grade technology for our platform, and taking the time to fully integrate it with our MNO partner. Our MVNO customers will benefit from this investment directly, as they are able to quickly react to changing market conditions and offer their own customers the flexible and high-quality service they expect, on a network that – like us – is investing great amounts of time and money to provide the best service for its customers."*

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**Notes to Editors:**

*Everything Everywhere currently has the following MVNO partners: Virgin, Hutchison 3(UK), Telecom Plus, Ikea, Vectone, Nowmobile, Matrix, Econet, Lycamobile, Cable and Wireless, i-Pass, Talk Talk Business and Intercity. In addition the following MVNOs are on Everything Everywhere's network through Transatel: China Telecom (Europe), Axis Telecom, Unicom, Priyo, The Phone Co-Op, Shebang, Apollo, Zamir Telecom, Team SIM and Natterbox.*

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**About Everything Everywhere**

*Everything Everywhere is the UK's largest communications company, providing mobile and fixed-broadband communications services to more than 27 million customers through the Orange and T-Mobile brands. It has invested over £15 billion since 2000 building Britain's biggest mobile networks, and plans to invest over £1.5bn in the next three years to further improve its network and introduce fast 4G LTE mobile broadband services. Recognised for award-winning customer service, Everything Everywhere employs more than 15,000 people and operates over 720 retail stores across the UK. It has revenues equivalent to a FTSE 40 company and is backed by two of the world's leading global communications groups, Deutsche Telekom and France Telecom, who are equal owners.*

#### **About Atmovia**

*Atmovia is a carrier-grade wholesale mobile company focussed on the development and growth of MVNOs within the UK and Europe. It is the MVNA subsidiary of the Viacloud Group, a private equity-backed telecommunications company focussed on mobile and international communications.*