



Renens, 24 March 2009

# New: Orange launches Optima Pro for entrepreneurs and small businesses

**Low monthly fees, calling customers and business partners at the best price during business hours, and rates that are easy to understand and adapt to individual usage types: These are the three most important requirements of entrepreneurs and small businesses. Orange just launched a new price plan for small businesses that precisely addresses these requirements with Optima Pro.**

More and more entrepreneurs and small businesses are choosing the classic Optima offer when selecting their Orange subscriptions, although it is actually aimed at private customers.

Because you can always make calls for the best rate with Optima on the one hand and make as many calls of any length to three favourite numbers to a fixed-line or Orange network on the other hand, Optima also appears to be well suited for small businesses. But Orange wanted to make sure and therefore analysed the telephone patterns of small businesses.

### **Low monthly fees, flexible rates**

The analysis showed that a monthly fee below CHF 45.00 was a major criterion when selecting a subscription for 88% of small businesses. Eighty-five percent want an abundance offer in the fixed-line network because the majority of their calls are to fixed-line business numbers. Just as many small businesses value a simple yet flexible rate structure that can be adapted to their individual telephony habits. A little over half of small businesses and entrepreneurs also want additional services with which they can further customise their subscription.

### **Free call during business hours and automatically the least expensive rate**

These findings inspired Orange to launch its Optima Pro offer for entrepreneurs and small businesses, which optimally addresses the needs of this business customers segment.

With Optima Pro all calls to the Swiss fixed-line network between 7:00 AM and 7:00 PM Mondays to Saturdays are included in the monthly fee. This means that Optima Pro's monthly fee covers the majority of business communication of entrepreneurs and small businesses.

Optima Pro's included minutes are available for calls outside these times, to the fixed-line network, to mobile phone networks or to Europe, the US and some more countries. And because Optima automatically guarantees that you always call for the least expensive rate, it does not matter if your mobile phone use differs from month to month. Optima Pro automatically adapts to the most typical, fluctuating phone use of small businesses and ensures that they can make good on their savings potential. And they do not need to continually compare different price plans. As usual, Optima Pro automatically ensures the least expensive rate every month.





## Additional services

In order to satisfy those small businesses and entrepreneurs who have additional requirements, Orange exclusively offers two options with Optima Pro:

### 1. The “3 favourite numbers” option for CHF 9.00/month:

With this option you can make unlimited calls to 3 numbers of your choice to the fixed-line or Orange network without additional costs. This allows entrepreneurs and small businesses to make unlimited calls even outside of the business hours of 7:00 AM to 7:00 PM, for example to family and friends.

### 2. The “closed subscriber group” option for CHF 9.00/month:

With this option you can make free calls within the company. This is a valuable option for growing companies or if the number of company-internal calls is large.

The tried and true “Travel Professional” option is ideal for frequent international travellers. With Travel Professional calls made abroad are up to 79% less expensive than calls made at roaming rates.

## Optima Pro at a glance

Subscription	Optima Pro 30	Optima Pro 100	Optima Pro 200	Optima Pro 400	Optima Pro 600	Optima Pro 1200
Included free calling minutes to all networks in Switzerland, Europe, the US and other countries	30	100	200	400	600	1200
Advantages	Unlimited calls to the Swiss fixed-line network Mo-Sa, 7:00 AM – 7:00 PM + Automatically the least expensive rate + All calls from Switzerland to all mobile phone and fixed-line networks in Europe and the US for the Swiss local rate					
Automatic SMS option included CHF/SMS	1-30 SMS = 0.25 from the 31 <sup>st</sup> SMS, all other SMS = 0.15					
Options exclusively available with Optima Pro	<ul style="list-style-type: none"> <li>▪ 3 favourite numbers (free calls to 3 freely selectable Orange or fixed-line numbers), CHF 9.00 per month</li> <li>▪ Closed subscriber group (for free calls within a closed subscriber group, e.g. employees), CHF 9.00 per month</li> </ul>					
Recommended options	<ul style="list-style-type: none"> <li>▪ Travel Professional (save up to 79% on calls made abroad)</li> <li>▪ Travel Data (customised roaming data package for Internet connections abroad)</li> <li>▪ Internet options (for inexpensive Internet connections via mobile phones)</li> <li>▪ And more... see <a href="http://orange.ch">orange.ch</a></li> </ul>					
Monthly fee in CHF	25.-	42.-	78.-	128.-	173.-	333.-

Additional calling minutes to all Swiss networks and to all mobile phone and fixed-line networks in Europe, the US and other countries CHF 0.45/min.

For more information about Optima Pro please go to [orange.ch](http://orange.ch).

Media contact:

Orange: 078 787 10 16 – Therese Wenger, [therese.wenger@orange.ch](mailto:therese.wenger@orange.ch)

