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Orange launches Optima Enterprise

With Optima Enterprise and the associated Optima Services, available separately, Orange is now offering its business customers an innovative mobile solution that automatically charges the most favourable rate, not only for domestic calls but also for SMS, data transfer and international mobile communications. At the same time, monthly inclusive minute offers have been eliminated and replaced by more attractive minute rates. The Optima Enterprise plan thus combines the advantages of the previous price plans Optima Business and Group Unlimited.

With the new Optima Enterprise by Orange, business customers can conclude a flexible mobile telephony subscription for employees that continually adapts to the individual requirements of each employee, no matter where and how communication takes place. The new price plan offers three instead of seven attractive optimization levels – starting as low as CHF 12.00 per month for the entry offer. Another new feature of Optima Enterprise is that the plan does not include any free minutes; per minute rates have been significantly lowered and the rates are the same for all networks within Switzerland, Europe, the USA and many other countries.

Maximum flexibility for business customers

Orange has launched Optima Services as a complement to Optima Enterprise. These individually available additional options for SMS, mobile Internet domestic and abroad as well as international calls are only available with Optima Enterprise and offer business customers the certainty of knowing that their employees are automatically receiving the most favourable current price plan, no matter how the mobile phone is being used. This is a very important advantage with variable and unforeseeable usage.

The Optima Enterprise plan also provides another important benefit: Customers can make free phone calls within their company at all times to all mobile and fixed-line connections of employees with an Orange subscription.

An overview of Optima Enterprise and Optima Services:

Optima Enterprise	Start	Plus	Max.
Monthly fee	CHF 12.00	CHF 24.00	CHF 48.00
Calls to networks within Switzerland and international calls, per minute (Zones 1, 2 and 3)	CHF 0.35	CHF 0.25	CHF 0.20
SMS to networks within Switzerland and international SMS, per SMS	CHF 0.20		
Domestic data traffic (in CHF/MB)	CHF 8.00		
Closed user group	Unlimited free phone calls among the company's Orange sharers		





Optima Services	Start	Plus	Max.
Data – Data Optima monthly fee	CHF 3.00		
– Data package monthly fee with monthly inclusive data volume	CHF 5.00 (incl. 5 MB)	CHF 10.00 (incl. 75 MB)	CHF 19.00 (incl. 1 GB)
SMS – SMS Optima monthly fee	CHF 2.00		
– SMS package monthly fee with monthly inclusive SMS	CHF 7.00 (incl. 50 SMS)	CHF 12.00 (incl. 100 SMS)	CHF 15.00 (incl. 150 SMS)
Travel Voice (Zones 1–4) – Travel Voice Optima monthly fee	CHF 3.00		
– Travel Voice package monthly fee with monthly inclusive minutes	CHF 15.00 (incl. 30 Min.)	CHF 40.50 (incl. 90 Min.)	CHF 72.00 (incl. 180 Min.)
Travel Data (Zones 1–4) – Travel Data Optima monthly fee	CHF 5.00		
– Travel Data package monthly fee with monthly inclusive data volume	CHF 15.00 (incl. 5 MB)	CHF 100.00 (incl. 50 MB)	500.00 (incl. 500 MB)

Optima Enterprise offers Orange business customers more favourable rates, maximum flexibility and significant simplification. Thanks to the optimization system, business customers no longer need to spend time considering the right price plan for their employees' various needs. The system automatically calculates the most attractive rate for each employee.

For more information, go to www.orange.ch/business.

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