

**fonus**

Case Study

Transforming Customer Experience Worldwide: Fonus' Visionary Growth as a Global MVNO Powered by Tata Communications MOVE™



## From Local Origins to Global Ambitions

*As I traveled around the world, I faced exorbitant roaming fees and the hassle of swapping SIM cards and phone numbers. This experience made me realize the need for a global MVNO, where one SIM card and phone plan could offer unlimited calls, texts, and data across multiple countries.*

**Simon Tian, Founder & CEO, Fonus**

Fonus, originally focused on providing wireless services in North America, aimed to evolve into a global MVNO. The company wanted to eliminate the complexities of high roaming fees and the inconvenience of switching SIM cards while traveling. This vision led to the development of a global SIM card solution, aiming to offer unlimited calls, texts, and data across multiple countries.

As Fonus transitioned from a regional to a global service provider, the company outlined several key objectives. Fonus aimed to provide a single SIM card solution offering unlimited calls, texts, and data across multiple countries. The company sought to increase its subscriber base, particularly in untapped regions like East Asia and Europe. Transitioning from physical SIMs to eSIMs was also a priority to enhance customer experience and streamline operations. Fonus focused on improving backend operations and customer support through detailed usage tracking and management capabilities. Additionally, the company aimed to differentiate itself from competitors by positioning itself as a global wireless carrier with a proprietary app for VoIP calls and texts.

# Leveraging Tata Communications MOVE™ for Global Connectivity and Operational Excellence



TATA COMMUNICATIONS MOVE™

Tata Communications MOVE™ offers a multi-IMSI (International Mobile Subscriber Identity) SIM card solution, enabling seamless global connectivity with a single SIM card. This is made possible thanks to Tata Communications' extensive partnerships with over 600 Mobile Network Operators (MNOs) worldwide. The robust infrastructure of Tata Communications supports Fonus in scaling operations and expanding its subscriber base efficiently.

Additionally, Tata Communications MOVE™ delivers Tier 1 IP performance on consumer SIMs, ensuring superior connectivity and service quality. Its functionality encompasses global 5G coverage, application aware performance guarantee, low latency, and high throughput, providing a robust and resilient solution for Fonus and its customers. Global 5G coverage allows Fonus customers to enjoy faster download and upload speeds, reliable connections, and support for more connected devices. The Application Aware Performance Guarantee prioritizes critical applications like VoIP calls and video streaming, ensuring they receive the necessary bandwidth and low latency for optimal performance, thus reducing lag and buffering. Low latency is essential for real-time applications, while high throughput facilitates high-speed

data transfer for activities such as downloading large files and streaming high-definition videos. The resilient and reliable connectivity of Tata Communications MOVE™ ensures Fonus customers experience consistent, predictive, and continuous service anywhere across the globe.

The MOVE platform's eSIM capabilities have allowed Fonus to transition more than 50% of its customers to eSIM, significantly reducing activation wait times and simplifying the onboarding process. This advancement has notably improved the overall customer experience, providing greater convenience and immediacy.

The MOVE platform also provides detailed Call Detail Records (CDRs) and data usage analytics, enhancing Fonus' customer support and operational management. Access to comprehensive data and usage metrics enables Fonus to promptly address customer issues and optimize services based on real-time insights.

Furthermore, the platform's integrated KYC (Know Your Customer) solutions facilitate compliance with regional regulations, particularly in markets with stringent KYC requirements like East Asia.

# Achieving Strategic Milestones: Global Expansion and Customer-Centric Advancements

Tata Communications MOVE™ has empowered Fonus to expand its service footprint to over 55 countries, aligning with its vision of becoming a global MVNO. By 2025, Fonus aims to double its subscriber base by enhancing service offerings and elevating the customer experience. The introduction of eSIM technology has notably boosted customer satisfaction, enabling instant activation compared to the previous minimum 48-hour wait for physical SIM cards. This streamlined process has attracted a growing number of new customers to Fonus' services.

Moreover, the partnership with Tata Communications has enabled Fonus to shift from a primarily North America-focused provider to a global player, garnering positive feedback for its expanded coverage. The MOVE platform's adaptable nature and comprehensive analytics have bolstered Fonus' operational efficiency, empowering its support team to swiftly address customer needs. By leveraging Tata Communications MOVE™, Fonus has established itself as a leading global wireless carrier, distinguished by its proprietary VoIP application offering unlimited calls and texts.

Looking ahead, Fonus is preparing to extend its reach into East Asia and Europe through MOVE, integrating KYC solutions to comply with regional regulations and further enhance service accessibility and compliance.

## Key Highlights:



Over 50% of subscribers are on eSIM, enhancing convenience and immediacy.



Aim to double subscriber base by 2025, driven by expanded service offerings.



Quick activation process for eSIM within minutes, compared to minimum 48 hours for physical SIM.



Providing services to more than 55 countries globally, marking significant international expansion.



*As we continue to expand our global footprint with Tata Communications MOVE™, we're not just connecting people; we're transforming how they experience wireless connectivity worldwide. Our partnership has enabled us to break barriers and deliver seamless, reliable service across borders, setting new standards for convenience and customer satisfaction in the mobile industry.*

**Simon Tian,**  
Founder & CEO, Fonus



*At Tata Communications, we are consistently impressed by Fonus' transformative influence on global cellular connectivity. This partnership has been instrumental in elevating user experiences worldwide and setting new benchmarks for delivering seamless and reliable mobile services across diverse global markets. Tata Communications is proud to contribute to Fonus' journey towards becoming a global MVNO.*

**Deepak Gusain,**  
Global Head - Communication Service Provider (CSP) Segment,  
Tata Communications MOVE™



## Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

## About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit [www.tatacommunications.com](http://www.tatacommunications.com)

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