

## Vodafone extends its business product portfolio for SoHos and SMEs

- Cloud solutions to enhance mobility and flexibility
- New products to simplify collaboration and communication

**Düsseldorf/Berlin, 1 September 2011.** *Vodafone Germany is extending its range of enterprise solutions for SoHos and SMEs. At the IFA 2011 trade show, the Düsseldorf-based communications group will showcase a range of new products and services that are specifically geared to the needs of small offices. "OfficeNet" combines the mobile and fixed network requirements of a business in a virtual PBX. "Vodafone Locate", a location-based service, links employees with their head office and optimises work processes. "Vodafone Mobile Connect with Google Apps" was developed in partnership with Google to equip businesses with a range of productivity tools designed for a smartphone. Vodafone Germany will demonstrate these enterprise solutions at IFA 2011, Hall 18, Stand 101.*

Vodafone Germany provides managed communications services to several thousand business customers who work at home with similar needs and technical requirements to private customers.

Jan Geldmacher, CCO Enterprise at Vodafone Germany, comments, "We provide products and services that are designed to meet our customers' needs as effectively as possible. They are designed to optimise business processes, simplify everyday working and give small businesses an opportunity to use the same technology as their larger-scale rivals. SMEs and small office owners no longer need a server in their cellar because they can now store their data in the cloud. We make sure that this data is available 24 hours a day, seven days a week – as well as opening it up to mobile users."



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Small businesses are keen on inexpensive solutions that increase their flexibility and mobility. Rather than investing in complex data storage and computer resources, they are now able to invest in cloud services and avoid cost-intensive IT maintenance. Moving to the cloud also avoids additional software charges as customised online services are billed on a pay-per-use basis, including regular updates and virus security.

"OfficeNet" is a virtual PBX which transforms the smartphone into a fully-functional extension, increasing the business owner's flexibility and mobility. It means that company employees can always be reached on their office number, even when they are out of the office. The user also enjoys the full range of PBX functionality on their mobile handset.

"OfficeNet" offers considerable savings to the customer because it also avoids costs associated with the procurement, operation and maintenance of conventional hardware-based PBXs. Variable contract terms and a flexible billing model make it possible to adapt OfficeNet to the changing requirements of the business – for example the number of employees – at any time.

"Vodafone Locate" can improve the speed and reliability of logistics and delivery services. It is a cloud-based location-based system that is particularly useful for logistics companies and for companies with sales forces. For example, the Locate system can locate the supplier's mobile phones, calculate arrival times as well as offer routing and scheduling functions. The system is compatible with every mobile phone and is easy use. The system has also been designed to protect user's privacy in line with data protection legislation.

Vodafone and Google jointly developed "Vodafone Mobile Connect with Google Apps" for enterprise customers. It is a mobile business package that provides them with a mobile office. Users can access their documents via their internet browser as the apps make it possible to process data on the smartphone.

For example, the package includes an email program, a Google calendar, plus spreadsheet and text processing programs. Another advantage is that users can share



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a calendar with one another and edit documents concurrently.

Visit Vodafone Germany at the IFA 2011 in Hall 18, Stand 101. All Vodafone Germany media releases, photos, videos and audio material are published in the press section on [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de).

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## **Vodafone Germany**

*is one of the largest and most modern telecommunications providers in Europe. It realises turnover of more than nine billion euros and has 12,000 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. In July 2011, the Stiftung Warentest consumer organisation tested all four of the German network operators' networks and gave the Vodafone network the quality rating of 'Good' (2.4). In 2010, Vodafone was named Best Network in Germany for the fourth time in succession by the "connect" magazine. Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de) for further information.*