

NOKIA 22

Case Porvoo: 40% reduction in phone call costs



Case Porvoo, facts in a nutshell:

- Landline-to-GSM calls are routed directly to the GSM network via Nokia 22 terminals – the landline network is bypassed
- 40 % savings in phone call costs, thanks to the cheaper GSM-to-GSM call tariffs
- Equals to annual savings of 45 000 EUR
- 5 Nokia 22 terminals can handle around 4000 phone calls weekly

The town of Porvoo in Finland is seeing dramatic cuts in its telephone bills thanks to the Nokia 22 PBX Connectivity Terminal which routes outgoing calls from landline extensions to mobile phones. During the pilot phase in the autumn of 2001, the Nokia 22 terminals contributed to a 40 per cent reduction in phone call costs as compared to the costs incurred during the same time the previous year.

Situated in southern Finland, 50 km east of Helsinki, Porvoo is a dynamic town with some 45,000 inhabitants. Porvoo strives to offer an efficient, complete municipal service to its residents and businesses and is

constantly looking for new ways to improve performance while reducing costs.

Telecommunications and phone connectivity are a crucial ingredient

of the municipal services: people need to call and be called to keep things running and ensure the welfare of the town and its inhabitants. Porvoo has about 1,100 telephone extensions used by officials and employees of the town, connected to the private branch exchange (PBX) in the town hall. About half the calls made from extensions are made to GSM phones, leading to increasing costs for the town – last year, the cost of calls from landlines to mobiles totalled 170,000 EUR. To investigate ways of cutting

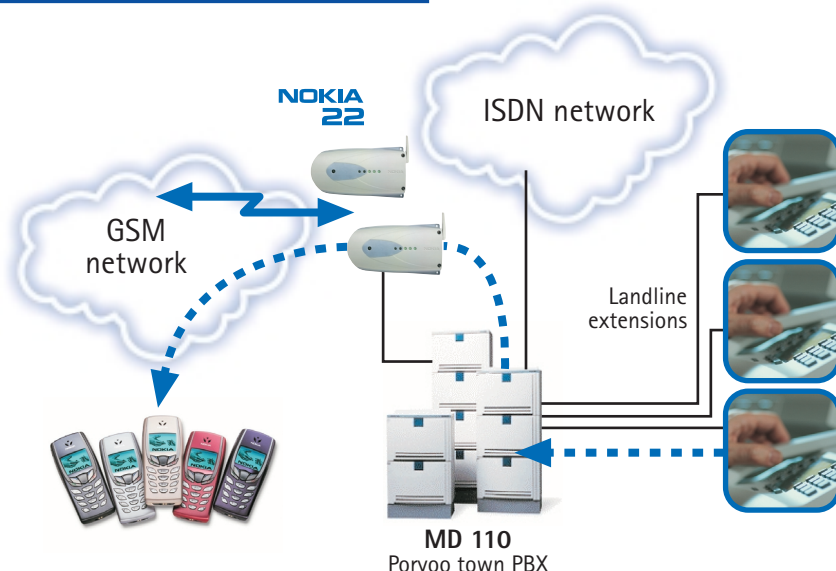
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these costs, Porvoo invited Nokia and the Finnish telecom operator Sonera to start a pilot project with the aim of reducing its telephone bills.

Lower tariffs cut costs

The project is based on the Nokia 22 PBX Connectivity Terminal, a GSM terminal that is connected to the PBX and routes calls directly to the GSM network. This allows calls to be carried out completely within the GSM network, resulting in more affordable mobile-to-mobile call tariffs rather than the higher tariffs of landline-to-mobile calls.

There are currently five Nokia 22 terminals in use in Porvoo, handling around 75 percent of landline to mobile phones calls – the rest are routed normally via the PBX to landline phones. The new system allows people to make calls as usual, but the intelligent PBX recognises when the call needs to be transmitted to the GSM network.



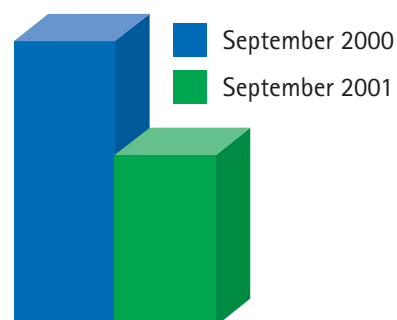
Nokia - Sonera - Porvoo Pilot: PBX Connectivity over GSM with Nokia 22

More savings to come

During September 2001, 40 per cent savings in phone call costs were achieved compared to the same month the previous year. This equates to annual savings of 45,000 EUR, a figure which will be increased when additional Nokia 22 terminals are introduced to handle the remaining 25 per cent of landline to mobile phone calls.

In addition to the cost savings, the Nokia 22 terminals bring another important benefit to the town of Porvoo: they also function as a backup to landline connections. In the event of an accident or damage to a telephone line, for instance if an excavator cuts off a telephone line, there are wireless connections available that can handle the town's essential telephone traffic.

40% reduction in phone call costs



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