



# COUNTERPATH



## Rogers One Number

### Case Study

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ROGERS™ ONE NUMBER

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### ONE NUMBER IS ALL YOU NEED

Rogers One Number™ is a new secure and easy way to stay connected to family and friends... wherever you are on your computer or wireless phone... with the Rogers One Number service you can text, talk, and email all using your existing number - your Rogers wireless number.

It's easy to get started, simple to use, and best of all, it's FREE to register! For more information, [CLICK HERE](#).

**REGISTER NOW**

**ROGERS ONE NUMBER LETS YOU DO SO MUCH MORE.**

- Text and talk from your personal computer using your wireless number.
- Manage emails and text messages all from your secure, personalized website.
- Control one contact list that is always in sync between your wireless phone and computer.
- Seamlessly switch calls between your computer and your wireless phone without missing a word.
- Call any Canadian number using your computer from anywhere in the world for FREE!

LEGAL DISCLOSURE

1. Charges apply for certain uses of the Rogers One Number service (such as calls made to numbers outside of Canada). Please see Rogers One Number Terms & Conditions for details.

2. Existing Rogers wireless prepaid subscription required. Available with use of the Rogers One Number web phone only. Not applicable to wireless device usage. Regular local and long distance charges under your Rogers wireless plan apply when using the Rogers One Number service with your wireless device. Includes text-to-voice messages sent from Rogers One Number devices or web phone (as available in Canadian wireless numbers). Incoming messages will be charged at per your wireless plan and current pay-per-use rates (as applicable). Use of the Rogers One Number service may cause you to use additional internet data depending on your internet data usage allowance, internet service charges and coverage rates (if applicable) apply in accordance with your Rogers or third party internet service package. The Rogers One Number service is intended for personal use only, based on a total of 44,000 minutes available in a 31-day month. Subject to the Rogers Terms of Service and Acceptable Use Policy available at [rogers.com/terms](#).

### About Rogers

With over 10 million voice and data subscribers, Rogers is Canada's largest mobile communications provider. Its communications holdings also include Canada's largest cable operator as well as offering television, high speed internet, and residential telephony service to over 2.3 million customers.

### Challenge

While customers have embraced Rogers' mobile and internet services, they are looking for more integration between their services and the growing number of devices in their lives. In addition to mobile smartphones, subscribers are increasingly using PCs, laptops and tablets to meet their communication needs. Frequently, consumers are turning to over-the-top (OTT) services from competitors like Skype or Apple's FaceTime. To retain customer loyalty and avoid the siphoning of text and voice communications away from Rogers core services, Rogers decided to provide a competitive OTT alternative. They needed to integrate their services across mobile smartphones, desktops and tablets, using the consumer's existing mobile phone number and advanced unified communications clients across desktops and tablets.



Increasing demand for VoIP services (especially "free" or "over-the-top" services like Skype and Google Voice) continues to be a growing threat to carriers

*Skype represented ~ 20% of global long distance traffic in 2011*

Source: TeleGeography

Rogers One Number is...

A wireless add-on for mobile customers that extends the reach of your mobile phone to your PC and tablet, making your mobile number your single identity.

A richer and more convenient communications experience with one mailbox, one way to reach you, one personal identity.

A free add-on service for Rogers' customers.



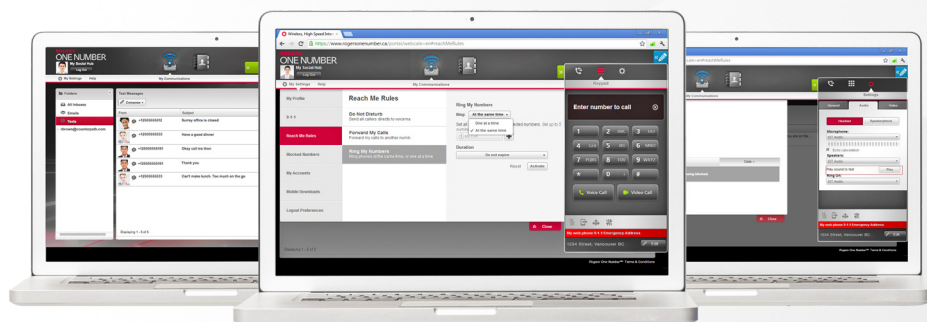
# The CounterPath Solution

## Phase One: Rogers One Number Portal

Rogers took a phase approach to launching their OTT solution, Rogers One Number. In phase one, Rogers designed and formed requirements for a desktop/laptop client aimed at early adopter consumers. This first phase would test Rogers' IMS network integration, OSS integration, client performance, marketing programs, and general market acceptance of an OTT solution offered by a mobile carrier.

To quickly launch their OTT solution, Rogers turned to CounterPath to leverage the company's Bria softphone client technology. Rogers provided requirements for a web-based user interface, integrated into the Rogers One Number Portal. CounterPath was selected by Rogers because of our unmatched ability to interoperate with all types of networks along with our team of dedicated engineers who developed a fully customized and branded OTT solution that powers the Rogers One Number softphone.

When Rogers' customers visit the Portal, they can download for a free a browser plug-in that uses the Bria SDK. This lightweight Bria application connects via SIP to Rogers' IMS core network. The result is all of a consumer's mobile voice and SMS services are extended his or her devices.



Rogers used advertising, viral video, press releases and sponsorships to generate excitement about Rogers One Number and drive customers to their Portal. Prior to launch, Rogers developed campaigns that included several videos that explained the value of the One Number solution to consumers, as well as walked them through several real-world use cases. These videos, coupled with sponsorship and large presence at technology shows, generated buzz among early technology adopters.

For a broader market, Rogers launched advertising campaigns that included signs at NHL hockey games in the Canadian market and TV advertisement spots.

With the launch of the first phase of Rogers One Number in February of 2012, Rogers experienced strong adoption and demand from their customer base. Many users expressed interest in extending the One Number concept to other devices, leading to phase two of the solution.



## Differentiating from Competing OTT Services

A key part of competing with other OTT services is to leverage Rogers' existing mobile and domestic landline termination capabilities. Rogers One Number allows for free calls to any domestic Canadian phone numbers. Additional revenue is generated when calls or SMS are made to terminations outside Canada.



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## Phase Two: Rogers One Number for iOS and Android

Having validated the demand for an OTT softphone, Rogers planned to launch specific iOS and Android apps that would seamlessly extend Rogers One Number to smartphones and tablets. Frequently, users have laptops, tablets, and smartphones, and will chose the most convenient device depending on the situation. While each device type has its own interface, CounterPath's Bria softphone clients have a similar look, feel, brand and functionality regardless of device. On top of the CounterPath solution, Rogers integrated services like instant messaging, email and contact lists to ensure a consistent experience across all devices. Additionally, the Roger's solution syncs contact lists from one device to another, enabling smooth transitions, and lets users pull calls between devices without interruption.

After approximately 16 months from the phase one launch, Rogers launched the iPhone, iPad, and Android Rogers One Number applications via the iTunes and Google Play app stores as free downloads.



## Features and Benefits

Rogers One Number offers a free differentiating feature set that add value for subscribers and sets Rogers apart from the competition.

Key Features	Benefit for Subscribers
Make and receive calls from any mobile device (smartphone, laptop, tablet) using the subscribers' existing mobile phone number	Accessibility. Users can answer and make calls on the device that is most opportune
Free calls to any landline or wireless number in Canada using Rogers One number	Cost-saving. Place calls to any landline or wireless number in Canada from any internet-connected PC, tablet or smartphone at no cost.
Free IM and video calling to anyone using the Rogers One Number solution	Free video calling and messaging worldwide, including support for HD video webcams
Send and receive SMS messages from laptop/desktop or tablet	Convenience. Send SMS messages to smartphones using Rogers One Number from the convenience of the subscriber's laptop, desktop or tablet.
Move calls from device to device without interruption	Flexibility/Freedom. Move calls from laptop to tablet, smartphone to desktop and back again depending on the device that is most convenient
One fully synced contact list across devices	Never be without your contact list again! Inputting a new contact to the smartphone contacts automatically updates on tablet and desktop

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## Use Case

Steven uses his Rogers mobile number as his primary contact in both his personal and professional lives. He has downloaded the Rogers One Number app onto his laptop, iPad and iPhone. When in the office, Steven is just as likely to take calls on his laptop versus his iPhone. One morning, he decides to contact a colleague, Judith, who is overseas. He sends an SMS, "Can you do a video call?" Judith reads the SMS and responds, "I am connected to Wi-Fi in a coffee shop, using Rogers One Number. Call my mobile." Steven selects Judith's mobile number from his Rogers One Number contact list on his laptop and places a video call.



Later, Steven goes to a meeting in the basement conference hall of a hotel where cell reception is poor. To stay in touch, he connects to the hotel's Wi-Fi on his iPhone. During the break, he calls his parents' home phone, who live in a different Canadian province. Steven's father is planning on visiting him, so while on the call his father sends an email to Steven that he receives in One Number.



All of these calls and services were free using Rogers One Number powered by CounterPath. Bria provides single number reachability for Rogers One Number service. Consumers can choose where and when to receive calls, SMS, or IM.

## Results

Rogers One Number generates incremental revenue, prevents loss of communication market share to competing OTT services, and generally improves the stickiness of subscribers, thereby reducing churn. For these reasons, Rogers could justify free One Number downloads which further boosts adoption of the service.

With Rogers One Number, Rogers is proving that the best way for operators to combat the threat from competing OTT services is to provide a complete unified communications service across multiple devices. The success of this strategy, and CounterPath's industry-leading Bria softphones, has paid off with strong adoption of the Rogers One Number solution. Within the Canadian iTunes and Google Play stores, Rogers One Number is ranked among the top 30 most-downloaded apps, with over 140,000 downloads per month. Customers are staying within Rogers' product offerings more often and not migrating to competitors' OTT services. In addition, incremental revenue for international calls or SMS have been recaptured via the Rogers One Number plan.

“  
Bria helps provide a unified communications client that consolidates voice, video, SMS, IM, email, and contact lists.  
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### Learn more about Rogers One Number:

<https://www.rogersonenumber.ca>

### Contact CounterPath

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email: [sales@counterpath.com](mailto:sales@counterpath.com)

