



Mobile Market Development

BT Fusion Case Study

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Description: BT has launched a revolutionary service - claimed to be the first truly converged service available to consumer customers in the world. BT Fusion is a product that allows customers to use their mobile phone at home and pay for the call as if they had used their BT landline phone. To achieve this, the service utilises a Bluetooth connection between a specialised mobile phone and a BT-provided base station, which uses Voice over IP (VoIP) technology to transmit the call through the customer's BT broadband connection. Is the market ready for such a service? Is Fusion ready for the market? Will Fusion provide a route for BT to regain a significant presence in the UK mobile market? These and other questions are examined in this in-depth case study of an innovative product launched into a competitive market.