

Tariff alert - Inform your mobile operator and roamers about the cut-off limit for mobile data roaming – New EU rules from July 1st

As of July 1st, mobile data roamers will be cut off when they reach € 50 (ex. VAT). For users with a bundle plan, the cut-off limit is € 50 (ex. VAT) above the bundle.

Companies can decide not to implement the cut-off limit for some or all employees.

1. THE REGULATION (SUMMARY)

Click here for the complete [roaming regulations](http://ec.europa.eu/information_society/activities/roaming/regulation/index_en.htm#new_rules) in the European languages.
http://ec.europa.eu/information_society/activities/roaming/regulation/index_en.htm#new_rules

1.1 Wholesale cap for mobile data

For mobile data, the EU has implemented a maximum only for the wholesale price (i.e. the price between operators), of € 0.80 per MB within Europe. Retail prices are not covered.

1.2 The retail price for SMS

The maximum price for sending an SMS while abroad is € 0.11. Receiving an SMS while in another EU country remains free of charge.

1.3 Cut-off limit

As of July 1, 2010, mobile data users will be cut off when their data bill reaches € 50 (ex. VAT), unless they (or their company) choose not to apply the cut-off limit. The volume is counted from one invoicing period to the next.

2. BELTUG RECOMMENDATIONS - WATCH-OUTS

2.1 Inform and sensitise your employees

Inform your employees. For the employees with a cut-off: avoid frustration by letting them know they will be automatically cut off when they reach the € 50 limit.

Don't just inform your business "travellers", but also any "national" users going on holiday, when the risk of bill shocks increases.

Explain them how they can check the used data volumes:

Mobistar: #5580# (private users #123#)

Proximus: 'Hello Proximus' is a mobile application which runs on any Android mobile handset, which gives an overview of your actual mobile data consumption. For other smartphones [this application](#) will become available shortly via m.skynet.be.

<http://ict.belgacom.be/en/mobileapps/help.html>

2.2 Look carefully at the prices for mobile data outside Europe.

- Mobile data usage outside Europe is not included in the EU roaming regulations.
- Be aware of the difference between "Europe" (the 27 countries) and the tariff plans of mobile operators. Some tariff plans have "Europe" in their name, but include other countries like US or China. This doesn't mean that the cap will be applied for all countries in the tariff plan.
- Carefully check the tariffs outside Europe to avoid surprises: E.g. Proximus rates for Blackberry users outside Europe: €0.45/10 KB (= €54/MB)! The mobile operators propose a lot of bundles, also for traffic outside Europe and even for the whole world. These options can be activated for a month.
- Check your mobile operator's processes for usage outside Europe. Mobistar implemented a cap for the rest of the world at €200 (ex. VAT). Proximus has no plans at the moment.

2.3 No deadline

You can change your decision to apply the cut-off or not at any time, for whatever numbers/users you choose.

2.4 Making changes when a user is abroad

It is possible to remove a cut-off limit while the user is abroad. Proximus and Mobistar have confirmed to BELTUG that changes can be made, even when the SIM card is not in Belgium.

2.5 Warnings (by SMS or pop-up)

Users will receive a message when they reach a certain percentage of the amount or volume.

Users can choose to receive the notifications without blocking their roaming data connections. These are two separate options.

Mobistar - Some examples :

For EU+: the user receives notifications at € 50, 100, 150, 200 excl. VAT.

For Rest of World: the user receives notifications at € 200, 300 en 500 excl. VAT.

Proximus – Some examples:

Volume based Pay as you use Mobile Internet : 5MB, 10MB, 20MB, 30MB, ...

Time based Pay as you use Mobile Internet : 150 min, 300 min, 600 min, 900 min, ...

Bundles : 50%, 100%, 200%, 300% of credit consumed.

Roaming: 80%, national 90% of the bundle.

3. BELTUG OPINION

3.1 Business users need a reporting tool

We still need a reporting tool for companies that offers an overview of the mobile data usage of all employees.

Mobile operators need to provide simple instruments for their business customers to activate/deactivate the cut-off. Sending numbers by email is a source of mistakes.

3.2 Operators should always state the prices of mobile data roaming in MB.

3.3 BELTUG wants shared bundles for companies on a large scale

For companies, the selection and follow up of mobile data bundles is time consuming. A bundle per person is not an efficient way of working.

A global volume per company, with no need to consider the MB for each individual user, is the answer.

BELTUG calls for the widespread offering of shared bundles. This possibility exists, but mostly for very large business users.

BELTUG asks the mobile operators to make this an absolute priority. They can start with national volume bundles.

3.4 Prices of international SMS and international calls

Although SMS roaming is now limited to € 0.11 (ex. VAT), we see many of our members paying (much) more for an international SMS from Belgium to another country. BELTUG doesn't understand why this is the case.

The same applies for international calls.

4. MORE INFORMATION

Proximus

http://business.proximus.be/en/Mobile_Smartphone_Surf/MIE_SMS_Indication_Pda.html

Mobistar

http://business.mobistar.be/go/nl/cma/internet_en_data/Roaming/smart_data_traveller.cfm

Base

<http://www.base.be/business/en/mobile/services/data-alerts>