

Simple Great Value Mobile Service

amaysim - Powered by the
Optus Mobile Network



Yes

OPTUS

amaysim

AMAYSIM CASE STUDY

Optus Wholesale has been working with amaysim since its inception in November 2010. Through our solid partnership, amaysim has grown to be Australia's largest mobile virtual network operator and the fourth largest mobile service provider overall nationally.

Background

amaysim is a leading Australian, online-led mobile service provider which dedicates itself to delivering Australians with simple, fair and low prices on flexible mobile contracts. amaysim's offerings are based on its four core values of empathy, simplicity, agility and reliability, which drive everything that they do.

Being a Mobile Virtual Network Operator (MVNO), amaysim itself does not own the wireless network infrastructure. Amaysim's goal was to find a mobile network operator who aligned with its beliefs, could grant them this infrastructure, and therefore play a part in its growth.

amaysim sought a partner who could provide a solid and reliable infrastructure for its services.

Solution

All of amaysim's mobile and data plans are powered by full access to the Optus Mobile Network, which covers 98.5% of the Aussie population. Its range of 4G plans are powered by the Optus 4G Plus network that covers 95% of the population, granting customers with even faster data speeds in more places than ever before.

At Optus Wholesale, we pride ourselves on our overall Account Management which extends beyond just providing network access. We create a strategic partnership with our service providers to develop niche strategies across all aspects of the business. Optus Wholesale offers a gateway and intelligent network systems that allow amaysim to offer both pre and post-paid mobile services.

With our solid network infrastructure, amaysim is able to focus on its online and mobile customer support and account management, allowing them to provide their industry-best offerings. The amaysim Group now has over a quarter of the MVNO market and close to 3 per cent of overall mobile market share, and is currently the fourth largest independent mobile services provider in Australia.

Through Optus Wholesale's infrastructure and support, amaysim is able to dedicate itself to providing an exciting experience for its customers.

The Future

amaysim's staggering growth over the last six years has seen it establish itself as a force in the mobile services market, with a continued emphasis on customer service. This consumer focus has resulted in amaysim winning multiple awards from Canstar, Choice and Roy Morgan. The launch of the Optus Unity platform, our business support system, will also expand amaysim's capabilities to provide differentiated propositions for the market. This wholesale gateway allows amaysim to operate even more efficiently by offering more automation options. The future looks bright for the business that established itself as a technology disruptor.



We test everything we do that impacts a customer with one question - "Is it amazingly simple?"

– Julian Dell, COO - amaysim

Visit optus.com.au/wholesale to find out more about Optus Wholesale mobile solutions.