

Fone Logistics eyes new partners

Distributor to add new dealers to Vodafone b2b airtime deal if Q1 sales go well

By **Carol Millett**
// Senior reporter

FONE Logistics is planning to take on new partners in 2010 to sell Vodafone b2b airtime connections.

The distributor is currently working with a select group of 20 partners, but hopes to increase that number later this year.

Vodafone reappointed Fone Logistics for airtime connections in November 2009, after terminating its airtime agreement with the distributor in 2006.

Fone Logistics' marketing director, Julien Parven, told *Mobile*: 'We are rolling out

phase one with 20 partners and it is going really well. It is a phased relationship and the intention is to make strategic relationships and work with a number of partners to grow the Vodafone share.'

He added: 'Phase two will begin at the end of quarter one and we will look at where we are then and hopefully, if we can demonstrate value back to Vodafone in phase one, we would like to think we will grow our partner base, probably by Q2 or Q3.'

Parven said the initial Vodafone deal is for standard airtime connections. He added that Fone Logistics is 'hopeful' about joining Vodafone's One



Net programme. However, he added: 'There have been no discussions or dialogue with Vodafone on that.'

The distributor was keen to

emphasise that its deal with Vodafone will not impact on its Joined Up Communications deal with O2.

Parven said: 'It is about incremental growth. It is not about robbing Peter to pay Paul. We aim to keep our partners for both arrangements separate.'

The distributor recently won O2's Best Distributor award for quarter three in 2009, beating Avenir Telecom – which had held the title for the previous nine months.

Fone Logistics was dropped by Vodafone as part of a strategy that saw it part company with MoCo, HSC and Carphone Warehouse in the same period. The move was rumoured to have cost the distributor £1m in revenue.

However, last year saw Vodafone renew its desire for third-party b2b sales; Carphone was reinstated in July followed by Fone Logistics in November.

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Fone Logistics' marketing director, Julien Parven

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