



## SUCCESS STORY



# MetroPCS

## Partnering with VeriSign to Revolutionize Wireless Service

### CUSTOMER PROFILE

#### *Challenge*

Create a new wireless service based on unlimited minutes with one flat fee and no contracts or credit checks.

#### *Solution*

VeriSign speedSUITE, SmartPay, and WNP, as well as a series of VeriSign® Consulting Services, including revenue assurance; project management and support for store launches; as well as network engineering, support, and testing.

Minutes are the gold of the wireless world. After a credit-check, subscribers sign contracts not to exceed a certain number of minutes or pay stiff penalties. But MetroPCS, which launched in January of 2002, is hoping to change all that. MetroPCS offers unlimited minutes to subscribers for a flat fee, and the company offers this service to subscribers without a contract and without a credit check. In the wireless world, this represents a revolutionary paradigm. “The MetroPCS approach takes the variability and surprise out of wireless,” says Braxton Carter, vice president of corporate operations. “With no credit checks, and the flexibility of no long-term contracts, we’re offering wireless service to vast segments that just haven’t been served by any available wireless service on the market today.” This new service plan took off like wildfire.

#### **+ A Unique Approach**

Because of the innovative nature of the MetroPCS sales model, the company couldn’t make use of “readymade” solutions during its initial buildout. “When we implemented our service offerings,” says Carter, “the status quo was unacceptable.” For this reason, MetroPCS chose to partner with VeriSign. “When MetroPCS was founded, we began by developing innovative systems, and VeriSign has been developing and innovating right along with us. VeriSign has been a driving force to help us differentiate our service offerings. We’ve relied on the support and creativity of VeriSign to push us beyond the cutting edge for our customers and help us lead the industry.” Carter adds, “A lot of companies like to talk up their abilities, but VeriSign is one of the rare companies that walks the talk.”



Where it all comes together.™



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### Results

- MetroPCS relied on VeriSign's billing expertise to create a new contract-less system.
- MetroPCS acquired and served 900,000 new subscribers in a 20-month period.
- The services scaled easily as the company grew.
- MetroPCS benefits from expert technical assistance and customer support.

*"VeriSign has been instrumental in helping MetroPCS achieve the success we've achieved so far, and we're looking forward to working with VeriSign as we expand."*

Braxton Carter  
VP of Corporate Operations,  
MetroPCS

### + A Growing Partnership

Initially, MetroPCS was interested in VeriSign billing services. But VeriSign designed a custom billing solution using the speedSUITE<sup>SM</sup> solution, and as MetroPCS began to expand its points of presence, VeriSign also helped to implement the point-of-sale functionality and provide connectivity with the billing systems. Carter says that VeriSign's back-office assistance led to a seamless and profitable launch. "MetroPCS came smoking right out of the barrel," says Carter. "In just 20 months, we grew from having zero customers to almost 900,000." MetroPCS appreciates that VeriSign solutions are highly scalable. "VeriSign didn't have any trouble keeping up with some fairly dramatic requirements," says Carter. "MetroPCS was able to easily expand the capacity of our underlying systems." In addition to speedSUITE, MetroPCS also implemented the VeriSign<sup>®</sup> SmartPay<sup>SM</sup> service, a secure database solution for debiting and crediting pre-paid user accounts. The SmartPay solution provides comprehensive activity reports for easier accounting, market analysis, customer service, and resource planning.

### + A Valuable Resource

VeriSign owns considerable network resources, including the largest independent Signaling System 7 (SS7) network in the world. With extensive database and intelligence capabilities, VeriSign offers a wide range of intelligent communications, commerce, and content services that enable carriers to rapidly provision new revenue-generating services while mitigating today's cost, complexity, and security challenges. Soon after its launch, MetroPCS began to take advantage of more and more of VeriSign's offerings. "At MetroPCS, our philosophy is to focus on our core competencies and farm the other services out to the strongest leaders in the industry," explains Carter. "VeriSign brings such a variety of skills to the table that it is absolutely integral to everything we do. VeriSign is an invaluable resource, not just to us but to the industry as a whole." So MetroPCS also began to take advantage of VeriSign's database services, such as Wireless Number Portability (WNP) and Wireless Calling Name (WCNAM). WNP is a federal mandate for moving a number from one carrier to another, and WCNAM provides Caller ID. Such features enhance carriers' service offerings, creating a stronger pull for new subscribers, which strengthens the wireless industry. "VeriSign works with us as a true partner, offering overall telecommunication services," explains Carter. "We've been able to make use of many other of VeriSign's services that are synergistic with the point that we started with." Most recently, MetroPCS has implemented the VeriSign<sup>®</sup> Self-Service Set-Up, which allows subscribers to activate service from any location, using only their newly purchased cell phone. This has helped Metro PCS to dramatically reduce customer acquisition costs, since the process is fully automated, and no service representatives are needed. Self-Service Set-up has also allowed MetroPCS to penetrate into a much larger market, since it allows phone service to be purchased on impulse, from a much wider variety of retail locations.

Each time MetroPCS has made use of a VeriSign product or service, MetroPCS has always done extensive research into the available options. Each time, however, MetroPCS has gone with VeriSign due to the integrated, cost-effective solutions it provides. Another key differentiator for VeriSign is the quality of its customer service. "On the rare occasions that we run into a problem," says Carter, "VeriSign has given us the attention that's required. When we call, we get answers." As MetroPCS continues to grow, the company has plans to implement other VeriSign services, such as Directory Assistance Call Completion (DACC). DACC provides a TCP/IP-based solution for processing calls to directory assistance—which is quicker for the subscriber and less expensive for the carrier. In addition, VeriSign can



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customize the initial directory assistance message in the style of the individual carrier. With VeriSign’s extensive experience running the *.com* and *.net* domain name servers, servers that are integral to the daily operation of the Web, VeriSign is in a unique position to offer secure, reliable TCP/IP-based telecommunications services as they emerge in the marketplace.

**Visit us at [www.VeriSign.com](http://www.VeriSign.com) for more information.**