

TANGO EXTEND

The Business SIM™

TREND ADVISOR



Tango Extend: The BYOD Business SIM

Mobile devices have gone through a quiet evolution over the last 5 years. Most now support more than 1 SIM card and now over 50 devices (including all recent Apple phones) support eSIMs.

ESIMs make the whole experience of getting a new mobile subscription into a device extremely easy - and it only takes a few minutes to get up and running. No logistics required by the employer, no lost SIM in the post, and importantly - no tweezers!

ESIMs have some obvious benefits for OEM mobile device manufacturers such as saving device real estate and saving costs. One of the original applications for dual SIM devices was a cheap local SIM for travellers. This has had limited success - but it has driven the OEMs to develop the phone UI so it manages the two SIMs extremely well. It specifically allows the user to make choices about which SIM to use for which service, and for which contact.

Disadvantages of VOIP UC Apps

- » Research has found only 5.7% of employees use their company-mandated apps. So nearly 95% of those companies' business mobile calls take place on personal phones using personal numbers, violating policies and creating an unprofessional appearance (Nemertes, 7/2020)
- » VOIP Apps often deliver poor communications performance because they use shared local data channels. This creates lag, jitter, drops and generally poor voice quality. Not ideal for important business calls.
- » User experience is subpar and not intuitive. They don't work well or at all with Bluetooth, so using them with headsets or while driving is problematic.

Install a business eSIM in minutes using a simple QR Code



Scan the code above to learn more

Business users clearly need a native phone experience for business communications and ideally one phone to carry around.



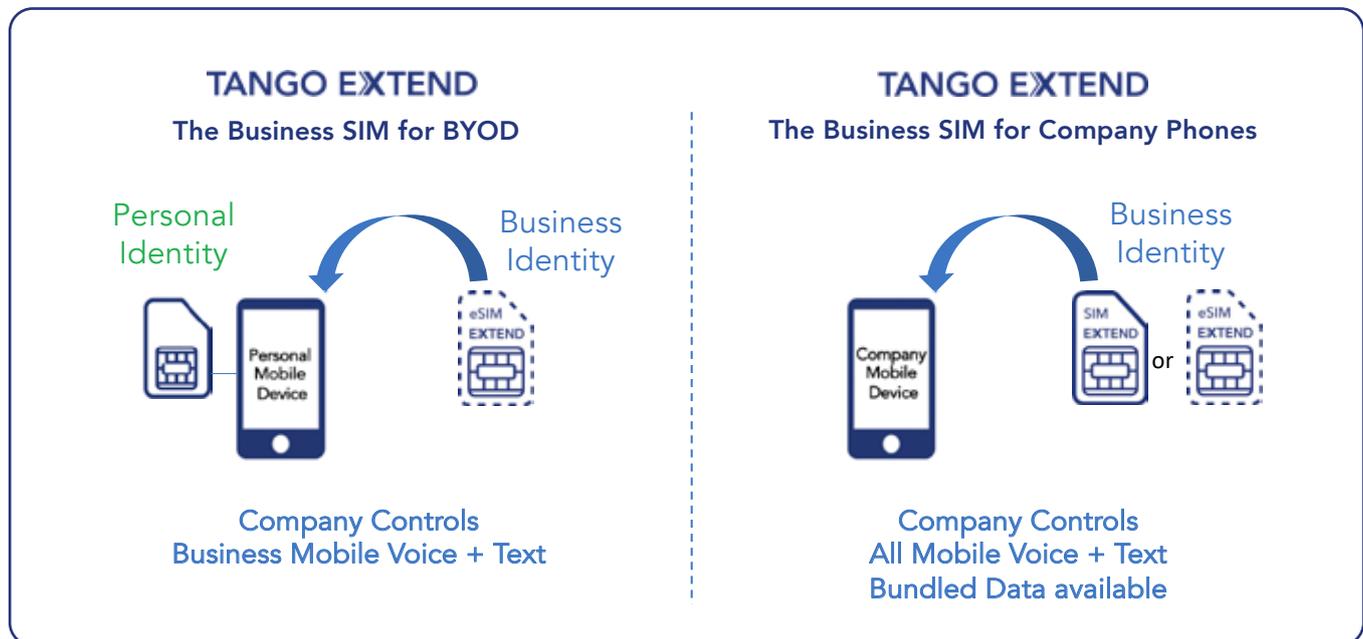
Tango Networks has solved this problem with Tango Extend. Tango Extend is the BYOD business SIM. The SIM or eSIM you add on to your current personal mobile device – but which is supplied by your employer.

It results in the need for just one mobile device – the personal phone; Native mobile business communications via the UC platform; Business identity and calling completely separate from persona identity; Usable by ANY employee, contractor or Temporary staff member.

While there has been evolution on the device side - the poor business user has mainly been encouraged to carry two devices - their personal phone and the one provided by their employer (for those lucky to get them). For all other employees the only choice has been a VOIP App connected to their UC platform - so they can use their business number rather than their personal number to make business calls, or a fallback where a personal number on a personal phone is used for business calls – which has many unsatisfactory consequences. For those unlucky enough to get the App, the user has to open the VOIP App to make a business call. This experience has proven for most to be a significant issue.



All it requires is for a Tango Extend physical SIM or eSIM to be installed in the spare slot of a employee or contractor's personal mobile device, giving a powerful BYOD business experience.



Tango Extend Provides Employer control over business communications:

- » Gives employers direct, completely secure control over a personal phone's second SIM.
- » Integrates that SIM into the company's Unified Communications (UC) platform, making the mobile phone functionally identical to a business line on an office desk phone
- » Requires no apps, special clients or configurations with turnkey, automated provisioning.
- » Business SIM communications can be automatically captured, recorded, monitored and analyzed for security compliance, regulatory compliance, or customer service quality.

Mobile-X Extend Separates Business from Personal use:

- » Users' calls and texts made from the Business SIM presents the business identity i.e. the business phone number provided by the employer and associated with the Second SIM. But calls and texts made from the Personal SIM remain private, with the personal number presented to the called party.
- » No activities on the Personal SIM compromise Business SIM security or control.
- » Business calls are charged directly to the company, avoiding the costly need for employee expense management



Tango Extend's economics are also a game-changer.

A business can reduce the number of landlines and the huge expense of buying and managing company-paid mobile phones. In addition, users who use their personal phones for business no longer have to go through the time and hassle of submitting expense claims for business calls.

The company pays directly for the 2nd Business SIM, cutting administrative overhead all round. There is no training or troubleshooting on the mobile device used, because users are already familiar with their native phone interfaces. They are happier too - because they can still use their phone of choice, rather than one given to them which may have a different operating system, and as a result may even sit for long times in a drawer.

Most importantly, Tango Extend brings huge efficiencies for the hybrid and increasingly mobile workforce. With its ground-breaking innovation, it provides intuitive business-quality communications from home, office, train, airport, car or coffee shop. Mobile Business communications will never be the same again!

