

# Number Portability Grenada Road Show

# What is number portability?

- Number portability is a regulatory policy tool to increase competition
- The capability to port numbers from-
  - one service provider to another
  - one geographical area to another
  - One service to another
- Focus for this discussion is number portability from service provider to another

# Benefits of NP

<b>CUSTOMER</b>	<b>INDUSTRY</b>	<b>COUNTRY</b>
✓ <b>Flexibility</b>	✓ <b>Level playing field</b>	✓ <b>Efficient allocation of number resource</b>
✓ <b>Convenience</b>	✓ <b>Increased competition</b>	✓ <b>Increased productivity</b>
✓ <b>Savings</b>	✓ <b>Innovation</b>	✓ <b>Increased employment</b>
	✓ <b>Market Growth</b>	✓ <b>Reduced E-waste</b>
		✓ <b>Economic Growth</b>

# Recommendations for Small Economies

- ❑ Clearly desirable
- ❑ Is it justifiable?
- ❑ The issue comes down to long term economy wide benefits vs. costs to establish and maintain

# Regulatory Position

- Number portability not specifically addressed in existing regulatory framework
- Flow has recommended that it be addressed in revisions to the laws governing the industry

# Global Experience

- North America
- European Union Countries
- Asia – Hong Kong, Singapore, Japan & Malaysia
- Latin America – Brazil, Mexico & Peru

# Status of NP in the Caribbean

Country	Status
Trinidad and Tobago	Draft Implementation Plan is in second round of consultation.
Jamaica	Completed cost benefit analysis which will form basis of public consultation, to be followed by decision on NP
Panama	Ongoing plans to implement both mobile and fixed NP
Dominican Republic	Fixed and mobile NP implemented in 2009
Cayman Islands	LNP Consortium set up to plan and implement NP - Schedule timeframe July 2011
French Antilles	Guadeloupe, French Guiana, St.Maarten

# Issues to Consider

- Costs to establish, maintain and administer
- Network readiness
- Operational readiness
- How cost is recovered
- Technical and operational specification are well developed – NO NEED TO RECREATE THE WHEEL

# Flow's Position

- The relevant question is whether the cost to the country outweighs the benefits to the country
- Flow fully supports the implementation of service provider number portability

# Dominican Republic Experience

- Study done one year after implementation suggests positive impact
- In one year one in every 200 numbers have been ported, 30% of these were fixed lines
- Indications of fall in rates, through special deals
- increase in investments and decentralization of the market
- Foreign direct investment in the ICT sector was relatively steady prior to announcement of number portability, but increased in the two years following 2008 and 2009

# Critical Success Factors

- Common establishment costs shared across the industry in competitively neutral way
- Well developed and executed implementation plan
- Well developed operating procedures
- A fast and simple process for porting numbers
- Customer awareness - broad dissemination of information
- Low cost to users to port numbers
- Ensures service providers are allowed to recover cost

# Consideration for ECTEL Countries

- ❑ Information sharing
- ❑ Cost sharing
- ❑ Could have impressive gains where incumbent remains dominant if fixed voice telephony
- ❑ Can leverage combined resources of ECTEL member states & wider Caribbean
- ❑ Need to focus on quantifying economy wide benefits (inc intangibles) and efficient implementation costs