

Price Plan Guide



Vodafone Business Optimiser

Enterprise Customers

This Price Plan Guide applies to the Vodafone Business Optimiser price plan and is incorporated into the Commercial Terms between Vodafone and Customer and, together with the General Terms, Mobility Service Terms, Service Specific Terms, Order and any applicable policies and guidelines shall form the Agreement for the Vodafone Business Optimiser price plan.

All Charges detailed in this Price Plan Guide are Standard List Price and subject to change.

1. Tariff Structure

1.1 Business Optimiser is a data self-optimising plan: The tariff will automatically move the Customer up the data ladder depending on their data usage in each billing cycle. This will make sure the Customer is paying the most cost efficient price for the data being consumed on each connection. The Business Optimiser tariff will:

- (a) Start every month with 0mb data allowance (Step 0).
- (b) Each Connection automatically moves up the ladder as they use data.
- (c) Individual Capping and notifications options as customer moves up ladder. (see details below)
- (d) 5G Defaulted to Voice/Data and Data Only

1.2 The Optimiser tariff consists of:

Monthly Access / Line Rental					
UK Minutes and text included	Voice Only and Voice + Data: Unlimited Data Only: none				
International Calling included	Voice Only and Voice + Data: Unlimited to Europe Zone 1 and Europe Zone 2 Data Only: none				
International text included	Voice Only and Voice + Data: Unlimited to Europe Zone 1 and Europe Zone 2 Data Only: none				
Minimum Term	Refer to Commercial Terms				
Data included	Optimiser Step 0	Optimiser Step 1	Optimiser Step 2	Optimiser Step 3	Optimiser Step 4+
	OMB	512MB	1GB	2GB	Every 2GB
Roaming	Business Traveller Europe: included Business Traveller World Zone: £5 per day per connection				
Wi-Fi and 4G Calling	Voice Only and Voice + Data: Included on all plans – limitations apply see below for details				
5G	Find more information https://www.vodafone.co.uk/business/why-vodafone/5g-for-business				

1.3 Tariff Options:

- (a) Voice + Data
- (b) Voice Only
- (c) Data Only.

1.4 Example of how Price Plan works.

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Each CTN starts from the bottom of the ladder each month and gets charged according to their data usage.



2. Included in Price Plan

2.1 UK Calls and Texts:

- (a) Customer's standard Charges for UK calls, texts and data are set out below.

2.2 Unlimited Minutes and Texts:

- (a) Each Voice Connection on the Vodafone Business Optimiser price plan has unlimited calls to UK mobiles and UK landlines (starting 01, 02, 03) and standard UK text messages made or sent (as applicable) from and to the UK.
- (b) All other call and text types on the Vodafone Business Optimiser price plan shall be charged at the out of bundle rates set out in this Price Plan Guide.

2.3 Wi-Fi Calling:

- (a) Wi-Fi calling is available to Customer on Business Optimiser whose Users have compatible devices.
- (b) Please see www.vodafone.co.uk/businesswificalling for a list of compatible devices and more information on Wi-Fi Calling.
- (c) Customer should refer to the Mobility Service Terms for limitations to Wi-Fi Calling.

2.4 4G Calling

- (a) 4G calling is available to customers on Business Optimiser whose users have compatible devices.
- (b) Please see <https://support.vodafone.co.uk/Using-our-network/Vodafone-4G-Calling/> for a list of compatible devices and more information on 4G Calling.

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2.5 Data:

5G

(a) 5G is available to customers on Business Optimiser and with compatible devices, in specific geographic regions. Please see <https://www.vodafone.co.uk/business/why-vodafone/5g-for-business> for a list of compatible devices, availability and more information on 5G.

2.6 Business Optimiser charges domestic data usage in optimising steps for each connection so the Customer is on the most cost effective plan, refer to the Commercial Terms for the Optimiser Step pricing. The Customer is able to use the domestic Data in Business Traveller countries (subject to the daily charges set out below), Data usage outside of the Business Traveller countries is charged at roaming rates. Refer to the roaming section for more details.

2.7 International zoning:

2.8 Unlimited International Voice Calls and International SMS/MMS from the UK to Europe Zone 1 and Europe Zone 2 countries detailed below.

(a) **Europe Zone 1:** Austria, Belgium, Bulgaria, Canary Islands, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France (inc. Monaco), Germany, Gibraltar, Greece, Hungary, Iceland, Italy (inc. Vatican City), Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, The Netherlands, Norway, Poland, Portugal (inc. Madeira), Republic of Ireland, Romania, Slovakia, Slovenia, Spain (inc. Balearic Islands), Sweden

(b) **Europe Zone 2:** Faroe Islands, Guernsey, Isle of Man, Jersey, San Marino, Switzerland, Turkey

2.9 Customer's standard Charges for international calls, texts and video calls to countries outside of Europe Zone 1 and Europe Zone 2 are set out within this Price Plan Guide below.

2.10 Roaming:

(a) Business Traveller:

(i) Customer will be automatically opted in to Business Traveller within Vodafone Business Optimiser Value (take UK minutes, texts and data abroad for no daily fee per Connection in Vodafone's Europe Zone 2 and £5.00 a day per Connection in Vodafone's World Zone (there is no daily fee in Europe Zone 1)).

(ii) By opting Business Traveller Customer will automatically opt out of the 50 euro monthly spend limit for data in Business Traveller countries, together with associated notifications, because Customer will be using its UK data allowance.

(iii) The Business Traveller Price Plan Guide applies to Customer's use of Business Traveller (please see www.vodafone.co.uk/businessstraveller).

(b) Roaming Data Cap:

(i) Customer has the option of choosing a £200, £500, £750, £1,000, £1,250, £1,500 or £2,000 Roaming Data Cap with Opt in Options. The cap covers all Rest of the World roaming zones. Please note that in Business Traveller countries/destinations, the Business Traveller caps (and associated notifications) will apply instead.

(ii) 4G network as standard (available when in a 4G area) built into price plan in the UK.

3. Voice Calls, Internet and Messaging from the UK

3.1 Vodafone Business Optimiser Data Only (when SIM is placed into device):

Standard UK call Charges (1 minute minimum call Charge, then charged per second)	Charge per minute
Calls to any Vodafone UK mobile or standard UK landline (starting 01,02 or 03) within the UK	37.5p
Calls to other UK mobile networks within the UK	37.5p

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Standard UK call Charges (1 minute minimum call Charge, then charged per second)	Charge per minute
Calls to UK voicemail	37.5p
Standard UK text Charges	Charge per text
Standard UK text message	15p

Calls to the Channel Islands and Isle of Man from the UK

Standard calls (one minute minimum call Charge)	Charge per minute
Calls to any Channel Islands and Isle of Man mobile and landline (starting 01481, 01534, 01624)	30p
Text messages (per message)	Charge per text
Texts to Channel Islands or Isle of Man numbers	15p

Other Charges are as per standard Voice Business Optimiser Charges detailed below.

3.2 Vodafone Business Optimiser Value Voice + Data, Voice Only (excluding Business Optimiser Data Only):

Standard UK call Charges (1 minute minimum call Charge)	Charge per minute
Calls to any Vodafone UK mobile or standard UK landline (starting 01, 02 or 03) within the UK	0p
Calls to other UK mobile networks within the UK	0p
Calls to UK voicemail	0p
Standard UK call Charges (1 minute minimum call Charge)	Charge per minute
Video calling to any Vodafone UK mobile within the UK	29.7p
Video calling to other UK mobile networks within the UK	46.8p
Video calling to international mobile networks within the UK	46.8p
Standard UK text Charges	Charge per text
Standard UK text message	0p
Standard UK picture message	0p
Standard UK long text	0p
Standard UK video message	0p
Non-geographic call Charges (1 minute minimum call Charge)	Charge per minute
Non-geographic numbers starting 0500	17p

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Calls to the Channel Islands and Isle of Man from the UK:

Standard calls (one minute minimum call Charge)	Charge per minute
Calls to any Channel Islands and Isle of Man mobile and landline (starting 01481, 01534, 01624)	0p
Text messages (per message)	Charge per text
Texts to Channel Islands or Isle of Man numbers	0p

Other Charges are as per standard Voice Business Optimiser Charges detailed below.

4. Non Geographic and Premium Rate numbers

Non-geographic numbers starting 0800, 0808	Free
Non-geographic numbers starting 0870, 0871, 0872, 0843, 0844, 0845	Access charge of 37.5p a minute plus a service charge* (one-minute minimum call Charge)
Charity numbers starting 0800 or 0808	Free – more details
Radio-paging services (starting 076)	42.5p a call
Personal numbering services (starting 070)	50.3p
Call forwarding services (e.g. 07744, 07755)	30p

* A service charge also applies for calls to numbers starting 084, 087, 09 or 118, as advertised by the organisation offering the service (such as a bank or travel agent). More information is available at www.ukcalling.info

Premium rate Charges	Charges
Premium rate services (starting 09)	Access charge of 37.5p a minute plus a service charge* (one-minute minimum call Charge)
Voice short codes. These are usually 5-7 numbers long and used for TV or radio shows, competition lines and information services. The service provider will let Customer know the cost of the call.	Free to £2.00 per minute (one-minute minimum call Charge)
Directory enquiries call Charges (1 minute minimum call Charge)	Charge per minute
Calls to Vodafone's preferred directory enquiry number (118 881)	Access charge of 37.5p minute, plus a service charge of 80p a minute (one-minute minimum call charge)
Calls to directory enquiries numbers (118)	Access charge of 37.5p a minute, plus a service charge* (one-minute minimum call charge)

* A service charge also applies for calls to numbers starting 084, 087, 09 or 118, as advertised by the organisation offering the service (such as a bank or travel agent). More information is available at www.ukcalling.info

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5. International Calls, Texts and Video Calls from the UK applies to Voice Only and Voice + Data (excluding Business Optimiser Data Only)

International calls (one minute minimum call Charge)	Charge per minute
Calls to Europe Zone	0p
Calls to USA and Canada	12p
Calls to any other worldwide destination	50p
Text messages (per message)	Charge per text
International SMS (Europe 1 and Europe 2 countries)	0p
International SMS (USA/Canada/Worldwide not Europe 1 and Europe 2 countries) (up to 160 characters) per text	Refer to Commercial Terms
Video calls (1 minute minimum call Charge)	Charge per minute
Worldwide	46.8p

All Charges are stated in pence per minute or pence per text as applicable. International calls to International Band Europe are charged in one 60-second increment and thereafter measured in 1-second increments. Calls to International Bands USA and Canada and other Worldwide destinations are measured in 60-second increments.

(a) Countries within each international group:

Europe Zone : Austria, Belgium, Bulgaria, Canary Islands, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France (inc. Monaco), Germany, Gibraltar, Greece, Hungary, Iceland, Italy (inc. Vatican City), Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, The Netherlands, Norway, Poland, Portugal (inc. Madeira), Republic of Ireland, Romania, Slovakia, Slovenia, Spain (inc. Balearic Islands), Sweden, Faroe Islands, Guernsey, Isle of Man, Jersey, San Marino, Switzerland, Turkey

USA and Canada: USA, Canada

Other worldwide destination: All other countries

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6. Travelling and Using Devices Abroad

6.1 Business Traveller:

The following Charges apply for Business Traveller. The Charges apply per Roaming Zone. Note that calls and texts only apply to Voice Only and Voice + Data, using internet charges apply to Voice + Data and Data Only Plans.

Roaming Zone	Making calls in Europe and back to the UK	Making calls From Europe to USA and Rest of World	Receiving calls and texts In Europe (no daily Charge will apply) +	Sending texts	Using the internet
Europe Zone 1 and Zone 2: £0.00	0p per minute	12p per minute USA and Canada	0p	0p per text in Europe to a UK mobile	Use UK Optimising Charging refer to the Commercial terms.
		50p per minute Calls to any other worldwide destination		Refer to Commercial terms per text when sending from Europe to any other worldwide destination or an international mobile number	
Roaming Zone	Making calls in Country and back to the UK	Making calls to other Country	Receiving calls	Sending texts	Using the internet
World Zone: £5.00 daily Charge per Connection	0p per minute	Calls to Europe Inclusive in Unlimited Bundle	0p	0p per text in Europe to a UK mobile and to International mobile numbers registered in Europe Zone 1 and Europe Zone 2	Use UK Optimising Charging refer to the Commercial terms.
		12p per minute USA and Canada		Refer to Commercial terms per text when sending in Country to any other worldwide destination or an international mobile number	
		50p per minute Calls to any other worldwide destination			

+ Receiving Standard Text messages is included, Premium texts not included.

6.2 All Charges are stated in pence per minute or pence per text as applicable. Calls made in Business Traveller countries/destinations have a minimum call Charge of 1 minute then charged per second charging. While using International Discount options, International calls to Europe Zone are charged in one 60-second increment and thereafter measured in 1 second increments. Calls to USA and Canada and other worldwide destinations are measured in 60-second increments.

6.3 List of countries by Roaming Zone are detailed in this Price Plan Guide.

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6.4 Data bundle can be used while roaming if opted in Business Traveller, this will only apply to countries in Business Traveller (refer to <http://www.vodafone.co.uk/businesstraveller> for more details).

7. Calls, Texts and Data Outside the UK

7.1 These are the Charges Customer will pay if not opted into Business Traveller or any roaming calls extras to save costs on calls, texts and using data. If opted into Business Traveller, Customer will pay these Charges for any countries not covered by Business Traveller.

7.2 Vodafone has divided the world into Roaming Zones which carry different Charges. As zones, countries and Charges change from time to time, please check Vodafone's website before travelling at www.vodafone.co.uk/workingabroad.

Roaming Zone	Making calls in Country and back to the UK	Making calls to other Country	Receiving calls	Sending texts	Sending picture messages	Using the internet
Rest of World Zone 1	140p per minute	179p per minute	100p per minute	35p per text plus the UK text message rate	37p per picture message	£3 per MB for the first 5MB, £15 per 5MB thereafter
Rest of World Zone 2	200p per minute	200p per minute	150p per minute	50p per text plus the UK text message rate	37p per picture message	£6 per MB for the first 5 Mb, then £30 per 5MB thereafter

(†) Customers are charged standard UK Charges and standard UK out-of-bundle Charges. Calls to non-standard UK numbers (premium rate, directory enquiry, non-geographical, etc.) are charged **3.9p** per min. Calls to FreePhone numbers (0800, 0808) are **free of charge**. UK Non-geographic minutes bundles can't be used in Europe Zone 1.

(*) Cross-zone calls & texts are charged as international calls and texts. Any applicable international Add-ons and/or inclusive international minutes apply. (See 'International calls, texts and video calls from the UK' for the international Charges and Add-ons).

7.3 In Rest of World 1 and Rest of World Zone 2, Vodafone will charge Customer for the calls Customer makes and receives in 1 minute increments with a 1 minute minimum call Charge.

7.4 Premium rate and satellite calls are excluded and additional Charges (including network handling fees) may apply. If Vodafone is charged an admin fee from a foreign network operator for Customer to receive a text, Vodafone will pass this Charge to Customer.

7.5 Customer may use roaming services from other providers, but Customer acknowledges that any such use is outside this Agreement and shall not contribute to any Target Spend (where applicable).

7.6 List of Countries by Roaming Zone:

- (a) **Europe Zone 1:** Austria, Belgium, Bulgaria, Canary Islands, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France (inc. Monaco), Germany, Gibraltar, Greece, Hungary, Iceland, Italy (inc. Vatican City), Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, The Netherlands, Norway, Poland, Portugal (inc. Madeira), Republic of Ireland, Romania, Slovakia, Slovenia, Spain (inc. Balearic Islands), Sweden
- (b) **Europe Zone 2:** Faroe Islands, Guernsey, Isle of Man, Jersey, San Marino, Switzerland, Turkey
- (c) **USA & Canada**
- (d) **Asia Pacific:** Australia, New Zealand, South Africa, Singapore, Taiwan, Thailand
- (e) **Rest of World Zone 1:** All other countries
- (f) **Rest of World Zone 2:** Airlines (Aeroplane, Flight), Andorra, Belize, Bhutan, Burundi, Comoros, Cook Islands, Cuba, Djibouti, Equatorial Guinea, Ethiopia, Greenland, Laos, Lebanon, Libya, Madagascar, Maldives, Maritime (Cruise,Ferry,Ship), Sao Tome and Principe, Solomon Islands, , Uzbekistan

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8. Opt in Options - Roaming Data Caps

When Roaming Data Caps are added, they will override the standard roaming cap of £39.33 (50 euro spend cap) and give a new cap Rest of World 1 and Rest of World 2 Zones. Notification sent at 80% of usage, then capped at 100% of usage. When used with Business Traveller will not take into account Business Traveller countries.

Description	Access Fee	Value notification sent at 80% usage	Value cap applied at 100% usage
Roaming Cap £200.00	£0.00	£160.00	£200.00
Roaming Cap £500.00	£0.00	£400.00	£500.00
Roaming Cap £750.00	£0.00	£600.00	£750.00
Roaming Cap £1,000.00	£0.00	£800.00	£1,000.00
Roaming Cap £1,250.00	£0.00	£1,000.00	£1,250.00
Roaming Cap £1,500.00	£0.00	£1,200.00	£1,500.00
Roaming Cap £2,000.00	£0.00	£1,600.00	£2,000.00

9. Inclusive European Roaming Fair Usage Policy

- 9.1 Inclusive European Roaming services are intended for use during periodic travel and not for customers roaming across foreign networks on a semi-permanent or permanent basis.
- 9.2 If Customer or Customer's Users use its mobile in the inclusive European Roaming Zone for more than 50% of the time in any 4 month rolling period, they will receive a text requesting more moderate use of Vodafone's roaming services.
- 9.3 If Customer's or Customer's Users usage in the inclusive European Roaming Zones continues to exceed 50% as described above, over the 2 week period following the first notification, Customer may be charged for further use or Vodafone may bar Customer from using its roaming services. Customer will be notified before Vodafone applies the bar.

10. Data Threshold Capping Notifications

- 10.1 The following data threshold capping notifications are available. This will cap Customer's domestic data; the capping will also apply in Business Traveller countries because Customer will be using Customer's domestic data. Notifications will be sent when 80% and 100% of the threshold capping allowance is used to warn a data cap is being applied.

Data Threshold Capping Allowance					
512MB	20GB	42GB	64GB	86GB	180GB
1GB	22GB	44GB	66GB	88GB	200GB
2GB	24GB	46GB	68GB	90GB	
4GB	26GB	48GB	70GB	92GB	
6GB	28GB	50GB	72GB	94GB	
8GB	30GB	52GB	74GB	96GB	

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Data Threshold Capping Allowance					
10GB	32GB	54GB	76GB	98GB	
12GB	34GB	56GB	78GB	100GB	
14GB	36GB	58GB	80GB	120GB	
16GB	38GB	60GB	82GB	140GB	
18GB	40GB	62GB	84GB	160GB	

11. Email Notifications

- 11.1 Customer will be able to opt in to receive email notifications which provide copies of SMS notifications received. Customer must be opted in to receive SMS notifications on the Connection. The email address allocated by Customer could be the Connection's email address or could be an administrator's group email address. There are two email types that are available:

Email message types
User Email Notification Daily (sends previous day's summary of SMS notifications)
User Email Notify Per Message

12. General

- 12.1 Any data allowance or usage increment relates to use of all or part of the specified amount. Charges are correct at time of print. Unless Customer is on a '4G Ready' or '4G' plan, upload data speed will be limited to 8Mbps and download data speed will be limited to 10Mbps.
- 12.2 The detailed functionality of Business Optimiser is at the discretion of Vodafone and is subject to change from time to time. Customer is responsible for all usage on its account.