

News Release

O2 announces Blueclick.ie – Cloud-based mobile management service

- Aon Corporation cuts administration time to minutes

Dublin, Monday 7 November, 2011: O2 has announced Blueclick.ie – a new cloud-based online service management tool. Blueclick.ie is a one stop portal that allows business customers and their approved employees interact online directly with O2.

The service is free to Irish business customers who have a large number of mobiles to manage. It is designed to cut the time spent having to manage and administer internal requests for new or replacement mobile phone products, accessories and services.

Aon Corporation, a leading global provider of risk management services, insurance and reinsurance brokerage, human resource consulting and outsourcing, is one of the first Irish customers to sign up for the new service.

“Mobile communications is essential to our business and customer service but the administration of over 130 mobile phones was time consuming and distracting me from more profitable work,” comments Robert Webb, Financial Planning and Analytics Lead at Aon.

“Following the introduction of Blueclick.ie the administration time spent in managing our mobile phone needs and updates has been reduced to minutes. Apart from time, the system eliminates the hassle and pressure of trying to keep up with myriad requests and orders,” he said.

“This is a first for the mobile industry in Ireland and part of our continuing goal to help companies control and manage their operations more effectively,” commented Ciaran Melia, Head of Business Service and Wholesale with Telefónica Ireland, which operates the O2 brand. “Blueclick.ie reduces the administration effort and headache required to support and manage a

company's mobile devices and users. It offers visibility, control and central reporting of all orders and service requests placed online.”

Blueclick.ie is designed to help business customers manage their internal mobile phone requirements more efficiently. It is simple to use, secure and can be used right across the organisation to improve account service with O2. Using Blueclick.ie companies and their approved employees can place orders online, submit service change requests to the O2 customer care team and update account and user information at the touch of a button.

Blueclick.ie also gives users quick and easy access to O2's most up to date product and service information. Companies can monitor the resolution of all requests submitted as a full suite of reports is available on status tracking and service requests.

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