YOU'RE NOT DUMB.
WE'RE NOT GREEDY.

INTRODUCING THE FIRST GLOBAL WIRELESS NETWORK

tru

TRUPHONE.COM

WELL, SOMEONE HAD TO DO IT.

WELCOME TO PAIN FREE ROAMING

Expensive roaming charges, multiple cell phones for traveling internationally, outrageous bills... You've had enough. We've had enough. So we've done something about it. With Tru, your company can enjoy great savings on voice and data rates globally and local rates in a growing number of countries throughout the world!

Plus, with multiple local numbers all on one cell phone your teams can stay in touch with co-workers, customers and suppliers around the globe as easily as if they were a block away. So take the pain out of roaming and slash your wireless bill forever.

NO RESTRICTIONS AT HOME AND ABROAD

Isn't it painful when someone travels to the other side of the world, downloads all of their emails, receives a half hour call from a customer and spends hours browsing the net? Our low roaming rates for calls and data allow everyone to use their cell phone abroad as they would at home. So use us... we can take it.

GREAT SAVINGS ON INTERNATIONAL CALLS

International calls from home to all global destinations cost a fraction of standard cell phone rates. They are equivalent to low landline rates, which can save your company over 50%.

ONE CELL PHONE, MULTIPLE NUMBERS

Frequent business travelers can have multiple phone numbers that are local to the countries they regularly visit – all on one smart cell phone (one SIM). All numbers are always active and Tru's Smart Caller ID shows the number that's local to the person being called. So your frequent travelers really do appear local and high international call charges never stop people from talking.

EVERYTHING YOU COULD POSSIBLY NEED AND MORE

Utilizing Tru's global infrastructure, the service offers competitive domestic bundles, least cost roaming rates globally and fantastic savings in Europe and Canada. Tru is the only wireless network your company needs.

HAVE YOUR CAKE AND EAT IT, TOO.

NO FUSS, NO NONSENSE

A global solution sounds complex? Well it doesn't have to be. Now you can have your cake and eat it, too.

Your business travelers experience:

- No dial codes, SIM swaps or complex dial back systems;
- No juggling multiple phones;
- Simple use of their cell phones as normal;
- A single global voicemail box;
- Easy transfer of existing numbers to Tru.

And for you that means:

- A simple solution with no training or compliance issues;
- A single global wireless agreement;
- A single global bill;
- Full business continuity in the transition to Tru.

CUSTOMER SERVICE

We have in-house customer service teams for every Tru country so your calls are always answered by a member of our own Tru business team.

- We are always on hand to support your business 24/7.
- Our in-house teams are made up of business specialists who understand your needs.
- Our hands-on approach to account management means that companies of all sizes are well taken care of – always!

IT'S A NO BRAINER

If your company deals internationally, Tru is the network for you. We are the first global network to offer businesses local rates abroad. We think it might catch on.

"Tru has introduced a very valuable solution, that has allowed Autodesk to make significant savings over the last few months. We look forward to implementing Tru in more countries in order to consolidate our mobile fleet with one single partner."

Sandra Carlos,
Telecoms Procurement, EMEA. Autodesk

THE CLEVER STUFF

HOW IT ALL WORKS

We form strategic partnerships with Tier-1 wireless networks whose networks we connect to, guaranteeing high quality calls. We build an intelligent layer above them, transforming them into our clever global network with total scalability, carrier class systems and carrier grade interconnects.

Our global network also uses Internet Protocol to enable a sophisticated and highly efficient network that results in great savings for you. Luckily, all of this complexity is packaged in a solution that works just like any other wireless service, with the added benefits of offering least cost roaming and local rates, plus numbers for multiple countries.

OUR MAGIC SIM

The technology behind Tru is based on our intelligent multi IMSI SIM card. IMSI stands for International Mobile Subscriber Identity and is pronounced 'imzee' – (if you wanted to show off at all).

On traditional networks you have one user, one cell phone, one SIM and one IMSI for one number.

With our multi IMSI SIM card, one user with one cell phone (and one SIM) can have multiple IMSIs which means local rates in multiple countries!

And our multi IMSI SIM cards can also do some really clever things that no other SIM card can do:

- Real-time IMSI brokering – so the right local rates are always activated;
- Automated provisioning of over the air (OTA) SIM updates – for the latest countries and service updates;
- Entity management – so that all of a Tru user's cell phone numbers are always available regardless of where the user is;
- Smart Caller ID – works out how to display the number that's local to the person being called.

It is thanks to these new technologies that we are able to give our SIM cards multiple numbers, activate the correct local and least cost roaming rates when a Tru user lands in a new country, and seamlessly add new Tru countries over the air.

TRU STORY

At Tru, we challenge the norm and push the boundaries of telecommunications. We believe that businesses that operate internationally should have the freedom to use their cell phones abroad to call and surf the internet without the fear of being stung by wireless roaming charges.

That's why our clever developers worked out a way to build a global wireless network, helping businesses keep their conversations going across borders and across time zones.

HOW IT ALL BEGAN

Unlike other carriers, Tru has never been restricted by national borders. In the early days our company started out in the wireless internet telephony field, developing Nokia, BlackBerry, Apple iPhone and Android apps that are used by hundreds of thousands of users across the globe. Even though our solutions have expanded, our heritage in designing services that help customers avoid inflated roaming and international calling rates is at the core of everything we do.

Truphone Ltd is the company behind Tru. Truphone is privately owned, funded by both venture capital investment and angel investors. Headquartered in London, UK, the company also has offices in the USA, Australia, Hong Kong and Spain.

ABOUT TRU

Tru is the world's first truly global mobile carrier, helping people and businesses around the world thrive. Tru provides communications services that save them money and simplify their lives.

Founded in 2006, the company uses innovation to drive convenience up and costs down. The company's flagship GSM service, Tru, helps international business by delivering significant savings via local rates while abroad and Tru's unique approach to enabling 'least cost roaming.'

Tru's service works in over 200 countries around the world. Tru offers multiple local numbers on one SIM card, allowing customers and contacts to reach each other without footing the bill of high international call charges.

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