

colt

Business customers and Consumer law

Switching & Portability (art. 106 EECC)

October 2025



Business customers are also end-users

Different
needs.

Same
regulation

Same rights

	B2B Market	B2C Market
Coverage / Investment	Multi-site coverage , both local, national and international. Invests in key commercial centres but the location of customer demand is unpredictable.	Focus on specific geographic areas.
Products and Services	Specialised voice & data services (dedicated internet, leased lines, VPNs, unified communications, managed services, cloud services). Standard Internet Access also requested.	Only Standardised services
Sales	Long-term contracts. Longer sales cycle due to complexity and customisation.	Shorter sales cycle. Promotional offers.
Pricing	Customised pricing based on business requirements, negotiated contracts, volume discounts, long-term agreements. Incumbents are experts in counter-offers and cross-discounts (fixed-mobile) due to their market share.	Fixed and standardised pricing. Discounts. Bundled offers.
Customer relationship	Long-term relationships. Difficulties to gain new customers from the incumbent.	Emphasis on customer acquisition and retention; loyalty programmes, transactional interactions
Security	Redundancy of the network. Back-up services. Low latency connections.	No security products
Network deployment	Exclusively on-demand	Massive deployment
QoS	Very high quality standards - SLAs. Scalable bandwidth. Reliability, flexibility and security.	No specific QoS requests. Just high-speed connectivity.
Commercial prospects	To provide a competitive offer, a business telco needs to be able to offer connectivity anywhere , without limitation. Investment cannot be everywhere and the existence of just one customer site where the alternative operator has no connectivity options can be sufficient to exclude us from consideration for the entire contract.	Depend only on the return on investment in the particular geographic areas where they have chosen to focus their investment.

Business customers demand to be understood by the regulation

Switching / Portability as a good example of successful regulation for users

- Portability = Competition
 - QoS
 - Price
 - New products
 - Niche markets (roaming, migrants)
- Full cooperation NRAs – operators.
- Portability as a user's right that works.
- Investment (platforms, resources, QoS,...).
- 2 ways benefit: users and operators.
- A paradigm of benefits from market dynamism (more competition = more user rights).

..... but not so good example as EU-single market

- Delays in EECC's Transposition.
- Lack of Harmonization.



Stopper for Business customers

What do Business market demands from the Consumer's regulation

	Numbering	Portability	Contractual terms
Business customer demands	<ul style="list-style-type: none">➤ Nomadic➤ IN➤ Geo (local area)	<ul style="list-style-type: none">➤ Harmonized procedures➤ Numbering bundles	<ul style="list-style-type: none">➤ QoS
B2B Operator demands	<ul style="list-style-type: none">➤ New voice products		<ul style="list-style-type: none">➤ Termination costs➤ Incoherent obligations.

Conclusions / Areas for thought

No need for more rights, BUT

- Understand Business customer needs.
- More harmonization at EU level.

Future DNA

1. Will deregulation and less competition preserve consumer rights?
2. Will incumbents have any interest to comply with portability rules?

colt

Thank you

