



Answers for Telecommunications

Siemens IT Solutions and Services

SIEMENS

Game Plans

Throughout the telecommunications sector – as traditional boundaries disappear and the fundamentals of value creation are hurriedly rewritten – established players must learn a whole new game as competition, technology and customer power combine to force the industry's biggest transformation to date.

With mobile and broadband uptake proceeding apace throughout global markets, the telecommunications game is anything but secure as fierce competition, disruptive technologies, unwelcome legislation and disloyal customers turn all the old rules on their head. You are a decision maker in this crowded space, faced with value-destructive economics and multiplex technology issues as your private and business customers demand ever more convenient and comprehensive experiences. Having just confronted fixed/mobile convergence, the walls around the telecommunications sector are crashing down even more – with 360° interference from internet and cable players and a vast new field of competition spanning information technology, media and entertainment.

Triple and quadruple plays are the order of the day, but strategic execution and user uptake are far from certain. Carriers and service providers of all kinds are busy redrawing game plans as market consolidation, international expansion and adjacent sector moves result in a highly dynamic and volatile business environment. There's never been a more unpredictable time to be taking strategic decisions in this market space – decisions about everything from networks and service delivery to business remodelling and collaboration. You may be responsible for navigating the future success of an entire multinational organization. Or you may face the equally challenging task of securing the financial or operational health of a regional enterprise. In any case, clear connected strategy is at a premium.



Most established communication providers are in the process of refining a new game plan reflecting the complex and unprecedented market forces at work. As voice revenues continue to decline, data and media services are being looked to as sources of renewed profitability and growth. Profitable growth is also being sourced abroad, as western incumbents expand globally with differentiated strategies for low-ARPU domains. But at the core of most evolving telecommunication game plans lie next generation networks and new generation operational support systems. Based on internet protocol and service-oriented architectures respectively, these sector essentials are required to deliver all of the service synergy and operational excellence needed to stay in the game and win out over competitors old and new.

Take a look at the strategic statements of well-known communication enterprises and you will see tell-tale signs of defensive thinking as leaders seek to protect outdated franchises. But what sector participants need now more than ever is pragmatic innovation which manifests next generation platforms and delivers on unified end experiences. The telecommunications market has long been home to technospeak and transitory hype. As economic basics of cost and value take hold in a saturated space, the answer lies not in another breakthrough technology but in someone who can simplify, synchronize and synergize the confusing mass of service options to drive new and profitable user benefits. There is no need of any new acronyms or abbreviations in this sector, but an urgent demand for fully joined-up answers. A new constellation of skills and expertise involving two of the biggest names in telecommunication history may well prove to be the source of these answers.

The Full Answer

To answer the rapidly evolving challenges within this dynamic market space, Siemens has reordered and regrouped its communication and information activities to better meet your needs and evolving expectations as a telecommunication carrier in a much contested market space. Our bundling of software expertise inside Siemens IT Solutions and Services means you can now leverage critical mass in sector-specific knowledge. To complete our ability to provide end-to-end solutions we partner with Nokia Siemens Networks.

In partnership with Nokia Siemens Networks – where we collaborate on software development and one-stop customer solutions – Siemens IT Solutions and Services is now a truly unique telecommunication partner with the resources, the know-how and the accumulated expertise to effect real customer improvement and power long-term customer competitiveness.

The Numbers

400 dedicated telecommunication consultants

800 OSS and BSS architects

Over 1,000 offshore professionals

3,000 telecommunication software developers

140 telecommunication customers across 30 countries



In the media-rich communication future, software know-how and application can-do will play critical roles. The largest employer of software engineers, Siemens is also closely allied to leading players in this field such as Microsoft and SAP. Depth of business field and deep process focus are the hallmarks of Siemens partnership in the communications sector – with full-scope expertise and unique experience from networks and operations support systems to business and enterprise management. For the first time in your field of performance, one partnership is able to deliver across the entire value chain. Bringing together two completely different kinds of knowledge – telephony and IT – such a partnership helps you raise your game in the wide-open market of multi-media communications.

Close collaboration between Siemens IT Solutions and Services and Nokia Siemens Networks – in the form of dedicated software development – ensures mutual knowledge exchange and all-round customer awareness. Not to mention that our operation of BBC's technology platform also places us in a globally leading position when it comes to leveraging media skills and know-how. A triple play of its own kind – between telecommunication networks, IT solutions and media platforms – is now ready to fully support your next generation transformation. The full answer to complex strategic and operational needs, this triple play ensures smarter network management, closer customer relationships and an organizational performance fitter for the global arena. Already, leading operators such as Telecom Italia and Deutsche Telekom are benefiting from this wide-angle communication vision and full-scale industrial follow-through.

Smarter Operations

Next generation networks and the new generation business as well as operations support systems that leverage them require complex integration skills and full-scope technology know-how. Rather than look to separate telecommunication and IT network solutions, think about the synergy value now on offer.

When it comes to smarter operations for carriers and service providers, we deliver end-to-end telecommunication process and IT solution capabilities. Highly experienced in complex integration and automation of all core sector processes, we leverage broad and deep industry software practices from embedded systems and next-generation switching to OSS and BSS systems. Our strong position in the media industry supports proven expertise in telecommunication and media convergence, while sizable offshore and near-shore resources deliver on economy of scale and global talent.

Driven by IP convergence, next generation networks (NGNs) and new generation operations systems and software (NGOSS) are transforming the ability of telecommunication players to transport, distribute, recombine and serve their business deliverables. Complex multi-technology skills across both telephony and IT are required, however, to achieve the interoperability necessary for united fixed/mobile networks and fully blended services. Behind your business, our innovation engine covers the spectrum from network and IT infrastructures to resource and service management, customer and product management, marketing and sales, integration infrastructure and enterprise management. In the area of NGOSS IT solutions alone, we offer you cutting-edge innovation from assured customer experience to integrated inventory management and managed activation services along with our service oriented architecture based telecommunication management framework. Each of these modules helps you increase operational excellence and drive stronger revenues.



Innovating your complete industry sequence from infrastructure and product life-cycle management to operational support and billing, we build on accumulated knowledge and acquired expertise across a host of global projects. These include customer engagements from North and Latin America to Europe, Africa, Asia and the Pacific Rim. As the telecommunications industry goes fully global, this unique footprint is your indicator of future performance. Whether you are a Chief Technology Officer, a Chief Operations Officer or a Chief Financial Officer, our core solutions and services in next-generation operations software and systems are worth considering in detail.

Our answer for assured customer experience, meanwhile, brings you fully managed service quality for Voice over IP and IP television while it significantly reduces your OPEX in the complaints department. Integrated inventory management is another prerequisite for OPEX reduction in automated fulfilment and assurance while it also contributes to CAPEX reduction through exact planning. CRM and self care enables triple-play strategies and trims operational expenditure as it helps build customer loyalty. Our telecommunication management framework, meanwhile, is a service-oriented OSS/BSS architecture for automated service delivery, significantly driving cost out of your delivery functions and enhance your ability to anticipate market change and respond rapidly to strategic realignments.

NGOSS IT solutions

- integrated inventory management
- Assured customer experience
- Telecom management framework

Closer to the Customer

Not content but the customer is king as residential users and corporate clients demand seamless user experiences which perfectly match their interests, their mobility and their pocket. In a customer-centric arena, operators who can establish and drive the highest value relationship are the clear winners.

Winning in the wide-open telecommunication playing fields of the future will not come down to regulatory advantage or the mere ownership of technology. As the gloves come off among the competition, sustainable market traction and continued profitable growth will only come from price-conscious, disloyal and ever more demanding customers. Delighting these choosy consumers and cautious business clients enough to build a competitive lead over others requires much more intuitive customer relations and a unique array of service offerings.

For a start, the singular global presence of Siemens – the world's most international industry player – means we are where your future customers are. Considerable expertise in the area of consumer behaviour and customer needs at Nokia Siemens Networks, meanwhile, also adds edge to our resources at the front end. Our Media Center of Excellence and Content Factory solutions are ready to inform and enrich your customer experience. Proven ability in content delivery platforms and video streaming for clients such as Telecom Italia and Vodafone also serves to strengthen our value proposition here. From an operative's perspective, it's all about maximizing customer lifetime value but real performance at the client end is an exact science requiring empathy and vision as well as financial investment and technical know-how. In a world of rapidly maturing customers, segmentation and personalization are critical imperatives as you customize the experience, exceed the expectations and create a wrap-around brand identity.



Our answers for getting closer to your customer include content-related services, analytical Customer Relationship Management, revenue assurance, Value-Added Service integration and community client services. The first embraces our Content Factory and interactive delivery platforms for new media revenue generation. Analytical CRM helps you optimize customer lifetime value while it fosters the kind of tacit knowledge so vital for anticipating changing behaviour patterns.

Revenue assurance and fraud management typically close revenue gaps of between 2 and 7% owing to technology inconsistencies and intentional abuse. VAS integration, meanwhile, helps you rapidly blend rich media services and deliver unique customer experiences. As virtual communities continue to thrive and define the marketplace, our community client services help you bond with specific target groups with the minimum time to market and cost due to our managed services.

A managed service providing rich media acquisition, production, storage and distribution, the Siemens Content Factory delivers everything from live mobile and loop TV to video on demand, advertising and user-generated content. With our comprehensive range of answers for customer excellence spanning life-cycle management and operations support to fulfilment, assurance and billing, we put your customer in the driving seat.

Special solutions for Telecommunication Operators

- interactive content services
- Managed activations services
- Law enforcement solutions
- Test factory

Fitter for the Competition

All commercial organizations must exercise financial discipline, but telecommunication service providers face another order of magnitude when it comes to managing and mastering their cost basis. Significant capital expenditure, complex operational costs and the burden of ever more frequent innovation all mean value for money comes first.

Once realized, IP convergence promises telecommunication economy of scale across networks and delivery platforms. But this is by no means the only way to improve your cost position and extend your ability to compete against global competition. Our specific vertical solutions in NGOSS and revenue generation are also matched by cost and compliance answers in managed activation, testing, law enforcement and security management. Managed activation of mobile devices enables rapid roll-out of breakthrough products such as the iPhone along with enhanced customer satisfaction and speedier time to revenue. Covering infra-

structure and product life-cycle management, our Test Factory provides fully managed services for operators' testing requirements, driving unnecessary cost out of your back-end environment. Managed test services from Siemens IT Solutions and Services are becoming a key enabler of client cost control and speed to market.

Our comprehensive law enforcement solution also limits OPEX with cutting-edge interception and data retention techniques. Internal risk and liability, meanwhile, are greatly reduced using our security management solution. Multiple customers have already taken advantage of these answers, including Vodafone, Telecom Italia, and Connex in Romania.

Cost optimization is also a feature of our procurement solutions as experienced by Finland's Sonera. As one of the world's most adept systems integrators, Siemens IT Solutions and Services is also ideally equipped to consolidate and migrate your infrastructure to better financial health. References in this area include Telecom Italia, VOXmobile, Sonera, T-Mobile and Fintur. And naturally, our full range of horizontal IT answers in infrastructure operation and application management underpins this vertical telecommunication expertise.



Three horizontal answers in particular are worthy of note in this context. Our SieQuence™ methodology in IT outsourcing presents you with an evolutionary approach to cost reduction and value generation. This solution effectively combines transaction and consumption economics – not only minimizing the cost of servicing infrastructure events but removing the cause of such events in the first place.

Extend your infrastructure value with our fully connected answers in application development and management services – leveraging a global delivery backbone with interlocking on-, near- and offshore

capabilities. Get ready for profitable growth internationally with our agile solutions in ERP unification and synergy. With our leading market participation in the network environment and world-class media assets, we span the new telecommunication economics and bring you scalable, secure and simplified solutions which transform everything from CAPEX and OPEX to ARPU and AMPU. Whether you are executing on triple or quadruple play, defending an established market or tapping into fresh growth geographies, look to Siemens and its value network for straight-through telecommunication thinking and seamless economic performance.

Head of Corporate Telecom at America's Equant, Bill Young also describes the unusual degree of close collaboration which drives SieQuence relationships:

"We save 30% through our relationship with Siemens. It's clear that a true relationship has developed to where I consider Siemens as an intricate partner. We get together to strategize so we can decide how to approach projects before they begin. This is one of the valuable intangibles in the relationship that just don't show up on paper."

Strong competences in cross-industry solutions

- Desktop services
- Application operations services

Full-Spectrum Partnership

Partnering with Siemens IT Solutions and Services not only leverages the combined skills of Nokia Siemens Networks, but our broad spectrum of alliances with key software and solution providers such as Microsoft, SAP and Oracle.

Not only do our customers benefit from the multi-infrastructure know-how across the Siemens network of innovation, they also access the optimal blend of multi-vendor know-how and partner experience. Siemens IT Solutions and Services, for instance, is one of the world's largest SAP system integrators. Perhaps you are already partnered, or are considering a partnership, with a pure-play IT provider to help manage the complex challenge of next-generation transformation.

But information technology experts, even the very best, are simply unable to grasp telecommunication dynamics with equal intuition and understanding. Your strategic scenario – from market consolidation and technology convergence to unified customer experiences – demands a partner who knows how to synthesize multiple platforms, infrastructures and geographies. As you expand internationally, roll out multi-play offerings and collaborate across sectors, you will find all the answers in our value network.

Durable partnership is a premium in the telecommunications industry, where volatile technology change and global competition are continuously accelerating market dynamics. The unique track record of Siemens IT Solutions and Services here – with contract renewal rates and customer extensions second to none – speaks for itself when it comes to long-term partnerships built on mutual trust.



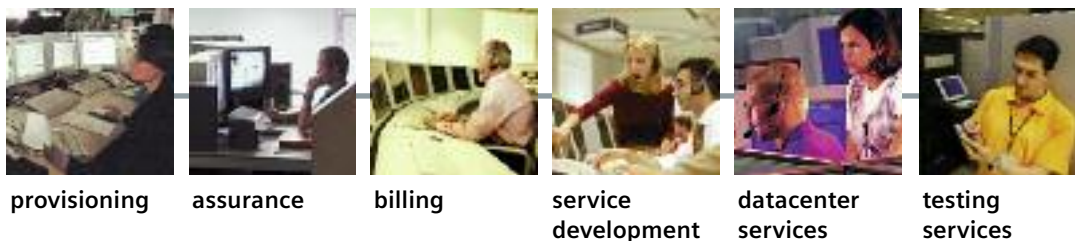
Our complete palette of answers for your business covers the entire spectrum from networks and products to marketing, sales, provision, care and billing. Comprising a series of core telecommunication solutions as well as comprehensive horizontal IT answers, this complete portfolio is ready to help you transition to next-state performance. Integrated modules within network management as well as operations systems and software provide your basis for cost- and time-efficient development and delivery, while proven answers in revenue generation, security and compliance as well as infrastructure testing and managed activation impact with great effectiveness on your customer relations, risk profile and sustainability.

Our horizontal solutions cover SieQuence technology sourcing, extended application management services and agile software consolidation – underpinning this core telecommunication performance with progressive value generation and ever decreasing costs from your information infrastructure. Our uniquely systematic and sequential approach to software alignment, infrastructure operation and application management means you benefit from these answers consistently over time.

Customers around the world are benefiting right now from these targeted answers, including many of your peers such as British Telekom, Deutsche Telekom, Vodafone and Telecom Italia. In an age of industry internationalization, a random overview of recent and current engagements will display our geographic reach. In Australia, Telstra has benefited from network synergy with our Exit Database. In Vietnam, Hutchison-Hanoi Telecom achieved ROI within 6 months on a new fraud management system. Reliance Telecom in India has realized synchronicity across eight networks with our BSS solution. In the UK, integration testing for BT is enabling it to transform the Reuters network. Revenue assurance for Cantv.net in Venezuela has sealed significant leakage and enabled centralized monitoring. Wherever you are in the world, and wherever you want to go in the new telecommunication universe, shouldn't you too be plugging into this unique source of practical benefit?

Fields of Play

As a fixed, mobile, converged or virtual operator your field of play comprises a broad sweep of functions, processes, partnerships and interconnections. Catalyzing this value spectrum and accelerating unique customer outcomes is a challenge too complex for all but a partner with insider telecommunication network know-how.



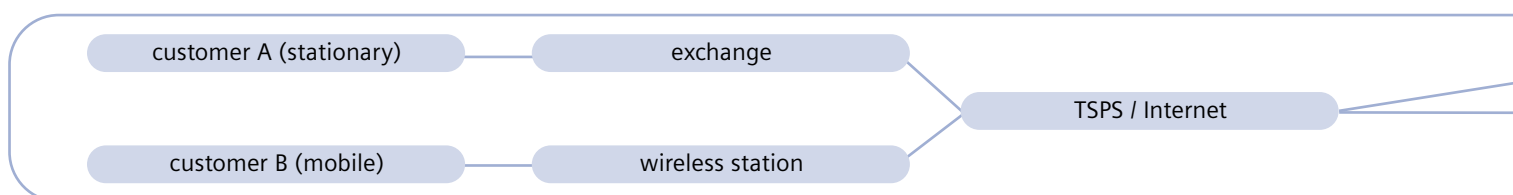
software development

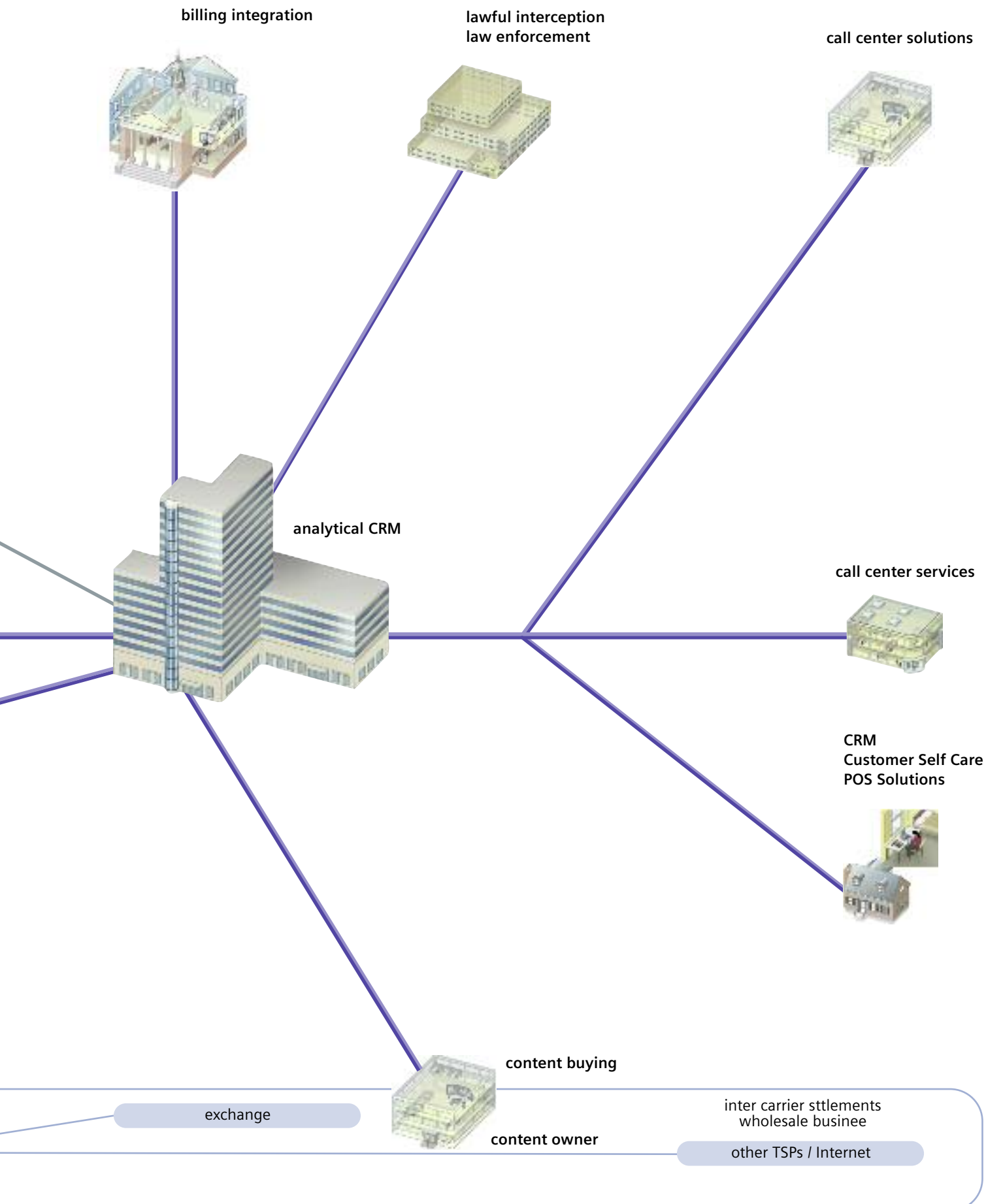


infrastructure lifecycle management
network planning
RFID logistic solutions



End to End Network of Service Provider





Siemens Sanayi ve Ticaret A.Ş.
Siemens IT Çözümleri ve Hizmetleri
Yakacık Cad. No: 111
34870 Kartal İstanbul

Tel: (0216) 458 65 56
Faks: (0216) 458 65 60

it-solutions.tr@siemens.com
www.siemens.com/it-solutions