

Knowing  
how.

# You talk, we listen

Nokia Siemens  
Networks



An introduction to Services at Nokia Siemens Networks



# Be your best

Let's talk about today's media, information and communications technology market – and the role you want to play within it.

And then let's talk about how the strength and passion of Nokia Siemens Networks can support you in that role, whatever it may be.



## Knowing why

Why? Because this is a market where the old rules no longer apply. It's a market where Communications Service Providers (CSPs) are competing with supermarkets and software companies, where network operators are competing with advertising brokers, and where handset manufacturers are playing in the same space as the biggest names in cameras, music players and satellite navigation.

Driven by technology and business transformation, this borderless environment is putting new demands on your staff and creating a new set of challenges. According to our recent study among 157 opinion leaders from 70 CSPs around the world, the three top competitive battles are now network performance, pricing and service innovation – which includes broadband, triple play, fixed-mobile convergence and new business models. But these battles are also creating great opportunities to build more valuable customer relationships and do business almost any way you choose.



### Knowing what

To help you make the most of these new opportunities, it's important to know where you want to be, what you want to do – and what might hold you back. Specifically, it's about

- Choosing and occupying a position in the value network that best reflects your core competences and aspirations
- Improving your operational efficiency to meet energy and environmental challenges and be more responsive and cost-effective in whatever you choose to do
- Strengthening your relationship with your customers by delivering the best possible service experience in a profitable way

At Nokia Siemens Networks, we want to help you make these choices. And because it is your business at stake, we start by listening to you.

### Knowing how

At Nokia Siemens Networks Services, we know that the 'how' is different for every customer. Some organizations need to focus on growing faster than the competition and build up market share, while others need to reduce operational costs and drive revenue and service innovations. Some want advice, while others want complete solutions. Some want us to work alongside their people, while others want us to employ them ourselves.

But whatever your path for the future, we make it our business to deliver the right knowledge through our people, our best practice processes and our world class tools, together with the right balance of local and global delivery.

And that's why we should talk. Because you know what you want, and the way you want it. And we know how to put your ideas into action.

# Aiming higher

As technologies, media and industries converge, your organization faces an ever-greater choice of possible roles and business models within the communications ecosystem. And as competition intensifies, your best chance of being a winner is to play to your core strengths and competences – and never rest.

## Choosing your position

Whether you want to play as a Network Company, a Service Company or anywhere in between, Nokia Siemens Networks Services can help you focus on the areas where you add the most value, and find alternative solutions for your non-core activities.

Our consultants have a proven ability to transform businesses by boosting existing revenue streams, exploring radical new service models and managing technological and commercial risk. With our Service Delivery Framework, for example, we have helped achieve a tenfold reduction in time-to-market for end-customer service promotions.

We also offer a wide range of managed service and outsourcing solutions, supported by a unique Service Delivery model based on a network of Global Network Solutions Centers. Our GNSCs enable you to offload all or part of your network-related activities while benefiting from predictable costs, full accountability and guaranteed service quality – resulting in proven efficiency improvements of between 15 and 30 per cent.

These are just some of the reasons why Nokia Siemens Networks is the fastest growing Managed Services provider and the number one Network Implementation supplier in the market.

## Oi Brazil: Sharing the burden of business transformation

Nokia Siemens Networks Managed Services solutions helped Oi Brazil focus on its core strengths, build brand differentiation and accelerate the roll-out of new services and build success on improved network quality. With the help of Nokia Siemens Networks, Oi has evolved as a full quad-play service provider.

“The basic decision we had to make was to understand our core skills and prioritize the functions that should be carried out by our own people. Then we could look to the market for a provider who was equally strong in the areas outside our core expertise, and decide how to work with them in the most efficient and mutually beneficial way.”

José Claudio Moreira Gonçalves,  
Operations Director, Oi Brazil

### ZAIN Kuwait: From operational process to an integrated marketing tool

To ward off intense pressure on market share and pricing of core services, ZAIN Kuwait, the leading telecommunications operator across the Middle East & Africa, was keen to explore new avenues of growth. ZAIN Kuwait started working with Nokia Siemens Networks Consulting to initially analyze its consumer non-voice services. As a result of the re-launch of the Multimedia Messaging solution, the operator saw an immediate 290 per cent increase in the service during the Ramadan Campaign.

Nokia Siemens Networks Services solutions that can help you choose or change your role in the value network include:

Managed Operations & Assurance Services, Outsourcing, Connected Care, Multi-Vendor Care, Messaging & Browsing Services, Security Consulting, Content & Application Security, Service Delivery Framework, Media & Entertainment Solutions.

“Nokia Siemens Networks Consulting has worked with global operators and various enterprise sectors directly, and we benefited immensely from the breadth of their learning and expertise. Their management of third party application partners and a customer-focused solution selling approach helped us target new revenue pockets while setting the stage to launch advanced enterprise applications to achieve strategic competitive differentiation.”

Sanjay Matthews, Manager, ZAIN Kuwait Business Sector

# Working smarter



From the benchmarking we've done with over two hundred of the world's leading Communications Service Providers, we estimate that if every player were as efficient as the top performers in their respective markets, our industry's global profitability would increase by an average of 13 per cent.

## Doing more with less

It's not just the bottom line that's affected by operational efficiency; it's every dimension of shareholder and customer value. At the network level, only the most flexible, secure and environmentally sustainable systems will give you sufficient control over Total Cost of Ownership while at the same time addressing key issues of corporate responsibility. Site innovation, for example, can provide cheaper, maintenance-optimized and environmentally sustainable sites with smaller physical footprints and CO<sub>2</sub> emission reductions of up to 30 per cent.

And at the service level, only the most unified, proactive user-centric processes will enable you to deliver the features, content and applications your customers want, at the time they want them and at a price they're willing to pay – while meeting targeted quality levels.

## Ethiopia Telecommunications Corporation (ETC): Powered by the sun

In growth markets like Ethiopia where the network is expanding into rural areas, a power grid is not always readily available and equipment sites need to run autonomously. ETC turned to Nokia Siemens Networks for consulting, planning and project management of a sustainable alternative to diesel generators and now runs its sites with solar power.

“Everybody is satisfied with the overall performance of the Nokia Siemens Networks project management. The roll-out was completed within the specified contractual period and we haven't experienced any problems on the sites. They are all working properly and we assume they will continue to do so in the future.”

Ato Amare Amsalu, CEO, ETC

“This SDF project has reinforced not only our relationship but also our confidence in what Nokia Siemens Networks can deliver for us. It gives us the impetus to explore wide-ranging projects with them, including business efficiency, process re-engineering and customer-value optimization. We are happy to have Nokia Siemens Networks as our transformation partner because what they do for us creates competitive advantage over the rest of the industry.”

President and Chief Executive Officer,  
Southeast Asian CSP

### Southeast Asian CSP: Up to tenfold improvement in time-to-market

To differentiate itself in a hyper-competitive environment, a leading operator asked Nokia Siemens Networks to help it meet the growing demand for Web 2.0 applications on mobile phones. We responded by implementing the first Service Delivery Framework (SDF) in the operator’s market to combine service orchestration, tariff orchestration, business process integration, and fully-controlled service exposure to third parties by way of policy management and gateways. This has increased business efficiency, widened the choice of customer services and slashed time-to-market by up to ten times.

Nokia Siemens Networks solutions that can help you do more with less include:  
Energy, Outside Plant, Build and Turnkey Solutions, Operator Start-up Package, Build Operate Transfer, Network Optimization & Assurance, Outsourcing, Messaging & Browsing Services, Security Consulting, Content & Application Security, Multi-Vendor Care, Managed Care.

# No compromise



You already know that it's your customers who define the standards by which you and your competitors are judged. And while price is always an important factor, their long-term loyalty is ultimately driven by their day-to-day experience of how you deliver your promise.

## Creating value through a high quality experience

At the network level, customer experience factors such as dropped calls and slow data connection speeds tend to affect everyone in the same way. We can help address these issues with a range of solutions such as our Advanced Performance Check, which enables continuous yet cost-efficient end-to-end network performance visibility. This innovative solution provides a systematic and proactive health check across the element, network and end-user service layers, reporting any inconsistencies, analyzing capacity and utilization, and providing improvement recommendations. And as an automated, remotely delivered service, it is highly cost-efficient and dramatically reduces the turn-around times for delivering reports.

At the service level, factors such as on-demand service provision, subscriber data management or charging and billing affect everyone differently. If these functions are not fully integrated, they make it difficult for users to customize your services to meet

their needs – and difficult for you to treat them as individuals. Here we can help by re-engineering your network to become more customer-centric, with solutions such as real-time service optimization, subscriber profiling and management across any network, as well as targeted segmentation and charging models.

## China Mobile: Gold medal performance

To support the biggest and best organized sporting event in history, China Mobile wanted a communications network that millions of Beijing's citizens and visitors could rely on 100 per cent. With the whole world watching, the two-year project was entrusted to Nokia Siemens Networks and was driven from the start by a full range of professional services. The solution faced its severest test at the 2008 Summer Games Opening Ceremony, where call volumes were nearly twice the density of the Athens Games. Every one of the thousands of voice, text and video calls was satisfactorily connected.

“Even though there were 250,000 people in and around the Bird’s Nest stadium at the opening ceremony, there was not a single problem with the Nokia Siemens network. Thanks for your support and congratulations to the team!”

He Ning, General Manager,  
China Mobile Group Beijing  
Company Limited

“We are convinced by the Nokia Siemens Networks Proactive Care solutions and prolonged our contract for a further year due to the secured network connectivity and the increased end user satisfaction.”

Mbark Keddis, IN & VAS O&M  
Department Head, Maroc  
Telecom

### Maroc Telecom: Nationwide network visibility and revenue security

Maroc Telecom operates a state-of-the-art high quality country-wide network that covers 99 per cent of the population. To help ensure network efficiency and high quality connectivity, Nokia Siemens Network Proactive Care solutions provide a sophisticated service support package. Proactive Care also brings a better service experience to Maroc Telecom’s customers through higher network coverage and increased throughput rate. One of the main benefits of these improvements has been a significant reduction in MMS failures, which has resulted in an estimated revenue increase of three million euros a year.

Solutions that help you delight your customers include: Service Optimization & Assurance, Network Optimization & Assurance, Optimized End-User Experience, Advanced Performance Check, Outsourcing, Connected Care, Managed Operations & Assurance, Capacity Optimization, Media & Entertainment, Service Delivery Framework.

# The right gear, the right goal – the rest is attitude

Our passion is to help you thrive in one of the most fluid and unpredictable industries in the world. So it makes no sense to insist on one particular way of working. We transformed the way we meet our customers' needs to give you the widest possible choice of service delivery options – when and where you need them and how you want them delivered.

## Service delivery at the highest level

To help you succeed, we have supplemented our traditional services portfolio and strong local organizations with a unique global service delivery model. This new model allows us to combine global expertise and local insight, co-create solutions with our customers, and deliver these solutions using local and remote resources in whichever combination provides the best value for money. In particular, it helps increase the effectiveness of local service delivery by moving routine operations to a centralized facility and allowing local customer teams to focus on higher level operational and strategic issues.

We have, at your disposal, three integrated Global Network Solutions Centers, 16 Global Delivery Centers, 150 local project offices and over 20,000 service professionals who know how to leverage industry standards and best-in-class processes and tools. Our unique service delivery model allows you to choose from a broad range of services to gain speed, quality and efficiency in the areas where you need to improve business performance.

## You talk, we listen

We believe that true end-to-end business solutions are not ordered from a catalog, but created through dialog. The success of any Services business lies in the success of its people: it is their capabilities and skills that translate into your success. Here we focus, for example, on knowledge and innovation, task centralization and automation.

We believe that the starting point for a fruitful partnership is a face to face discussion or a joint innovation workshop. We look forward to holding that conversation with you in the very near future.

It is not rocket science to tell you what is available. But it's a rare skill to tell how to take advantage of it. How to serve customers better. How to minimize risk. How to change the world as we know it.

Nokia Siemens Networks Services solutions that can help you choose or change your role in the value network include:

Managed Operations & Assurance Services, Outsourcing, Connected Care, Multi-Vendor Care, Messaging & Browsing Services, Security Consulting, Content & Application Security, Service Delivery Framework, Media & Entertainment Solutions.

# Proof points

People are often surprised that Services now accounts for 45 per cent of our Nokia Siemens Networks revenues.

Read more on our track record:

- > 50 Service Delivery Platform customization & integration projects; > 760 Systems Integration projects
- > 170 consulting projects for > 70 operators, with 5 out of the top 10 CSPs using us
- 50+ wireless networks already protected & 150+ Security contracts
- > 200 2G/3G commercial networks design & optimization projects incl. 80 multi-vendor network deals
- > 200 Managed Service contracts, managing customer networks with > 220 million subscribers
- > 350 mobile & 250 fixed network deployment projects incl. 50 running turnkey
- > 100 SMS & 80 MMS references; 130+ customers deploying our PoC, Instant Messaging, Presence & Locations & Advertising solutions
- 90+ browsing & WAP installations worldwide dealing with up to 17,000 requests per second
- > 55 Mobile TV & 85+ IPTV solution references worldwide, incl. the world's first commercial OMA BCast Smart Card solution for QTel
- 1 site on air every 3 minutes & 200,000+ 2G/3G base stations integrated per year, more than one third remotely
- > 390 renewable energy sites in 25 countries for approx. 30 operators

[www.nokiasiemensnetworks.com/  
portfolio/services](http://www.nokiasiemensnetworks.com/portfolio/services)

Global Service Delivery  
[www.nokiasiemensnetworks.com/portfolio/  
services/global-service-delivery](http://www.nokiasiemensnetworks.com/portfolio/services/global-service-delivery)

Network Implementation  
[www.nokiasiemensnetworks.com/portfolio/  
service/network-implementations](http://www.nokiasiemensnetworks.com/portfolio/service/network-implementations)

Care  
[www.nokiasiemensnetworks.com/portfolio/  
services/care-services](http://www.nokiasiemensnetworks.com/portfolio/services/care-services)

Consulting  
[www.nokiasiemensnetworks.com/portfolio/  
services/consulting](http://www.nokiasiemensnetworks.com/portfolio/services/consulting)

Managed Services  
[www.nokiasiemensnetworks.com/portfolio/  
services/managed-services](http://www.nokiasiemensnetworks.com/portfolio/services/managed-services)

Let's talk – together we can ensure you perform at your best.

Nokia Siemens Networks Corporation  
P.O. Box 1  
FI-02022 NOKIA SIEMENS NETWORKS  
Finland

Visiting address:  
Karaportti 3, ESPOO, Finland

Switchboard +358 71 400 4000 (Finland)  
Switchboard +49 89 5159 01 (Germany)

Copyright © 2009 Nokia Siemens Networks.  
All rights reserved.

Nokia is a registered trademark of Nokia Corporation, Siemens is a registered trademark of Siemens AG. The wave logo is a trademark of Nokia Siemens Networks Oy. Other company and product names mentioned in this document may be trademarks of their respective owners, and they are mentioned for identification purposes only. This publication is issued to provide information only and is not to form part of any order or contract. The products and services described herein are subject to availability and change without notice.

C401-00526-B-200911-1-EN.  
Activeark Ltd.