TRENDS SHAPING THE INDUSTRY

Cloud
Mobile
Social
Big Data
NEW CHALLENGERS

- Apple
- Facebook
- WhatsApp
- Skype
- Google
- Viber
- Netflix

Life’s For Sharing
THE ONLINE INDUSTRY

Standard products and services

Global markets

Ultra-efficient processes

Ultra-low cost infrastructure
... HAS DISRUPTIVE EFFECT ON TELCO BUSINESS
OUR BUSINESS MODEL IS CHALLENGED

“Every industry that becomes digital eventually becomes free.”

Wired Magazine
## TELCO STRATEGIES VERSUS ONLINE PLAYERS

<table>
<thead>
<tr>
<th>Margin</th>
<th>Customer Experience Provider</th>
<th>Business Enabler</th>
<th>Infrastructure Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complexity</td>
<td>• End-user services</td>
<td>• Platforms and Enabler services</td>
<td>• Ubiquitous connectivity for voice, messaging and data services</td>
</tr>
<tr>
<td>Risk</td>
<td>• Content aggregation/personalization</td>
<td>• CC/CRM/Payment/Billing</td>
<td>• Network based services</td>
</tr>
<tr>
<td></td>
<td>• Portals, applications, multiscreen solutions</td>
<td>• Security, Identity, QoS, Data analytics</td>
<td>• IaaS and hosting</td>
</tr>
</tbody>
</table>
BUILDING BLOCKS FOR ONLINE TRANSFORMATION

- TECHNOLOGY TRANSFORMATION
- PRODUCT TRANSFORMATION
- PROCESS TRANSFORMATION

FULLY INTEGRATED, SCALED-UP DISTRIBUTION AND CRM/BILLING

UBIQUITOUS NETWORK CONNECTIVITY AND INFRASTRUCTURE
Today’s Network and IT architecture were meant for ‘vertical’ Telcos
The industry direction makes us to shift towards a ‘software-defined’ operator
PRODUCT PORTFOLIO TRANSFORMATION

- Simple
- Effortless
- Online
- Cost efficient
- Diversified
- Cloud based
ACCELERATED BUSINESS ADOPTION

ONLINE SHOP AND CARE PROCESSES

CORPORATE AGILITY
QUO VADIS TELEKOM?