

# Nokia Siemens Networks Competing in a challenging business environment

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# In a nutshell

- Walking the talk
- Service providers' challenges – our approach
- Transforming development
- Customer experience & network efficiency
- Good green business sense
- Strong portfolio and market-leading innovations

# Walking the talk

- Software sales have been developing well
- Good progress in solutions
- Portfolio strengthening
- Increasing R&D efficiency continued



“We are extremely pleased with Nokia Siemens Networks...as our preferred partner in creating the largest and most advanced networks in the world.”

Dr. Marwan Al-Ahmadi,  
CEO, Zain Saudi Arabia

Source: Nokia Siemens Networks

# Service providers' challenges – our **opportunities**

Enriching customer  
experience



Improve efficiency  
and quality



**Changing  
business  
environment**

Extreme traffic  
growth



Making a net  
positive impact



# Our approach in realizing opportunities

- Transforming development
- Differentiating in focus areas
- Ensuring good green business sense
- Offering a strong portfolio and market-leading innovations



# Transforming development

From the traditional way...



- Waterfall model
- “One size fits all”
- Specific design
- High cost development
- Local infrastructure

...to the new way



- Agile model
- Customer value focused
- Asset reuse
- Global resource balancing
- Shared infrastructure

# Build for **leadership** in network efficiency and enriched customer experience

Content and end-user applications

Service management and charging

Enriched customer experience

Connectivity

Network efficiency

# Network efficiency solutions to provide connectivity at lowest cost

## Our offering to service providers

- Network simplification & automation
- Modernization
- Energy efficiency

## We differentiate through

- Clear leadership in energy efficiency
- Driving role in network simplification
- Track record in bringing costs down



“...Nokia Siemens Networks offered exactly what we need to overcome the bottleneck in our data network.”

Rico Chemnitz, Head of  
Core Network, 3 Austria

Source: Nokia Siemens Networks

# Enriching customer experience for increased (life-time) value

Through customer insights and experience management

- Subscriber Data Management
- Next Gen Service Assurance & OSS
- Unified charging

We differentiate through

- Unique knowledge of experience drivers
- Compelling portfolio and know-how
- Excelling in solution delivery



“With Traffica, we solve  
98% of the problems during  
the 1st call.”

Vesa Suomalainen, Head  
of the Customer Care  
department, Elisa

Source: Nokia Siemens Networks

# Making a net positive impact to the business and environment

ICT can help to save  
nearly €600 billion  
in 2020, i.e.  
7.8 billion tons CO2

Source: GeSI

Reducing power  
consumption by up  
to 70%

Over 90% of Flexi  
BTS recyclable

Use of renewable  
energy sources



**GeSI**  
GLOBAL e-SUSTAINABILITY  
INITIATIVE



**climate  
savers**  
smart computing



and  
more

Nokia Siemens  
Networks



# Strong portfolio and **market-leading** innovations

- Largest WCDMA/HSPA footprint worldwide
- Converged Core has shown strong growth
- Next Gen Service Assurance broke the 100 customers mark
- Driving optical innovation



“... 250,000 people around the Bird's Nest at the opening ceremony, there was not a single problem with the NSN network.”

General Manager, Beijing Mobile Communication Corporation

Source: Nokia Siemens Networks

# Way forward

Show thought leadership

Become a solutioneer

Excel in R&D productivity

Living up to our green ambitions

Thank you