

Nokia Siemens Networks

Leading transformation partner for Communications Service Providers

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Head of Services



Achievement
&
opportunities

Our approach

Way forward

Services growth momentum in place

North America

- Outsourcing for Embarq
- Remote BSC software upgrade for US service provider from GNSC, Chennai, India

Latin America

- 3G at TIM Brasil
- 24h network planning for LAT operator through remote delivery

2008: A strong year*

- Revenue growth
- Improving profitability
- Sustained market share

*cumulative up to Q3.08

West-South Europe

- Leading-edge wireless railway communications in Spain
- Consultancy and hosting at Blyk
- Service improvement at O2 Czech
- Hosted MVNO, Conad Italy

MEA

- \$150m turnkey and network operations for Zain, Saudi-Arabia
- Remote radio frequency optimization for a service provider in Iran
- World's first commercial mobile-TV based on DVB-H for Qatar

North East

- Customer Care support, Elisa Finland
- 3G arrives in Uzbekistan with NSN Services

Greater China

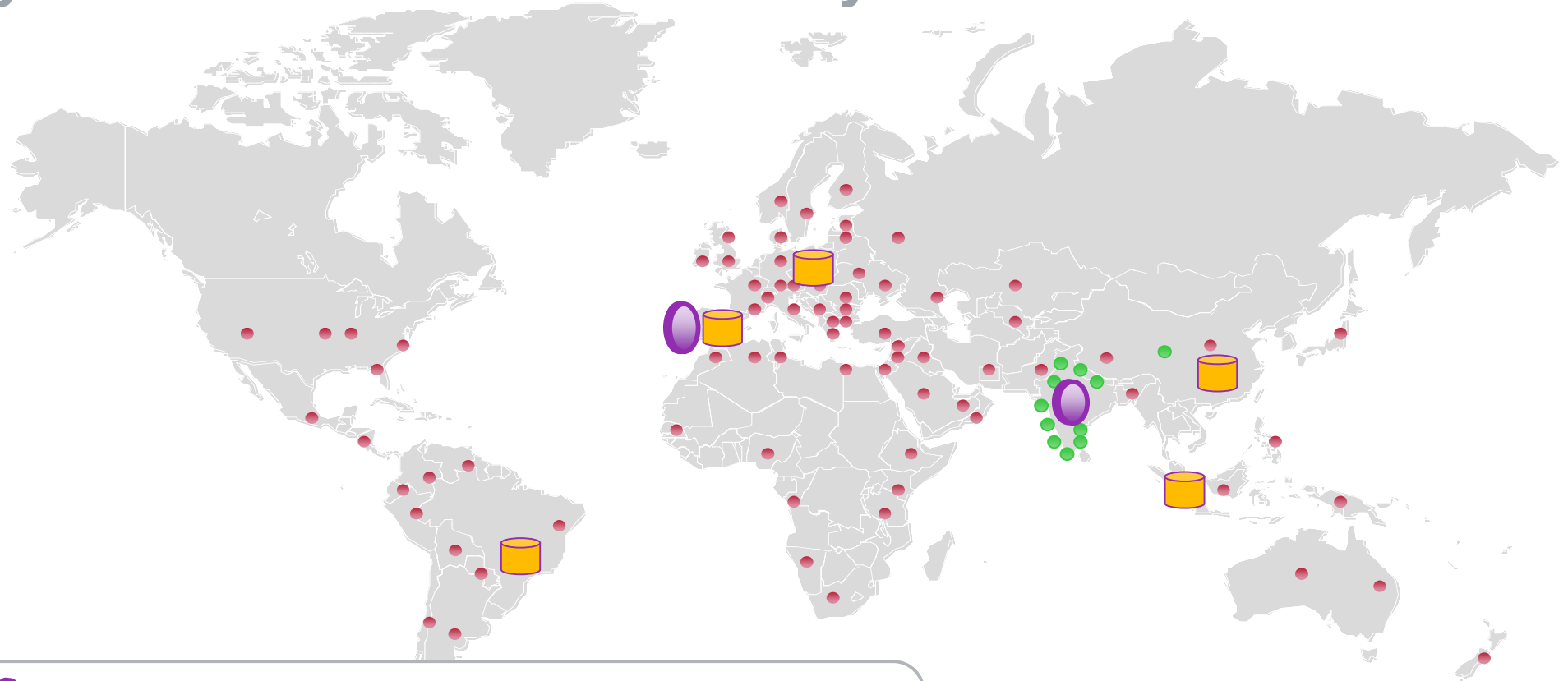
- Improving China Mobile's end-user experience
- Optimization at China Guangdong Mobile
- Network security entry in China





APAC

- Turnkey contract with Hutchison Indonesia
- Managed Services activity in India
- DVB-H for Global Mediacom, Indonesia
- Location based services deployed at Telkomsel

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Networks

Service performance - right balance of local proximity, global scale and cost efficiency



-  **Global Network Solution Center (GNSC) – Integrated Managed Service**
-  **Global Care Center (GCC)**
-  **CSI Service Delivery Centers (SDC)**
-  **Local project organization**
- Project specific activities and customer interface

Success in operational improvement

- Transformation through global delivery strategy
- Efficiency gain programs
 - Supplier management
 - Utilization improvement
 - Standardization and automation

Deal discipline,
focus on margin and
eye on cash
generation



Our assets to address the opportunities



Our
installed
base

Portfolio in
the growth
segments


Global
delivery
model

Solution
capabilities

Innovation

> 20,000 service professionals across 150 countries*

* as of Q3.08



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Service provider challenges – our opportunities

Enriching customer experience



Improve efficiency and quality



New business environment –
cash, cost,
simplicity

Extreme traffic growth



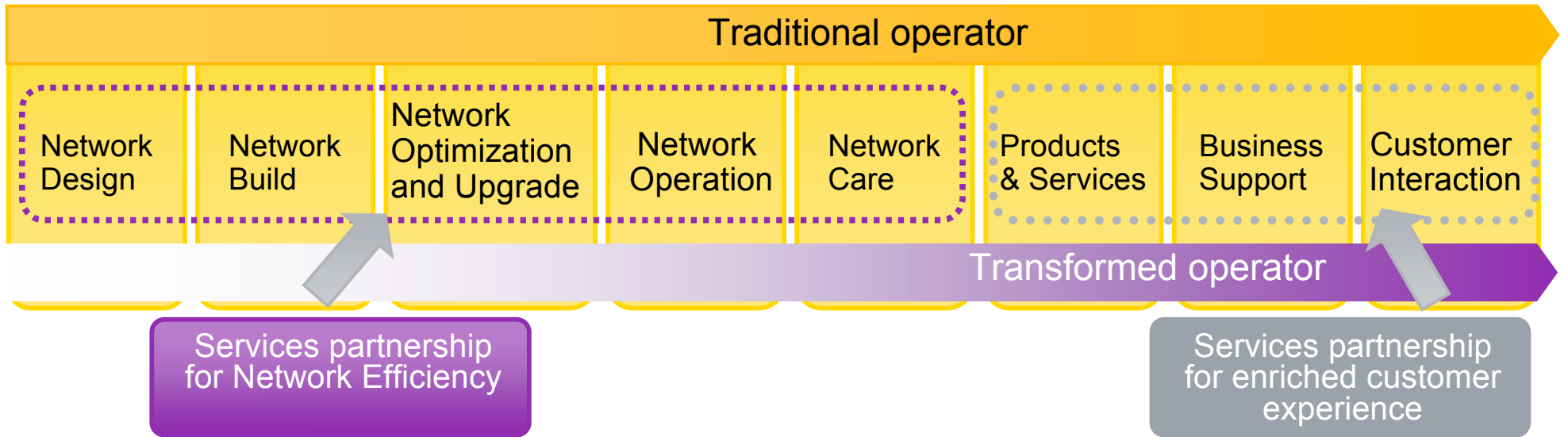
Access to
competence and
expertise



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Driving network efficiency & enriched customer experience



Nokia Siemens Networks Proposition

Global Service Delivery Model

Processes and Automation

Service Offerings

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Transformation requires Solutions

Customer focus

Industrialized procurement
RFQs and E-auctions
Offers easily compared
Prices easily compared
Global / Corporate decisions

Consultative
co-development
Market specific solutions
Prices hard to compare
Local / OpCo decisions

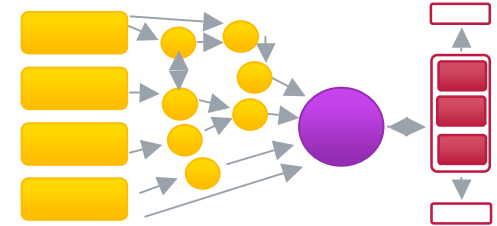
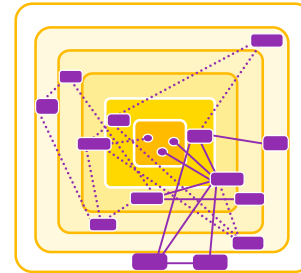
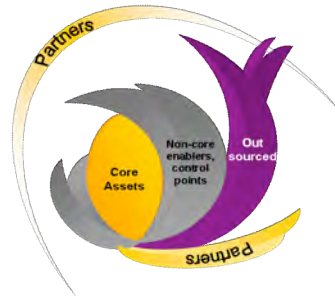
“The solution and services from Nokia Siemens Networks mean that we are able to focus fully on promoting new, value-added services to our customers.”

Jan Blom, Director of Business Market and Sales, 3 Sweden

Source: Nokia Siemens Networks

Network infrastructure focus

The NSN way of providing solutions



Defining a core strategy

Identifying/optimizing the use of strategic resources

Implementing an optimal value network

Achieving intimacy in the customer interface

Consulting Service – Business, Processes

End-user applications

Service Management

Customised solutions for service delivery

Integrated Provisioning Solution

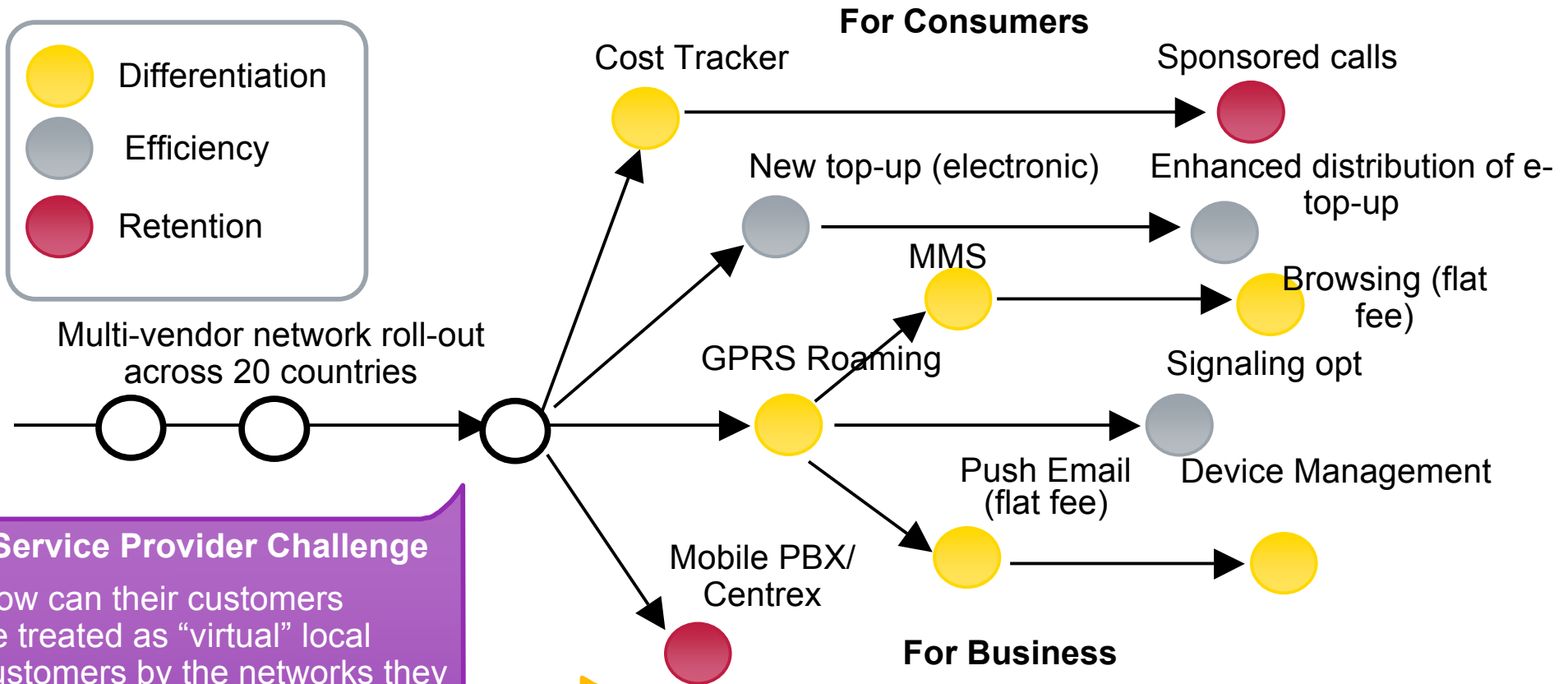
Convergent Charging and Care

Outsourcing and Hosted Services

Differentiate by monitoring, analyzing, managing, charging and bundling services in real time



Solution example from a service provider from network efficiency to enriched customer experience




Service Provider Challenge
 How can their customers be treated as “virtual” local customers by the networks they visit across 22 countries in terms of pricing, while retaining their home network service functionality?

With NSN Solutions customers can now

- Place calls at local rates while roaming
- Receive incoming calls for free
- Local top-up for pre-paid
- Have access to home network services





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Excellence in operational efficiency

Creating value for the company

Global Service Delivery Model

Shared delivery concept



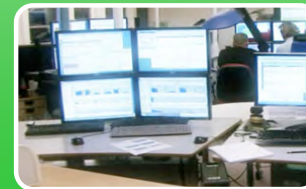
Processes and automation

Processes

- Functional Org. Model
- Process FW



Standardization & automation



Future-proof innovations

Creating value for customers

Innovation in

Business model

Solution

Process



Aim

Innovation leadership

Business transformation

Profitability

ACME
partnership for
improving
networks'
environmental
performance

Innovative site
designs
(Aluminum feeder
cables, Lattice
Tubular Towers)

Prosper Platform
– innovation in care
delivery processes;

enhancing network
quality
& efficiency

Nokia Siemens
Networks



Our priorities going forward

Continue focus on improving profitability & market share

Enhance solution capabilities

Efficiency in global delivery

Continue embracing innovation

Thank you