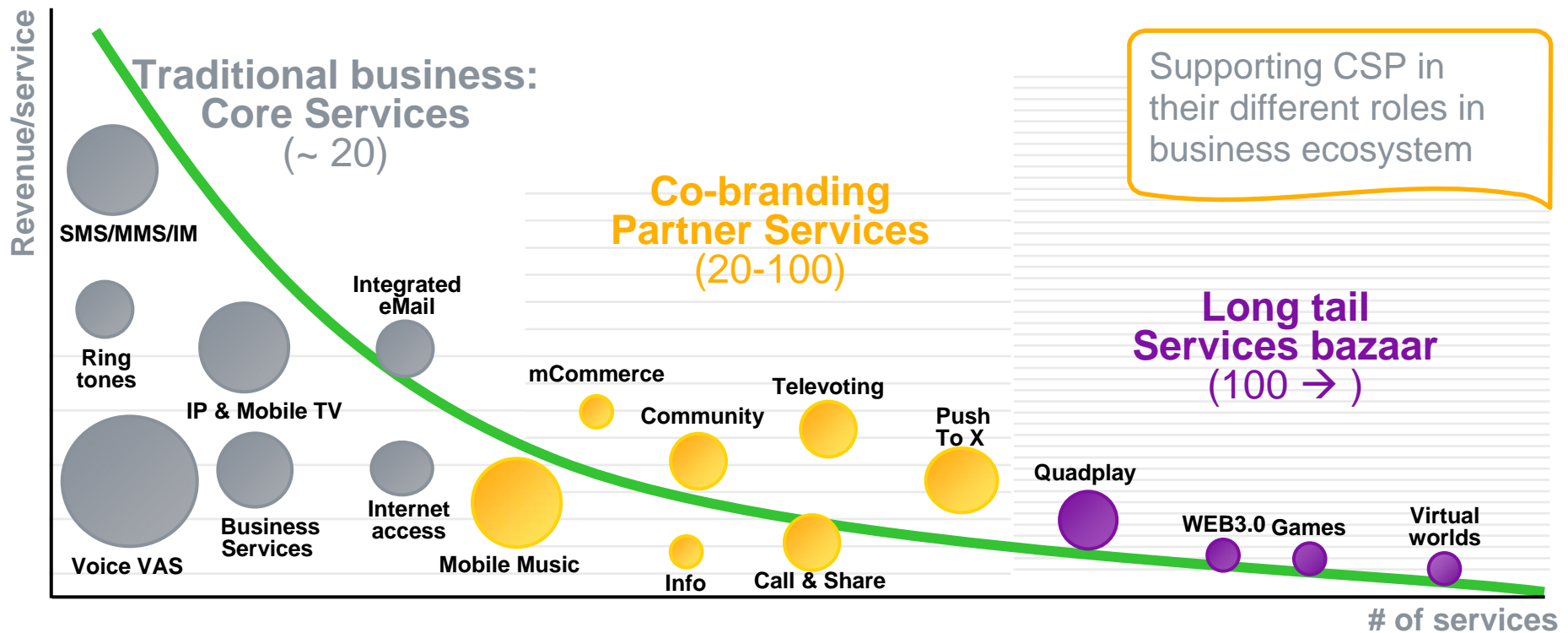


# Nokia Siemens Networks Device Management

# Ensuring customer experience and service take-up while reducing customer care and marketing costs



## Device management role and value-add

Ensures service take-up  
Customer care efficiency

Increases partner service revenues  
Effective marketing

Enables volume data services and provides data security

# Increased complexity leads to dissatisfied customers and decreased usage

## Challenge

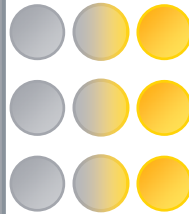
“the amount of configuration ... is increasing

as more functionality is built into devices...

The danger for a CSP is that customers will not benefit from new services because they are unable or unwilling to spend increasing amounts of time configuring the devices ...

This means dissatisfied customers, decreased usage and therefore lost revenues on a large scale.”

(Ovum)



Improves customer experience  
Increases service revenue  
Unlocks potential in the devices



Decreases cost of sales,  
marketing and care

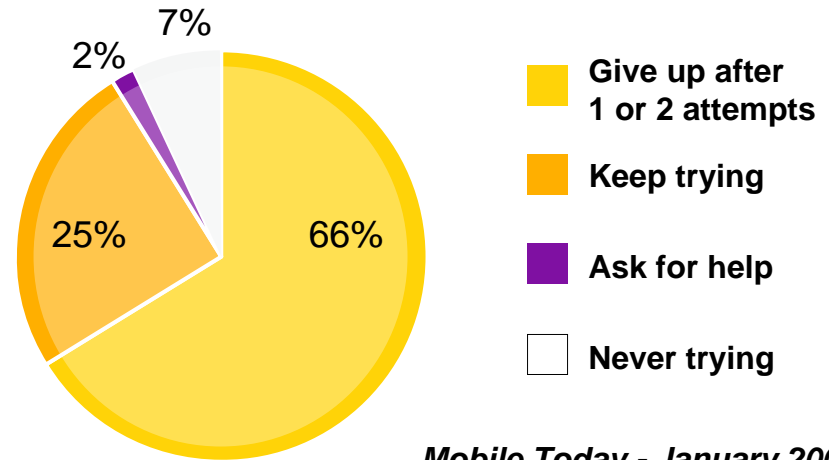
Proven in 49 CSPs worldwide

# Ensuring a good experience for better service take-up

## Services should work first time

“If our data customers cannot use their services after trying two or three times, they will find another solution to retrieve data.”

*Mr Jozef Chyznaj  
Packet Core Engineering manager,  
Orange Slovensko*



## 650 K€ monthly impact

A medium size CSP in Europe claims data ARPU increase of 20% for prepaid and 10% for post-pay after implementation of Device Management solution, due to increase in data service usage.

# Markets with highest configuration levels show highest data service usage

- Number of phones purchased outside of CSP channel increases and Internet is becoming one of the key channels
- Subsidization is delaying the new phone purchase and this is resulting in CSPs giving up subsidy policies

## Markets with highest service configuration Levels show also highest usage

- GB, Italy and Sweden have highest MMS usage and configuration levels
- Taiwan, HK and India have the lowest levels of configuration and MMS usage

*Source: Nokia Siemens Networks Pulse Nov 07*



# Efficient customer service requires device management

- Automated provisioning, e.g. after detecting new devices
- Proactive customer care
- Self-service
- More effective tools, e.g. diagnostics, displaying real time customer information, downloading applications, updating firmware

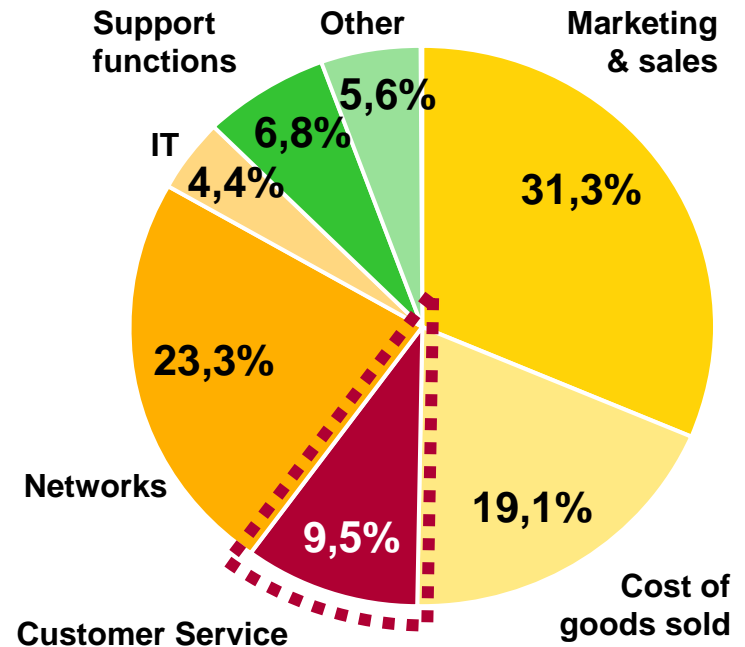
Customer care calls were reduced by 20% shortly after deployment and ROI is within the 3 months using the solution

*Source: CSP in Asia Pacific*

270 K€ annual savings due to reduction in customer care calls related to incorrect settings

*Source: Nokia Siemens Networks*

**Customer service OPEX grows**  
Because of quality improvement ambitions Operators realise the importance for customer retention



*Source: Nokia Siemens Networks' operational efficiency reference benchmark 2007-II, i.e. not based on published reports*

# Efficient marketing requires real-time device knowledge

Efficient planning of new services:

- Is there a critical mass of terminals in the addressed segment?
- Reacting to changes in the terminal base

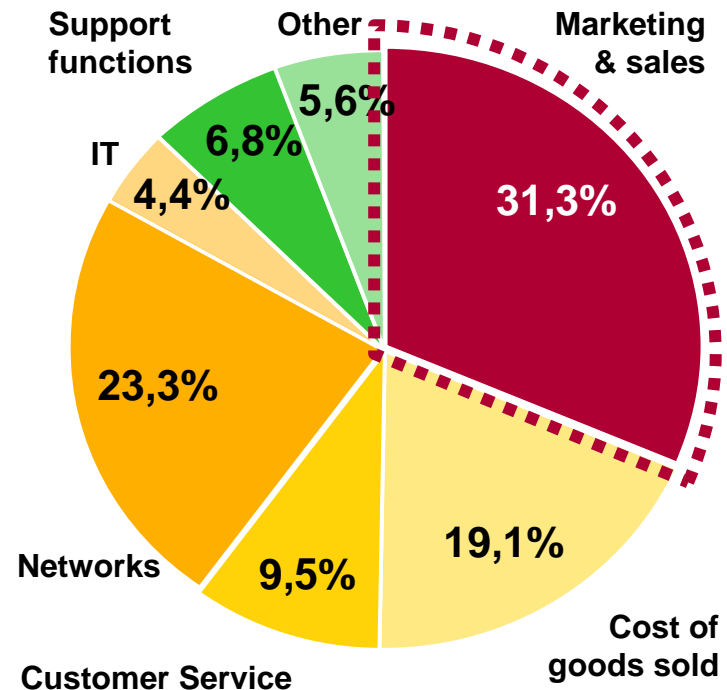
Direct marketing support:

- Proactive service promotions pushed to targeted segments with capable devices
- Dynamic web portal based on customer active device (e.g. promotions, upgrades, accessories)

Tracking of service uptake

- Correlating service uptake and device ownership

Marketing & sales related costs stand for **50% of net OPEX in mature markets**



*Source: Nokia Siemens Networks' operational efficiency reference benchmark 2007-II, i.e. not based on published reports*

# Ensuring customer experience and service take-up while reducing customer care and marketing costs

## Device Management Solution

Ensures service take-up  
Customer care efficiency

- Multiple ways for configuring a device
- Automatic device detection, error correction
- Advanced customer care, self-service
- FOTA
- Device support – roadmap sharing

Increases partner services revenue  
Effective marketing

- Accurate device data for targeted service promotions
- Application management
- Real time statistics and reporting

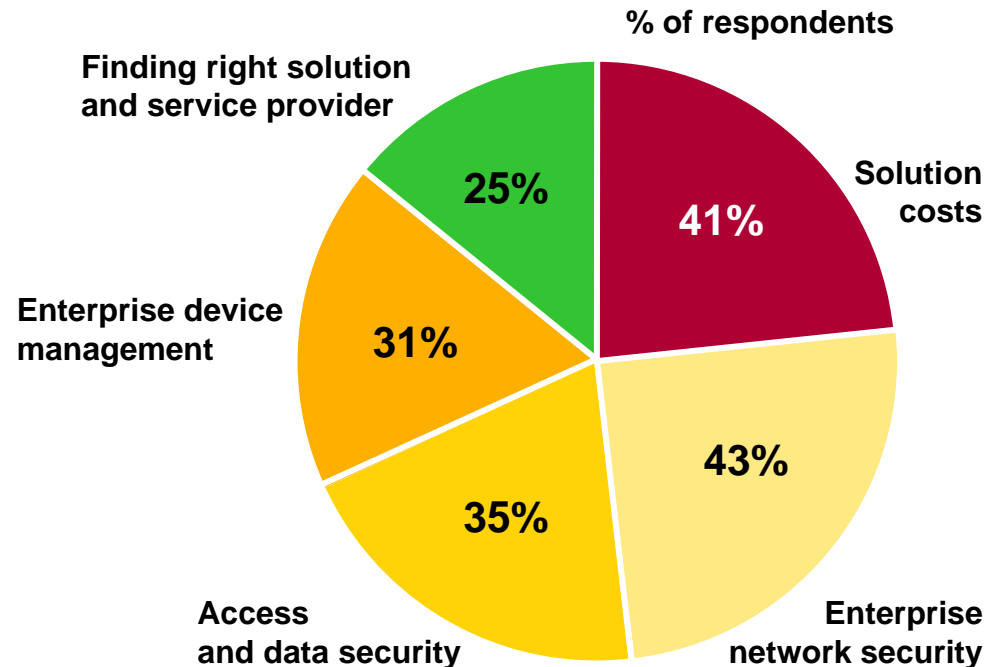
Enables volume data services and provides data security

- Lock and wipe

# Security and device management are key challenges in enterprise mobilization

- Enterprises want to provide mobile workforce with access to corporate network for productivity reasons
- The key issue to be solved in order to push enterprise mobilization is security, more important than costs
- Managing mobile devices is in third place

## Top three challenges for enterprise mobilization



Source: Nokia Siemens Networks and industry market research

# Enterprise data security is the spearhead

## Security concerns:

- How many devices are connected to the company network?
- Is the data on these devices secure?
- How to deal with lost or stolen devices?
- How to replace with a new device with similar applications and settings?



**“Data security is the spearhead.  
This is what corporate  
customers are looking for.”**

- European operator using  
Nokia Siemens Networks  
Device Management solution

# Increased complexity also leads to employee productivity loss when handled inefficiently

## Traditional methods..

- Post updates on a web site
- Email updates to end-users
- Burn and ship CD's
- Require end-users to bring device into central IT

## Traditional issues..

- High end-user burden; lost productivity
- Frequent user errors in performing update
- High IT staff administrative costs
- High Help Desk costs
- End-user dissatisfaction

## Enterprise needs

- Managed software distribution, no user interaction needed, no need to call help desk
- Specific software upgrades can be sent to specific devices based on the Operating System
- The old version is replaced or discarded automatically
- Users can spend more time “on task” and less time installing and upgrading software applications

Enterprise mobile management follows enterprise IT management trends

# Capturing enterprise service revenues with Nokia Siemens Networks Device Management solution

## Device Management Solution

### Security

- Lock and wipe
- Device inventory
- Corporate settings
- Security software installation

### Device management/ complexity

- Device settings
- Application management
- Automatic device detection, error correction
- Help Desk, self-service
- FOTA

# Proven carrier class multi-vendor solution

Proven carrier class solution deployed to 49 customers worldwide

Multi-vendor network support

Unique combined knowledge in building networks and devices

Multi-vendor device support and SLA for all significant device vendors

“All-in-one” solution

- addresses all the device management activities
- ability to track real time terminal capabilities
- consumer and enterprise user support
- embedded and integrated to operator networks: e.g. subscriber specific configuration

Nokia Siemens Networks can provide reliable and professional integration and care services

- available locally – with access to unique worldwide competence pool: over 2500 experts
- wide experience integrating carrier-grade solutions: over 500 system integration projects
- field-proven project delivery methodologies



# Thank you