

**Press Release**  
**Melbourne, Australia - November 3, 2010**

**Nokia Siemens Networks gives Telstra options to create new and innovative customer services**

Policy control and subscriber data management enhances Telstra's Next G™ mobile network

**Telstra has added a policy control capability to its Next G™ network and created a foundation to develop new and exciting services demanded by customers in the growing mobile internet world. The capabilities are part of an implementation by Nokia Siemens Networks of its policy control and subscriber data management platforms.**

"The enhancement of the Next G™ network with policy control and subscriber data management is key to the ongoing evolution of Telstra's world-class mobile network. It will also deliver efficiencies in the use of its wireless network infrastructure," said Mike Wright, executive director, Networks & Access Technologies, Telstra. "The Policy Control server provides crucial functionality by enabling Telstra to optimize traffic based on a set of business rules, while the Subscriber Data Management System allows us to manage our customer profiles in real time."

Nokia Siemens Networks' innovative solution is based on its highly scalable PCS5000 (Policy Control) and One-NDS (Subscriber Data Management) platforms.

"This is becoming the era of the customer-centric network," said Kalevi Kostiainen, head of Nokia Siemens Networks in Australia and New Zealand. "The functionality that comes with our solution provides Telstra with the tools to create new and innovative products that will give customers new services alongside more choice and control."

**About Nokia Siemens Networks**

Nokia Siemens Networks is a leading global enabler of telecommunications services. With its focus on innovation and sustainability, the company provides a complete portfolio of mobile, fixed and converged network technology, as well as professional services including consultancy and systems integration, deployment, maintenance and managed services. It is one of the largest telecommunications hardware, software and professional services companies in the world. Operating in 150 countries, its headquarters are in Espoo, Finland.  
[www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)

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