

Improving efficiency to raise margins and drive growth



“By clicking on one report I get a full list of cells that require capacity upgrades. Previously it was a very heavy process to find those cells, taking several hours instead of a few minutes. And this process had to be repeated in several areas.”

Telenor Nordic

Opportunity

Take a proven route to faster-than-market growth

In today's competitive environment, greater operational efficiency translates into higher margins and faster-than-market growth. According to recent benchmarking analyses, overall industry profits could rise by 13% if all service providers operated at the same high level of efficiency as the market leaders.

One key area for improvement, for example, is to remove the business silos that isolate operations and business support systems and keep people, processes and systems from connecting smoothly and effectively. A unified approach reduces the integration work required and provides competitive advantages in increasingly intense communications markets.

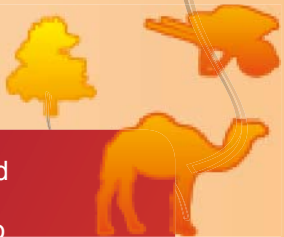
Increase customer focus

Higher efficiency also enables service providers to adopt a more customer-centric approach to their business. They can spend less time on internal systems and processes and more time on their customers and core business to build more sophisticated customer relationship systems.

“Together we have developed a highly effective mode of operation that allows successful cooperation and management of one of the largest 3G networks in the world. It is great to have a reliable supplier who can provide us with solutions and operations that enable significant cost savings and allow us to focus on other areas.”

Magnus Zetterberg, CEO, 3GIS





“By implementing a re-configurable optical add drop multiplexer network, we have cut our OPEX cost by Euro 2.5 billion a year. We also managed to get a return on investment on our ROADM investment within six months.”

Patrick George, Head of Marketing and Product Planning, Belgacom International Carrier Services

Market trends

Evolving challenges in all markets

Market by market, the specific business environment determines the challenges that service providers face.

Highly competitive mature markets

In mature markets, the challenges include slow top-line growth, price erosion, growing customer acquisition and retention costs and increasing churn. Higher efficiency is the key to cutting operating costs, boosting service quality and meeting these challenges.

Fast-changing emerging markets

Identifying new business models to address the lower-income segment is a key success factor in emerging markets. The unique challenges in these markets include lower average revenue per user, the high cost of coverage in remote, rural areas and growing customer expectations. Being lean and efficient enables service providers to offer affordable access.



What we offer

Nokia Siemens Networks works with service providers to help identify and implement effective business process improvements.

Five ways to improve operational efficiency

1. Analyze the current situation:

To help service providers measure performance and focus on improvement strategies, we apply a proven three-step benchmarking process.

2. Optimize business processes:

Simplifying and consolidating legacy OSS and BSS architectures helps speed up time-to-market and reduce operational costs. Solutions such as managed services enable more transparent and predictable OPEX.

3. Modernize existing assets:

Network modernization offers many key benefits, making it possible to simplify network architecture, support more traffic with the same level of investment, improve energy efficiency and reduce space requirements for base station sites.

4. Expand fast and flexibly:

The ability to ramp up new services quickly and still maintain high quality is crucial in fast-growing markets. Speed and efficiency are the key to achieving economies of scale, market share gains, and healthy business growth.

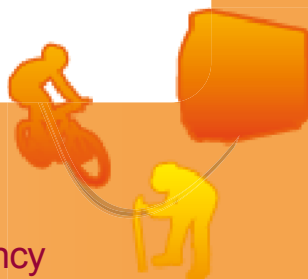
5. Maximize the growth opportunity:

Innovative business models and solutions, such as Nokia Siemens Networks Village Connection and SMS-based prepaid top-ups, bring efficient and affordable communications to rural subscribers and enable a robust business case for service providers.

To find out more about how Nokia Siemens Networks commitment to operational efficiency, visit:

www.nokiasiemensnetworks.com/efficiency

or contact your local Nokia Siemens Networks representative.











Every effort is made to ensure that our communications materials have as little impact on the environment as possible

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