



**TietoEnator**<sup>TE</sup>  
Building the Information Society

# Telecom trends in Europe

Mobile Monday St. Petersburg 18.6.2007

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Skype & Jaiku -> plimppu



## Key drivers

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### Heavy price pressure

- § Tough competition
- § EU legislation (on prices & customer management)
- § Internet VoIP and VoIP operator challengers
- § Complex & expensive service and billing infrastructure

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- § New revenue streams needed, customer satisfaction and lower costs in focus

# Actions



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- § Fixed pricing in voice and data
  - § Back end harmonization, process automation, organizational efficiency
  - § Self services, multi channel customer services
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- § Innovation in focus, driving new revenue streams and customer loyalty

Mobile and fixed VoIP  
Mobile TV  
Security  
Device management  
Business (from PIM to integrations)

Neurocasting  
New consumer services,  
community focus  
RFID  
GIS, Location based services

Smile, it's Monday!



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Nokia background flavors the free MVNO

## Free call operator Blyk to use Orange's network

### TietoEnator

TietoEnator, a software and service provider with deep relationship with Nokia, provides Blyk with an end-to-end BSS (Business Support Systems) solution, related web portals and infrastructure services. "By establishing a flexible, scalable, cost-efficient IT infrastructure partnership, Blyk is able to fulfil its vision of providing its customers with free communications, funded by mobile advertising," says TietoEnator's press release.

The services and solutions are provided by TietoEnator MVNE (Mobile Virtual Network Enabler) Service Centre, focusing on development, integration, application management and support services. The end-to-end delivery combines the competencies and services from TietoEnator's Telecom & Media, Processing & Network and Digital Innovations Business Areas.



**Blyk is a pan-European free mobile operator for young people, funded by advertising. We're launching first in the UK market in mid-2007, with other markets to follow.**

# WidSets, re-defining the mobile internet experience

§ Enjoy a seamless web and mobile experience anytime, anywhere and always up-to-date

§ Access your favorite internet services

§ Personalize your web

§ Create your own content

§ Publish it

§ Share it with your friends

§ Build your own communities

§ Develop your applications (widgets)

§ On our end-to-end service platform

The screenshot displays the WidSets website interface. At the top right is the 'mm MOBILE MONDAY' logo. The main navigation bar includes 'WidSets Beta Mobilize Your Web', 'Home', 'Library', 'Studio', 'Forum', 'FAQ', 'Blog', and 'Press'. A banner image shows a man talking on a mobile phone with the text 'View picture feeds straight from your mobile'. Below the banner is a navigation bar with links: 'Get WidSets', 'Supported devices', 'It's free', 'Best of the web', 'Create your own', and 'About WidSets'. The main content area is titled 'Pick a few widgets and download them to your mobile' and features a grid of widget options, each with a 'Pick' button. The selected widgets are: Wikipedia, eBay, TechCrunch, BBC Ceefax teletext, Newsvine, Technorati Tag, 43 Things, Darla Mack, BBC News, digg, flickr, and Sudoku. A 'Download the selected widget(s) to your mobile' button is visible, with '4 widget(s) selected' indicated below it. A sidebar on the left shows a mobile phone simulator displaying the selected widgets. At the bottom, there are three sections: 'Mobile Library' (searching for widgets), 'Widgets for Every Need' (highlighting new widgets like News24 and Flickr), and 'Share your Widgets' (explaining how to share widgets with friends).

# Mobile Integration Platform



## § History

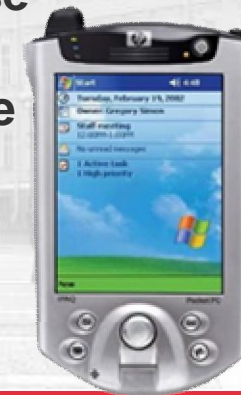
- Strategic co-op with Nokia announced 4th of October 2006 to widen mobile services outside PIM; focus on CRM, Supply Chain Management and Enterprise Resource management.



## § Result

- Mobile Competence Centre
- Mobile Integration Platform

§ A simple way to integrate and use business applications on your mobile terminal only through one single client.



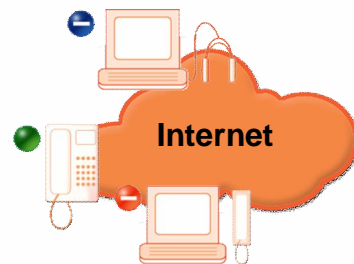
# Microsoft unified communication - Fast way to mobile VoIP and beyond



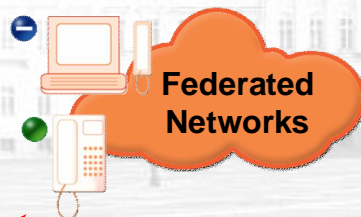
## Analog, Digital & Mobile Phones



## Remote Workers



## Federated Companies



## Internal Information Workers

UC Desktop Telephone



Office Communicator with headset



Office Communicator with headset



## Servers and Management

External

Perimeter Network (DMZ)

Internal

# Customers & Partners in Telecom



TeliaSonera

SIEMENS



france telecom



telenor



elisa

3GIS



Song Networks

ERICSSON



Appium

Bostream

TDC



TERACOM



AXIOM systems





# That's it!

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