

ROMTELECOM steps forward to ICT

Cisco Expo 2010

[Mar. 17, 2010 Bucharest]

Dr. Vasile VOICU

Director Product Management
Business Segment



- 1 We deliver our promises
- 2 Future is now – step in ICT

We deliver our promises:

- 1 to become a **complete telecommunication services** provider

2005

High Speed Internet Access



First broadband service by Romtelecom

2005

Managed MPLS VPN



Market leader after 4 years

2005

ClickNET ADSL



Romtelecom's success story

2006

CyberHost HDC



High tech

2007

DOLCE



Digital TV

2008

Fix Mobile Convergence



Product of the year

2009

CDMA Mobile portfolio



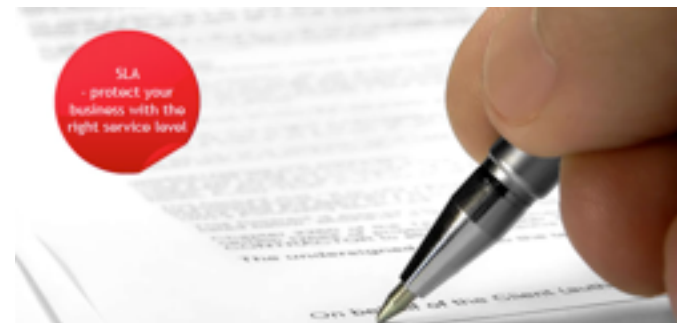
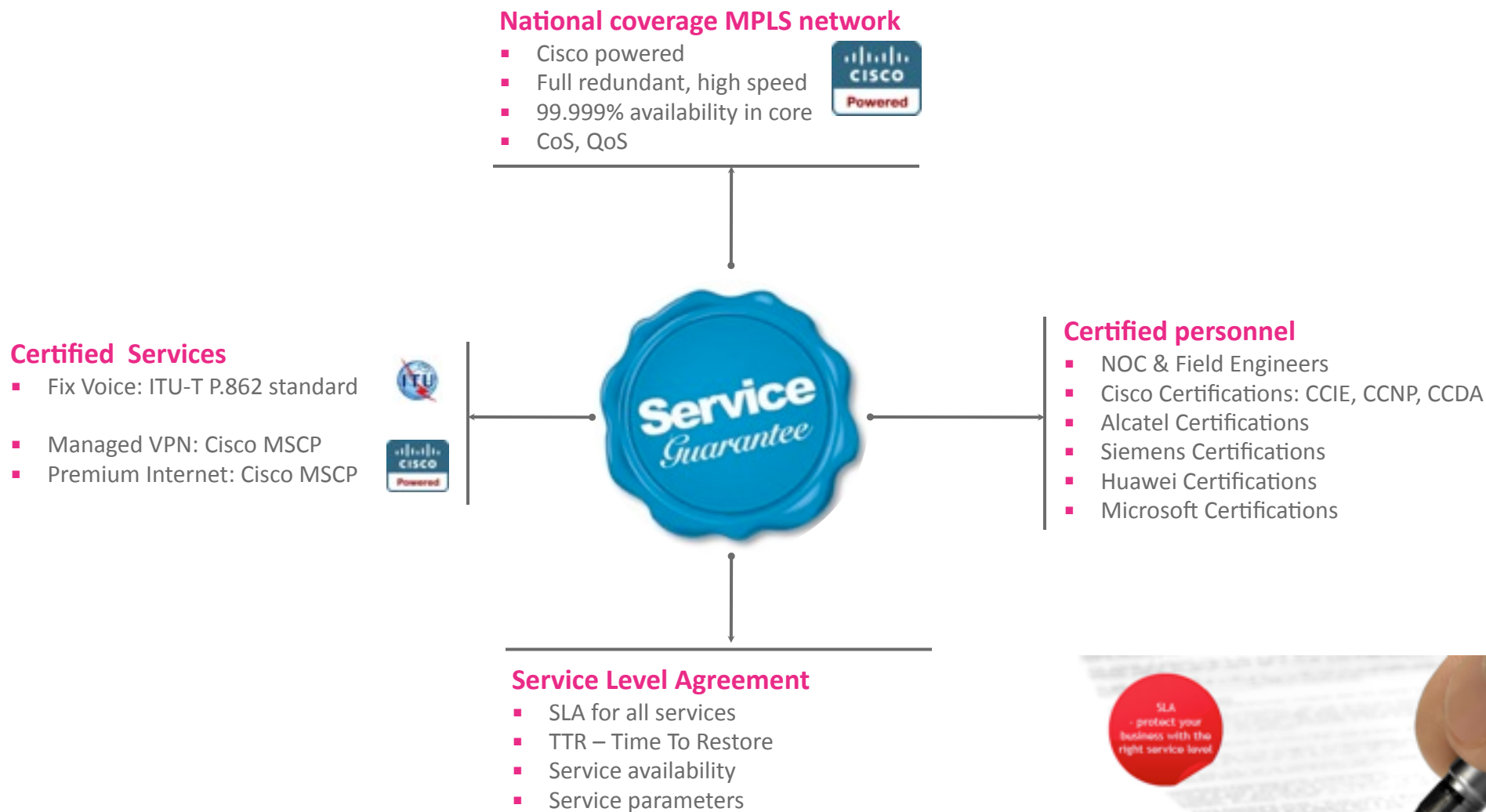
Complete TELCO Portfolio

Voice, Data & Internet Services fix and mobile



We deliver our promises:

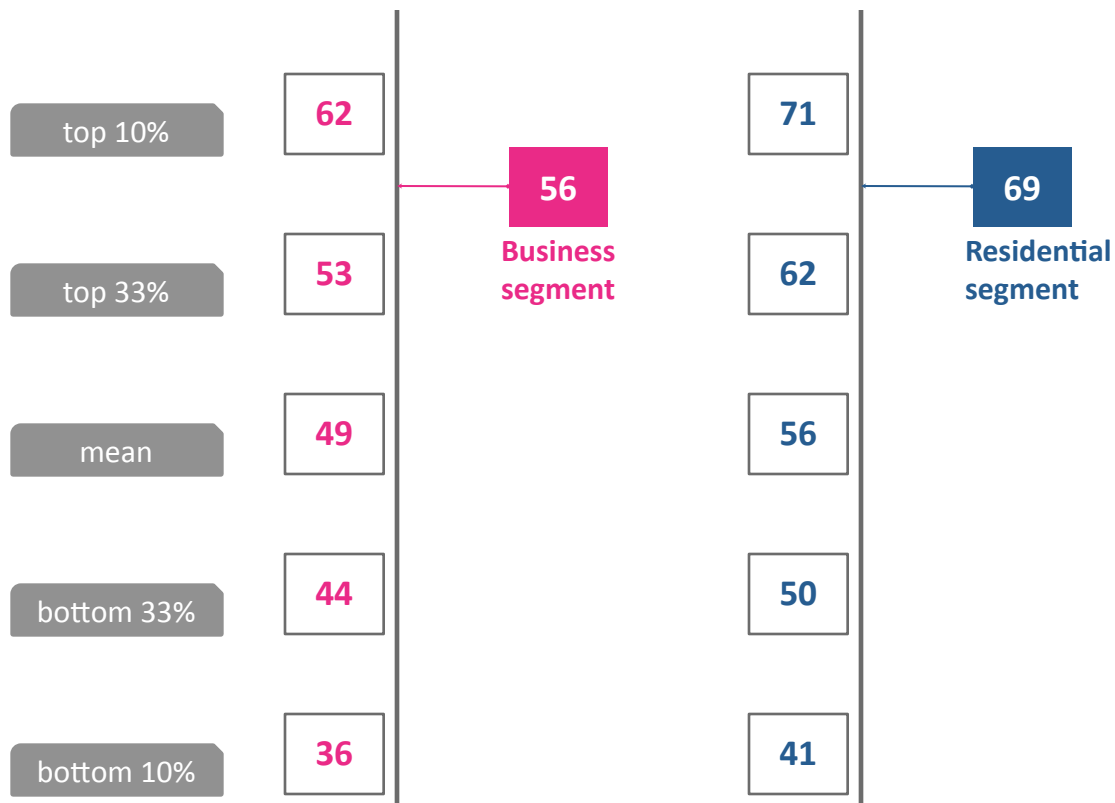
2 to offer best **quality services** to end-customers



We deliver our promises:

3 to put our customers 1st

Defy gravity: our customer satisfaction levels shot up from worst in class to top in class...



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Czech Republic
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31 July 2008

To whom it may concern:

I have managed the RomTelecom account on behalf of TNS since 2004. During this period one of the projects for which I have been responsible is their ongoing customer retention survey using the TNS TRI*M system.

During 2006 and the first part of 2007 the company was in a precarious situation regarding customer retention, with low TRI*M indices, very high churn rates, and ferocious competition. The management of the company took a number of bold steps, especially in terms of pricing strategy and extending its portfolio in broadband, IT and media services, and also in terms of improving the customer experience. The result was one of the most rapid and significant improvements we have ever measured for an incumbent fixed line operator.

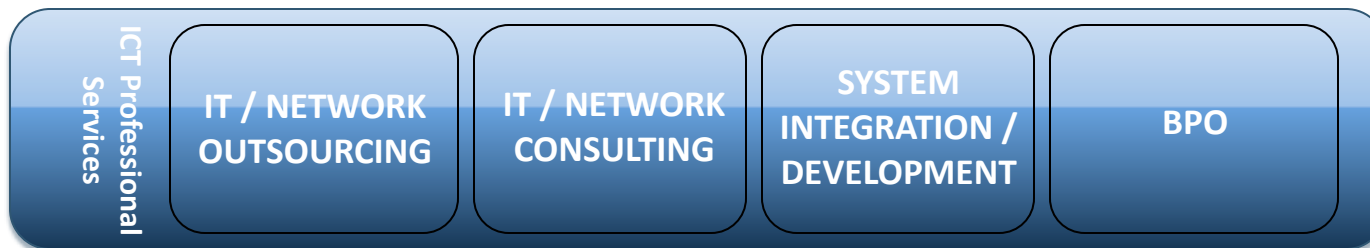
RomTelecom's TRI*M index in the residential segment rose from a low of 46 points in the fourth quarter of 2006 to 72 points in our most recent measurement in the spring of 2008. This now places them in the top 10% of retention scores for European fixed line operators in this segment. We also recorded a very substantial improvement in the business segment, from 44 points in the fourth quarter of 2006 to 57 points in the most recent survey. RomTelecom's score in the enterprise segment is now within the top third of its peer group according to our benchmarking system.

I have worked with many European fixed and mobile operators in the area of customer retention in both western and eastern Europe since 1995. This is the most remarkable performance I have ever witnessed, and should be assessed as an extraordinary achievement. We at TNS congratulate the management of RomTelecom on their boldness of vision and determination in execution, and wish the company continued success in its future endeavors.

Colin Shea
CEE Regional Director, Consulting Services

For the future our commitment is to...

...become one of the **top 3 ICT integrators** on Romanian market in the **next 3 years**

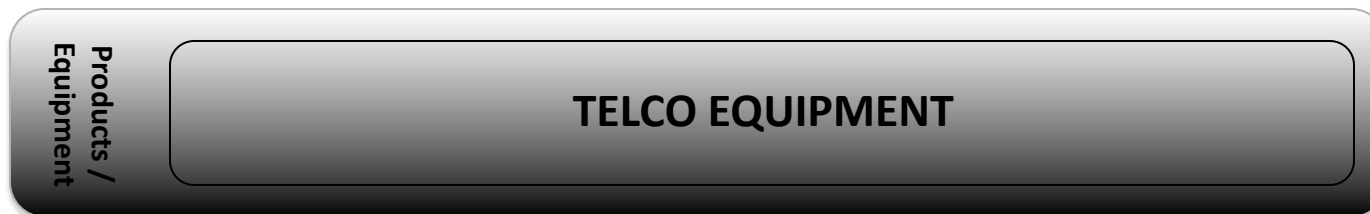


“New”
ROMTELECOM

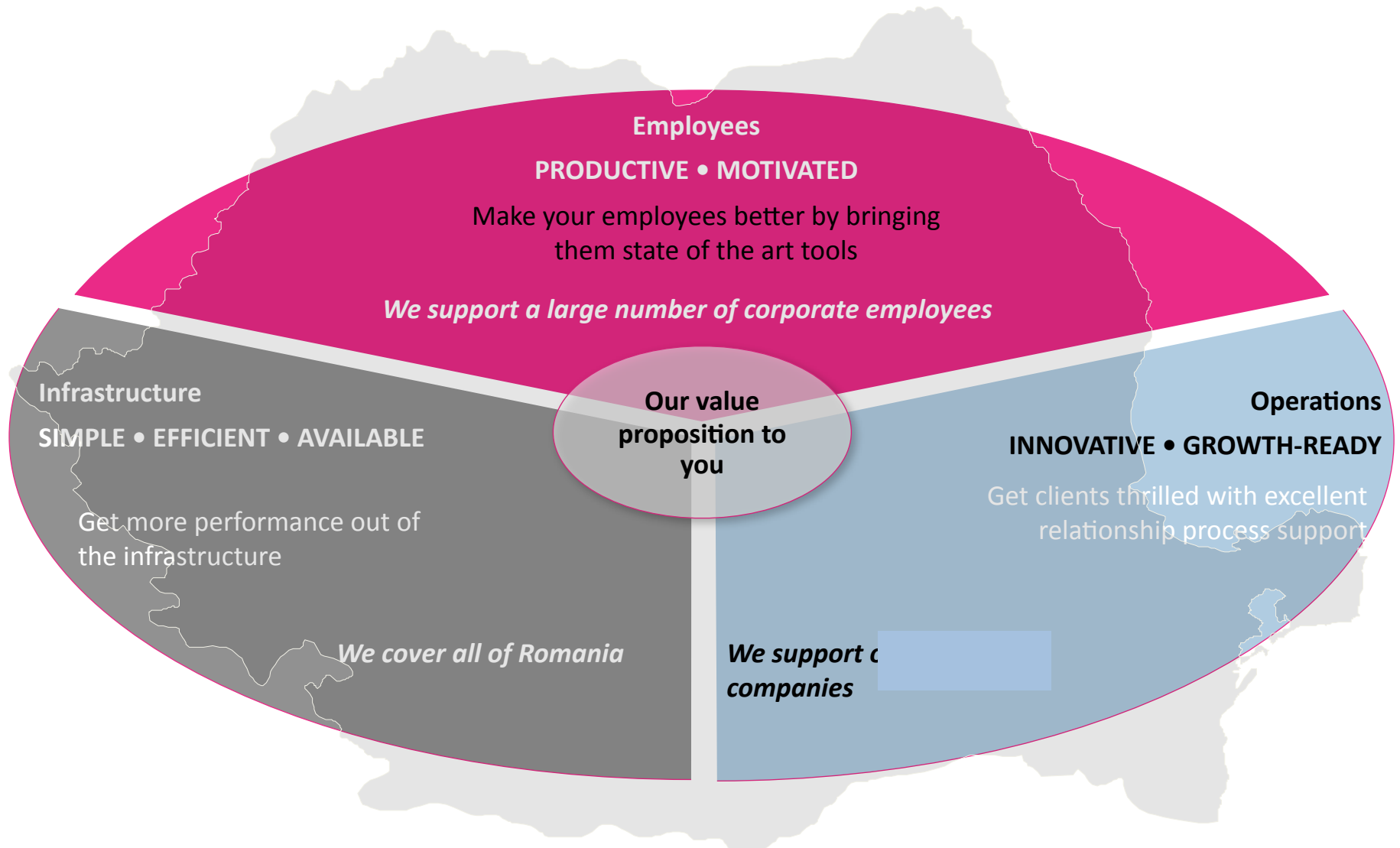
On top of it's classical Telco offerings, Romtelecom serves its customers with multiple ICT Managed Services and ICT Professional Services



“Classic”
ROMTELECOM



Customers get most of ICT with Romtelecom



Why Romtelecom?

...because **your challenges** are addressed by Romtelecom's strategy – today !

ICT Challenges

Increasing solution **complexity**

Growing **uncertainty**

Balance **cost-efficiency**

Romtelecom counter strategy

- Get **access everywhere**
- Use always the **best technology**

- Improve **user experience**
- **End to end quality**

Our commitment:
the best
technology
always available

Comprehensive
standardized solutions
with a crystal clear
vision

**Predictability and
flexibility with
pay-per use
(vs. investment)**

**Reduce complexity
by One Contact
One end-to-end
SLA**

- Reduce technological & financial risks

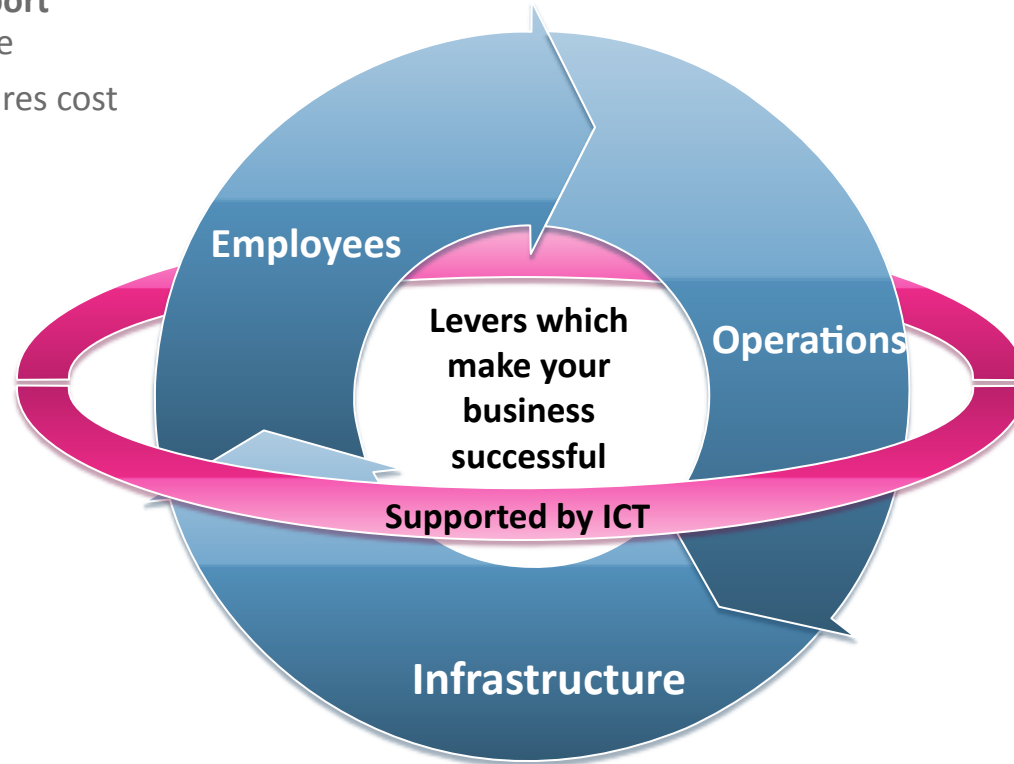
- Manage ICT solutions – easy & simple



Why Romtelecom?

...because **your business key levers are important** to us

- Excellent **employees support** success in the marketplace
- **Highest productivity** ensures cost leadership



- **Operations** must support **new business models**
- **Better productivity** with process excellence
- **Supply chain optimization** is key



- Make **accessibility** and **data security** even better
- Reaching the client with the **best quality of the service available**

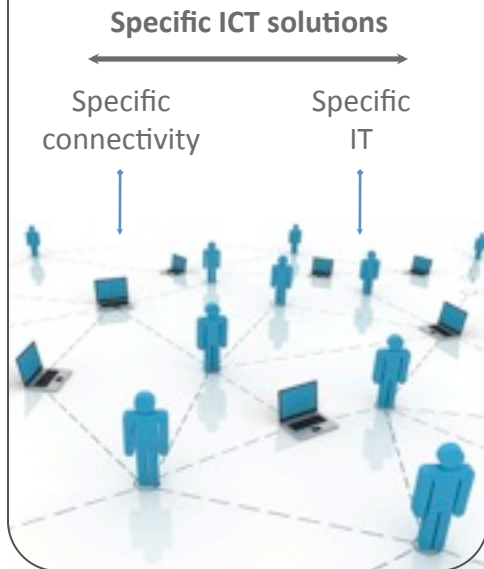


We aspire to offer solutions adapted to each employee's needs



Romtelecom ICT

**Technologies and tools
suitable to each
specific individual user profile**



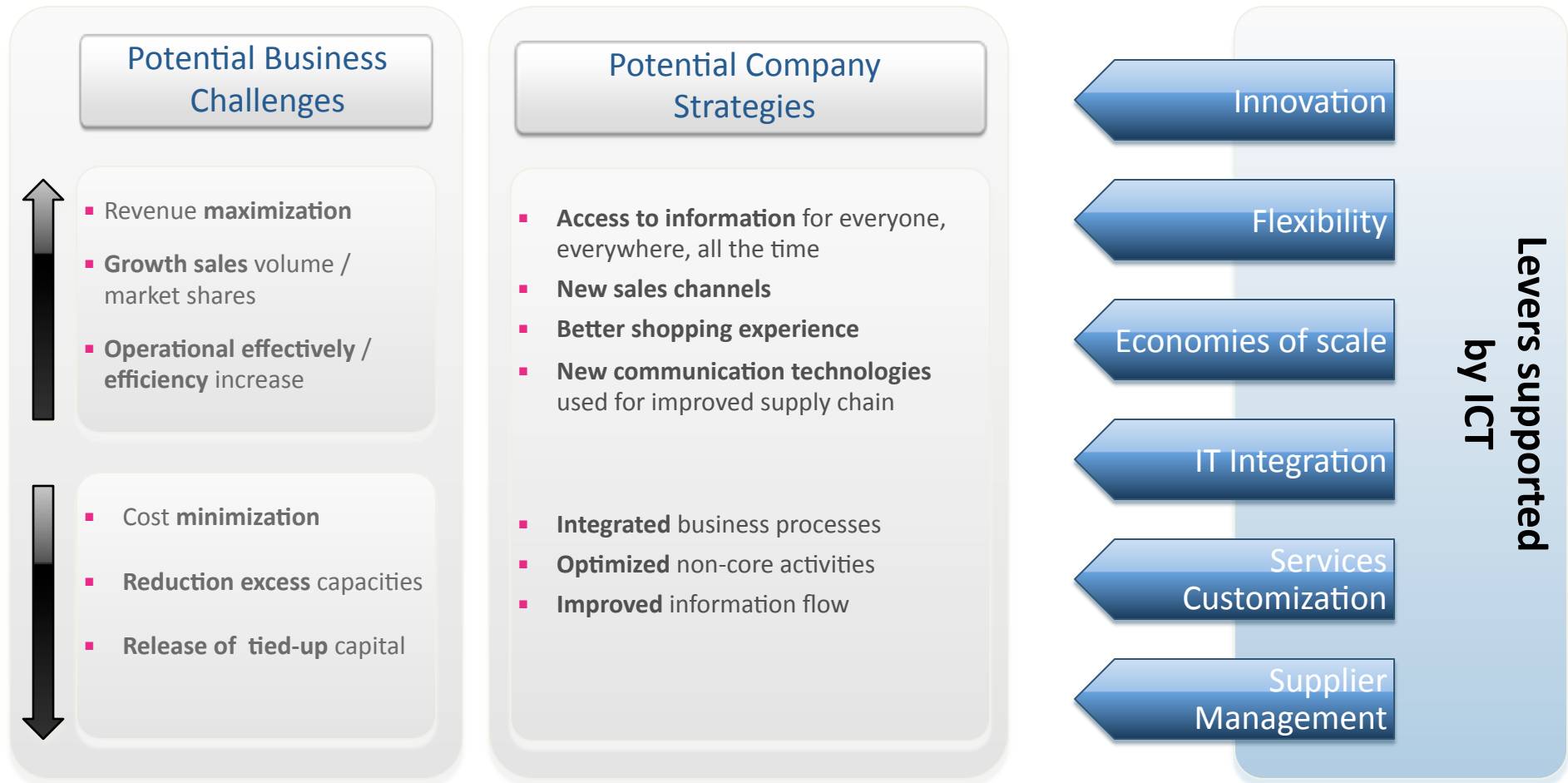
Better adaptation to each
function's specific needs

Easy decision making: cost/
benefit visibility

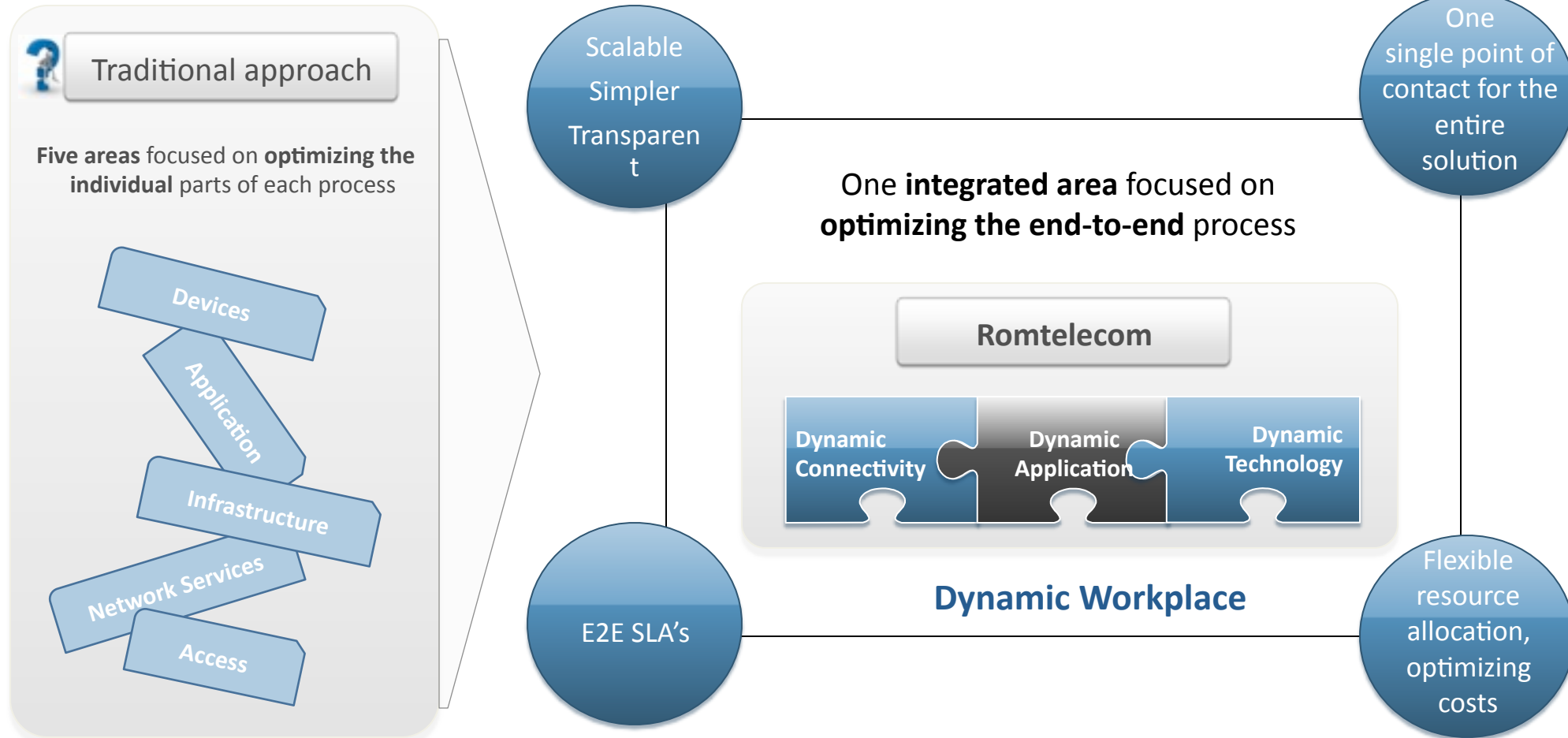
**Dynamic
Workplace**

Simple management and
easy access to top notch
technologies

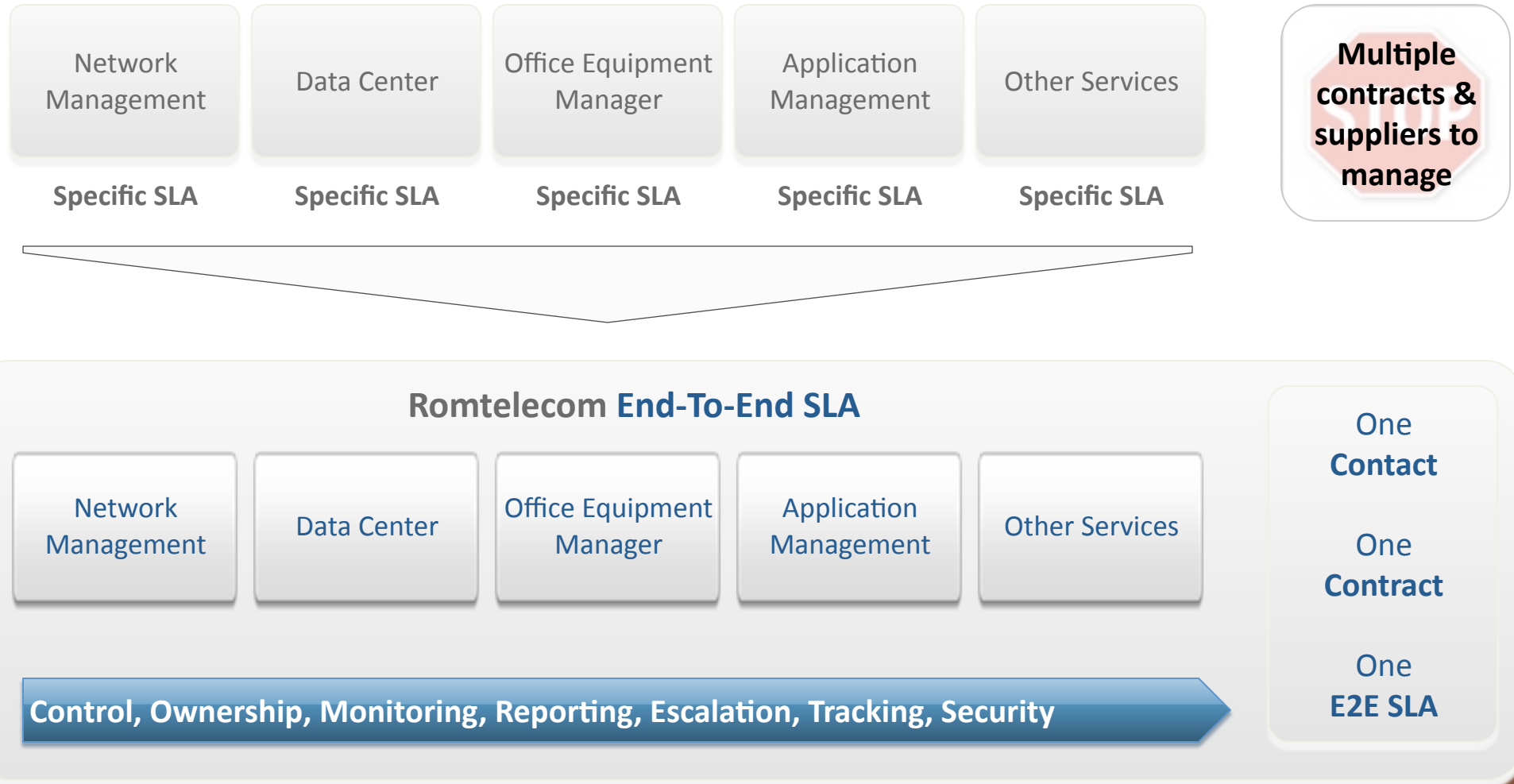
Using state of the art technologies and services, Romtelecom support you in your strategies to face business challenges



By the integrated Romtelecom portfolio, we are able to offer end-to-end solutions for our customers



Our end-to-end SLA guarantee you high quality of service and reliable processes for the entire ICT services provided by Romtelecom



Over 5 years of Telco and ICT experience make us the right partner to provide you with a reliable and stable office environment

One Stop Shop

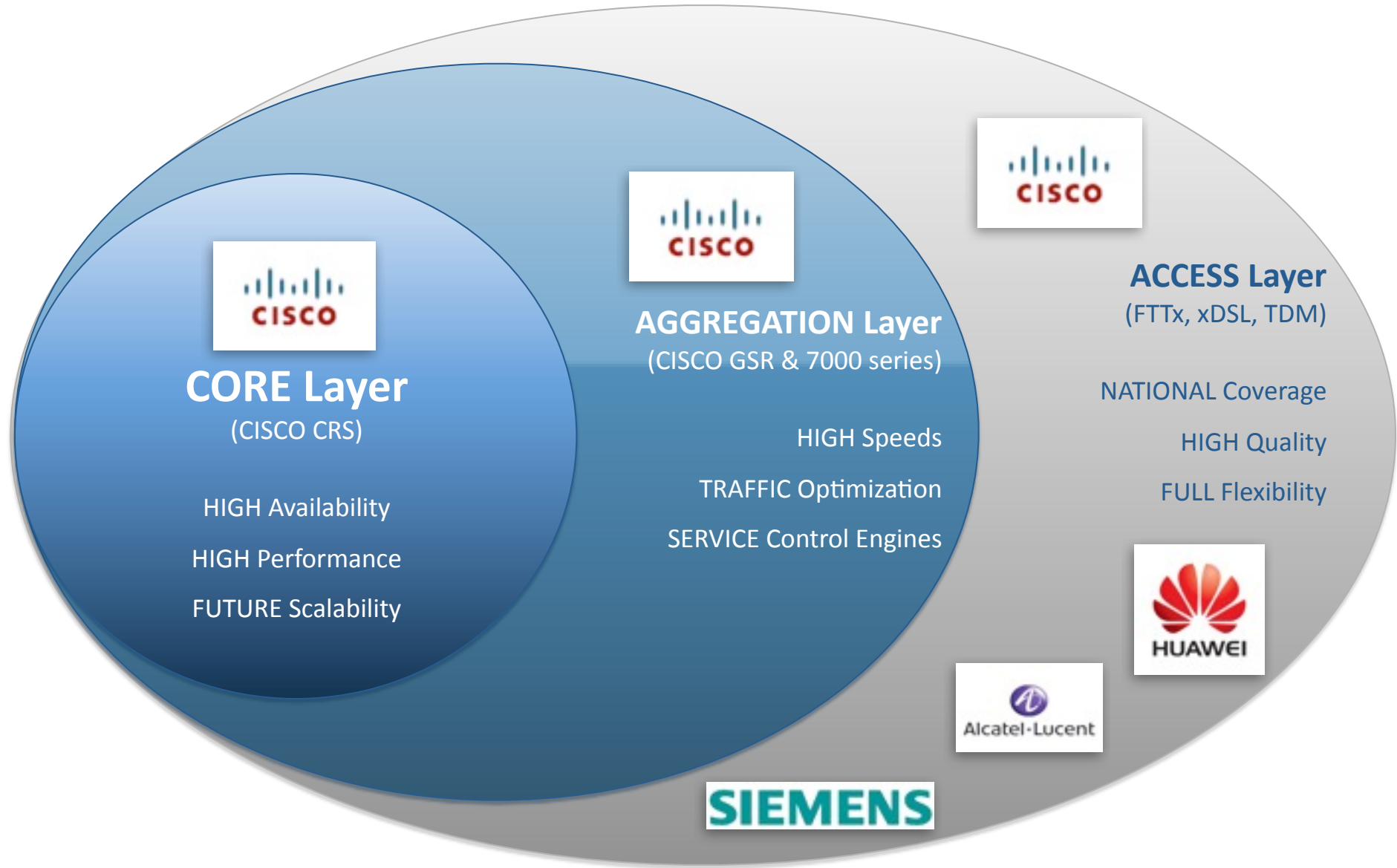
The
Telecommunication
specialist in Romania

5+ years experience in
Managed Services

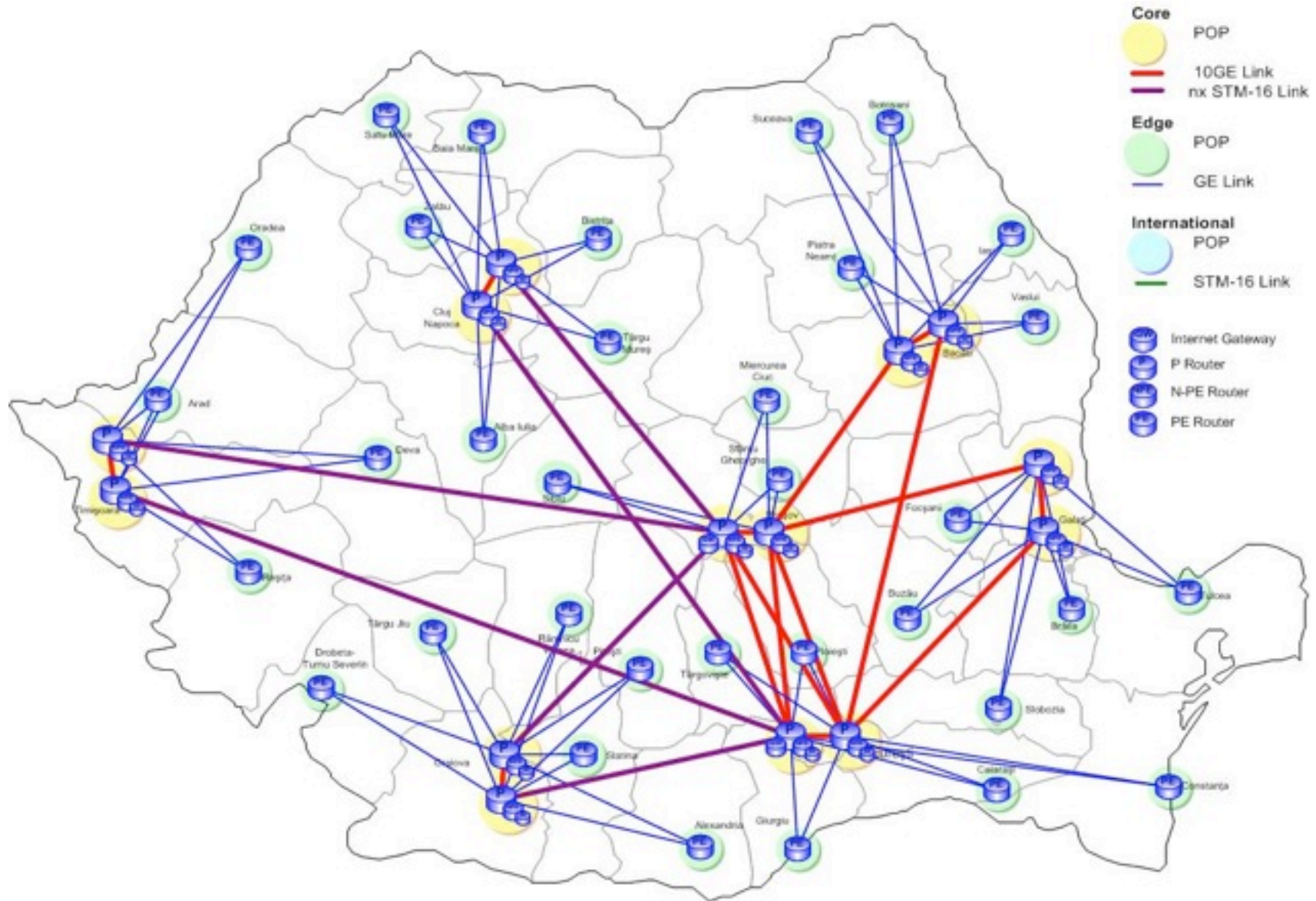
Major companies trust
us with their IT needs

- The **widest** fixed line telephone and data **network in Romania**
 - Over **95% of corporate customers trust Romtelecom** with their communication needs
 - **More than 400 IT professionals** in a unique mix of advanced skills and qualifications on Ro market
-
- Romtelecom manages IT operations for customers since 5+ years
 - **Widest and most advanced portfolio** of TELCO services in the Romanian market
 - **Cooperation between Romtelecom and T-Systems** assure an international coverage for Managed Office Automation solution
-
- **Romanian companies trust Romtelecom** with their needs
 - Romtelecom **successfully supports companies** from 10 to 40.000 employees

We build and deliver ICT on state of the art network....



that can deliver 99.999% availability...



CONTENT

(web design, web development & maintenance, databases)

APPLICATIONS

(security, monitoring & reporting, back-up & recovery)

COMMUNICATIONS

(links to customer premises and the world)

HARDWARE

(servers, storage, inside connectivity)

ENVIRONMENTAL

(physical space, power, climate control, safety & security)

....and with the best, most reliable partners.



Microsoft®



T...Systems...
Business flexibility

SIEMENS

Business Partner



ORACLE®

THANK YOU