

Vodafone

Beyond Mobility

Gabriela Matei
Chief Commercial Officer EBU

Summary

- Vodafone Romania journey beyond mobility
- Today Telecom and IT world
- Where we are now
- How did we got here

333 million customers



Vodafone is included in the top of most innovative companies in the world by Business Week and Boston Consulting Group.



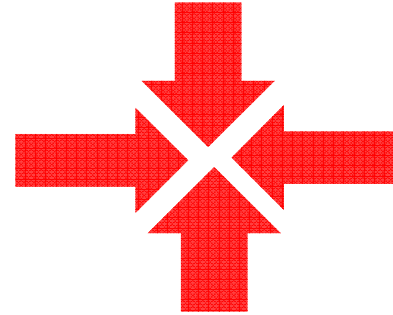
Vodafone Romania journey beyond mobility



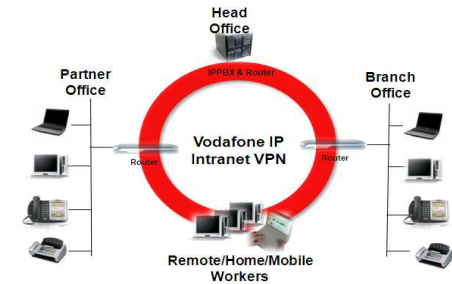
**1997 –
Mobile voice**



**1999 – Internet
and VPN services**



2003 – ISS services

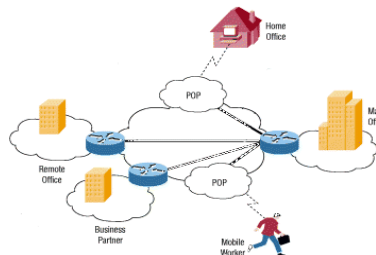


**2010 – dedicated
solutions**

1998 – Mobile data



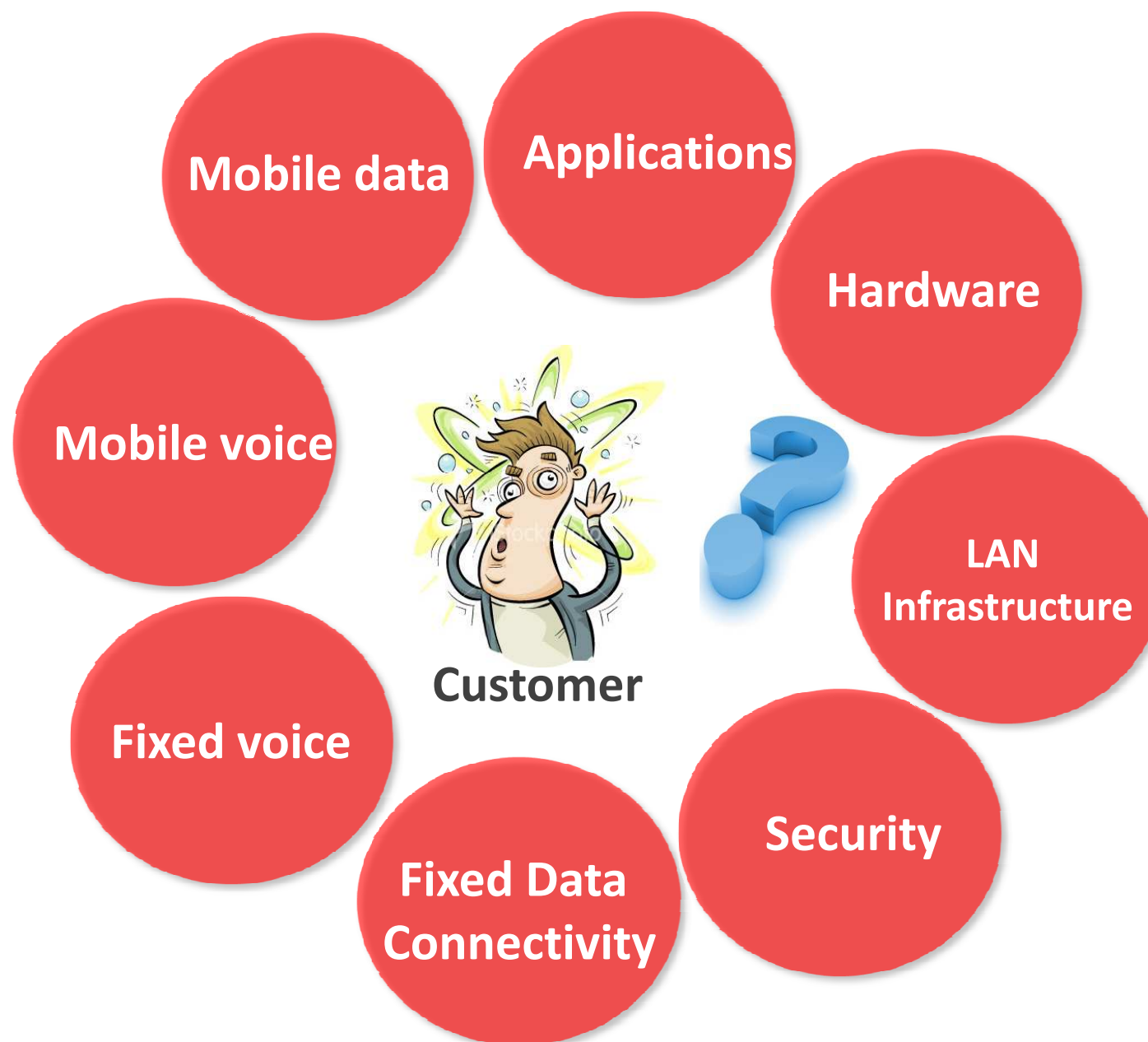
**2002 – MPLS VPN
services**



**2005 – first 3G network
in Romania**

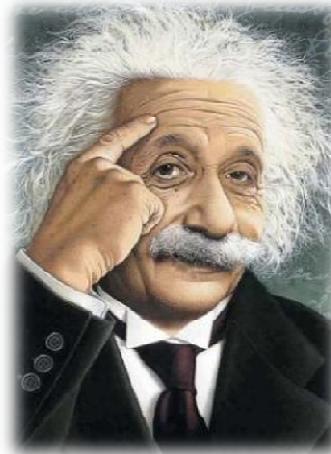


Today Telecom and IT worlds are converging



Customer should be..

Network administrator



Accountant



Security expert

We build solutions for our customers

Consulting Services

- Business requirements analysis
- Business Continuity Planning
- Security Studies
- Capacity planning
- Network optimization services

Design Services

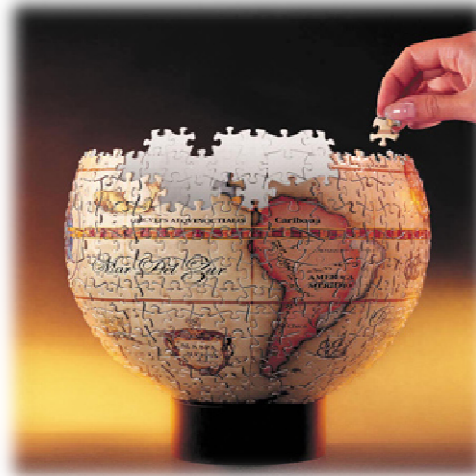
- Network Design
(LAN, WLAN, WAN)
- Application design
- Datacenter services

Implementation Services

- Project management
- Migration plans
- Installation Services
- Change management

After Sales Services

- Trouble ticketing
- Monitoring & management
of network equipment
- Support Services
(SLA's, support contracts)



vodafone

We look at the customer from his perspective



- ✓ quality guaranteed solution
- ✓ future developments will not require to change the solution
- ✓ no need to invest in access equipment
- ✓ no cost for operating, configuring, upgrading and maintaining access equipment
- ✓ no need to develop an entire IT or Telecommunication department
- ✓ optimized price for all communication needs

How Vodafone works with his customers



Things that you don't know about Vodafone

▶ Vodafone was nominated the most trusted Romanian telecom brand according with a Reader's Digest study - Trusted Brand 2009

▶ Vodafone ranks third on the fixed line telephony mainly due to business performance

- "The ANCOM data show that at the end of last year, **Vodafone** was on the third position on the landline market, after Romtelecom and RCS, but before UPC. The position was obtained by adding business clients."

▶ 46% of the Corporate revenues are coming from other than mobile services

▶ Vodafone is the only telecommunication provider in Romania who is offering native and complete integration for fixed and mobile voice

▶ One out of four business customers have fixed services from Vodafone



Vodafone is no. 1 Total Communication provider in the business market in Romania

power to you