



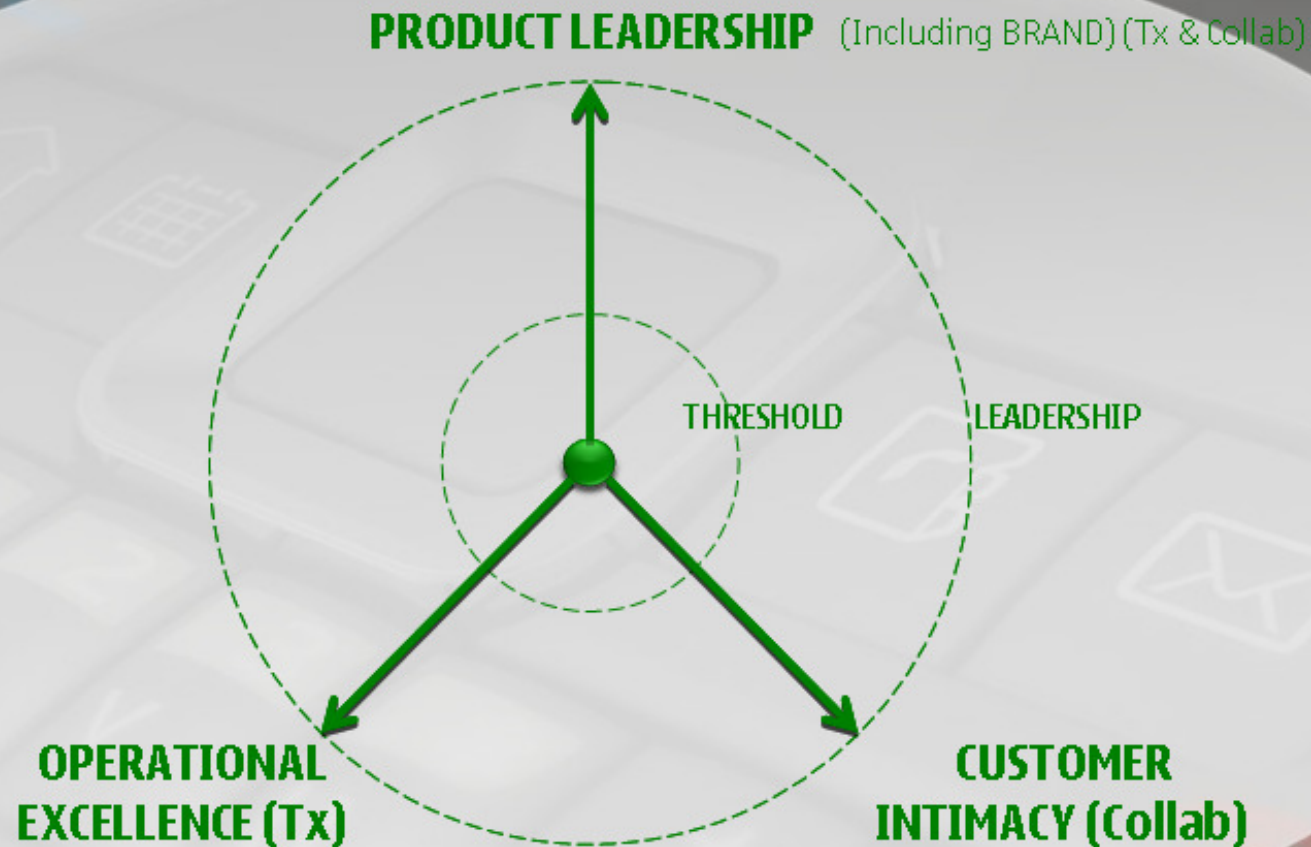
# The Value of IT within Nokia

**NOKIA**  
Connecting People

**John Clarke, Nokia CIO**  
**GE/Cisco CIO Conference**  
**27 January, 2009**

# The challenge for Nokia IT

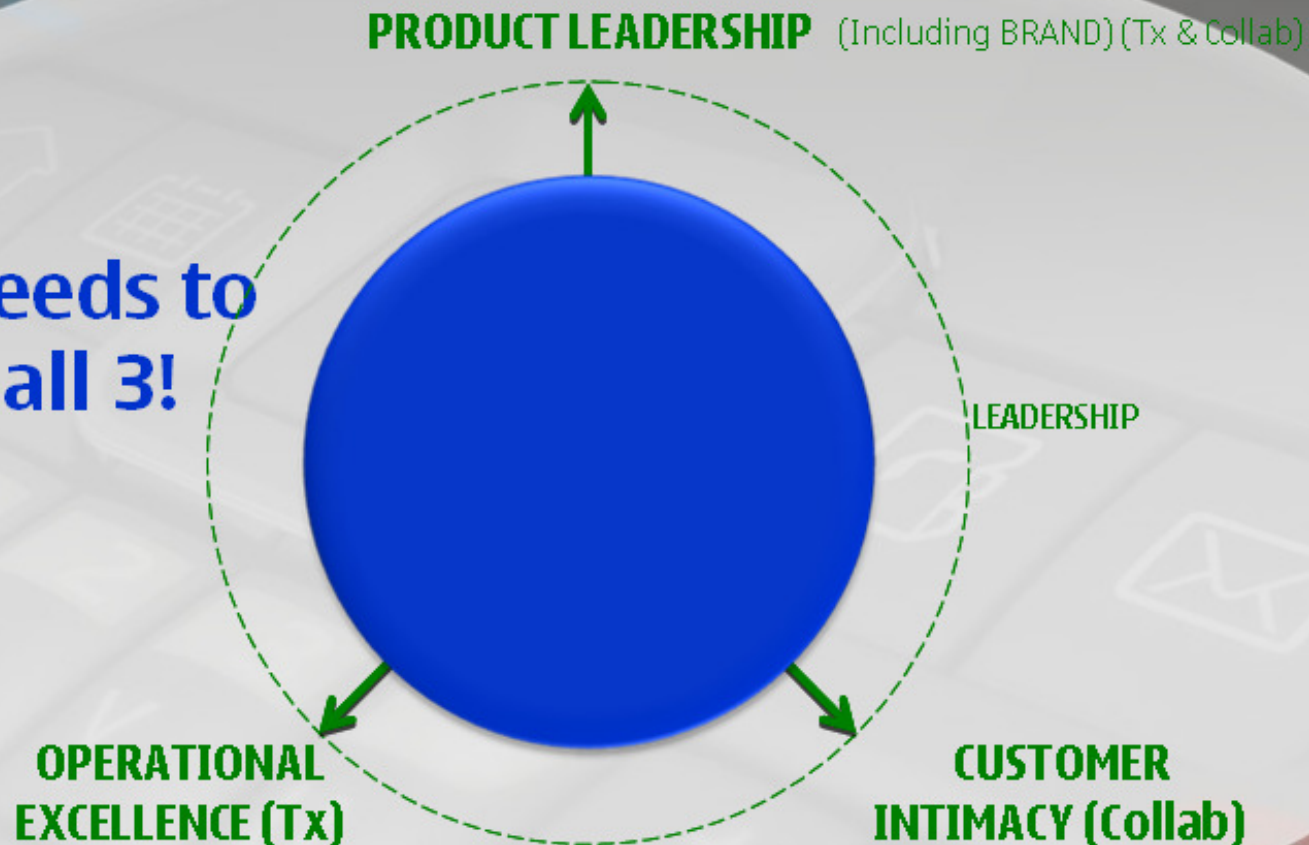
Companies typically excel in only one area



# The challenge for Nokia IT

Companies typically excel in only one area

**Nokia needs to excel in all 3!**





# PRODUCT LEADERSHIP: Nokia is #1 in mobile devices



**38% global market share in Q3 2008**

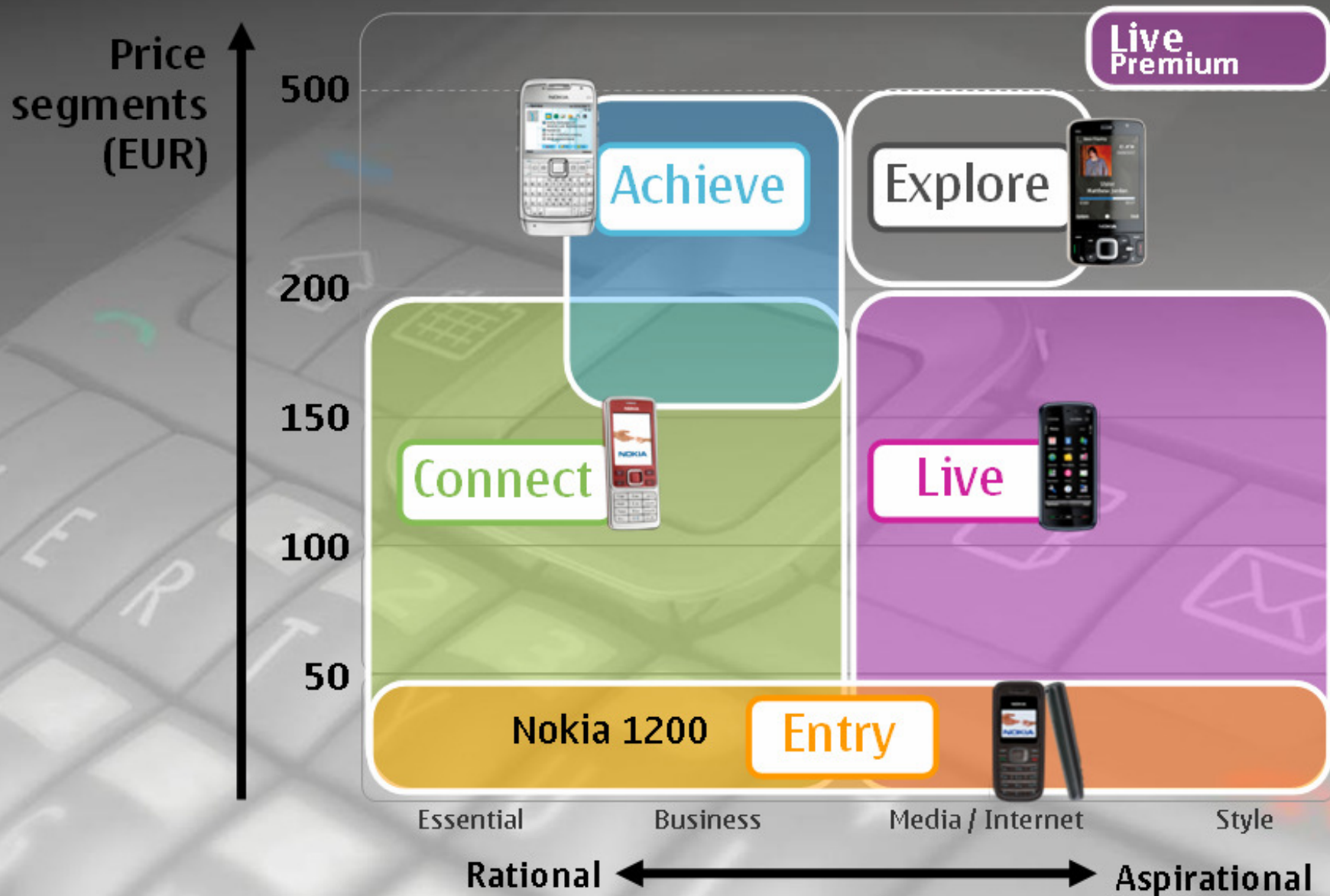
**#1 global mobile device manufacturer  
since 1998**

**#1 in the world's fastest growing economies**

**#1 in converged devices**



# PRODUCT LEADERSHIP: The only global portfolio



NOKIA





# The New Smartphones

We take four of the best for a ride. **By Jessi Hempel**

APPLE'S IPHONE MAY HAVE set the standard for a new generation of smartphones, but plenty of competitors, including RIM, Nokia, and Google, are vying to upstage Steve Jobs in the competition for

consumers' hearts. RIM's BlackBerry models are the favorite choice for U.S. corporate users, while Nokia's phones hold the lead in the rest of the world. Here are four top picks for the PDA-obsessed.



## RIM BlackBerry Bold

**UPSIDE** A brilliant screen, the best e-mail keyboard available, and a slick operating system.

**DOWNSIDE** It's a bit bulky, and web browsing is still more awkward than on its competitors.

**\$299; AT&T**



## Apple iPhone 3G

**UPSIDE** Can handle Microsoft Exchange e-mail and offers lots of fun, downloadable applications.

**DOWNSIDE** The battery runs down quickly, and the keyboard isn't for the typo-prone.

**\$199; AT&T**



**OUR PICK**

## Nokia E 71

**UPSIDE** Sleek frame, a 3.2-megapixel camera, and you can use it with any carrier. A toggle switch flips between screens for work and home.

**DOWNSIDE** Requires special head-phone jack, and the screen is tiny.

**\$465; T-Mobile and AT&T**



## Google Android G1

**UPSIDE** Easy to navigate, with a force-quit feature that lets you close a frozen app without rebooting.

**DOWNSIDE** It's chunky and heavy, and the keyboard is, for some, challenging to use.

**\$179.99; T-Mobile**

**OUR PICK** Despite a small screen, the Nokia E71 offers a sleek and satisfying experience and stands out from the pack.

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TEST  
BEST

Phones. BY STEVEN LECKART



## Nokia E71

Finally, a smartphone that means business—without looking like a weary road warrior. This QWERTY kid could be the most beautiful piece of mobile hardware to step out of Finland, winning points for its remarkably trim stainless steel profile (0.39 inch), decent 3.2-megapixel camera, and speedy OS. Though the E71 comes stocked with enough office apps to handle a TPS report, it has a wild side, too: You can easily toggle between two separate, customizable home screens—one for your business contacts and email account, one for the personal life. And did we mention the E71's got battery life for days? Literally, three of them. **WIRED** 3G, Wi-Fi, Bluetooth, and GPS (found us in 18 seconds). Textured back plate prevents slippage. Mail for Exchange required no frantic calls to IT. Easy-to-access microSD slot holds up to 8 GB. Vivid 2.36-inch screen (viewable even in direct sunlight), with 15-fps video for solid YouTube sessions. Can create and edit Microsoft Office files on the fly. Adobe Acrobat Reader for PDFs; Flash for, you know, Flash stuff. **TUNES** Dinky 2.5-mm audio jack requires adapter for your good headphones.

**9** Camera has low dynamic range and puny LED flash. Screen is wide but not big enough to do justice to a feature-length film. **\$483**



...umers' hearts. RIM's BlackBerry models are the favorite choice  
...orporate users, while Nokia's phones hold the lead in the  
...work

# WIRED

OUR  
PICK

**Best Smart Phone for Professionals**  
**(PC World Latin America**  
**2008 Awards)**

**Phone of the year**  
**(Mobile Choice UK)**

**Smartphone of the Year**  
**(Mobilgalan, Sweden)**

**Editor's choice**  
**(CNET Asia)**

**Smartphone of the year**  
**(PC World India)**



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# **BRAND is a strategic asset for Nokia**

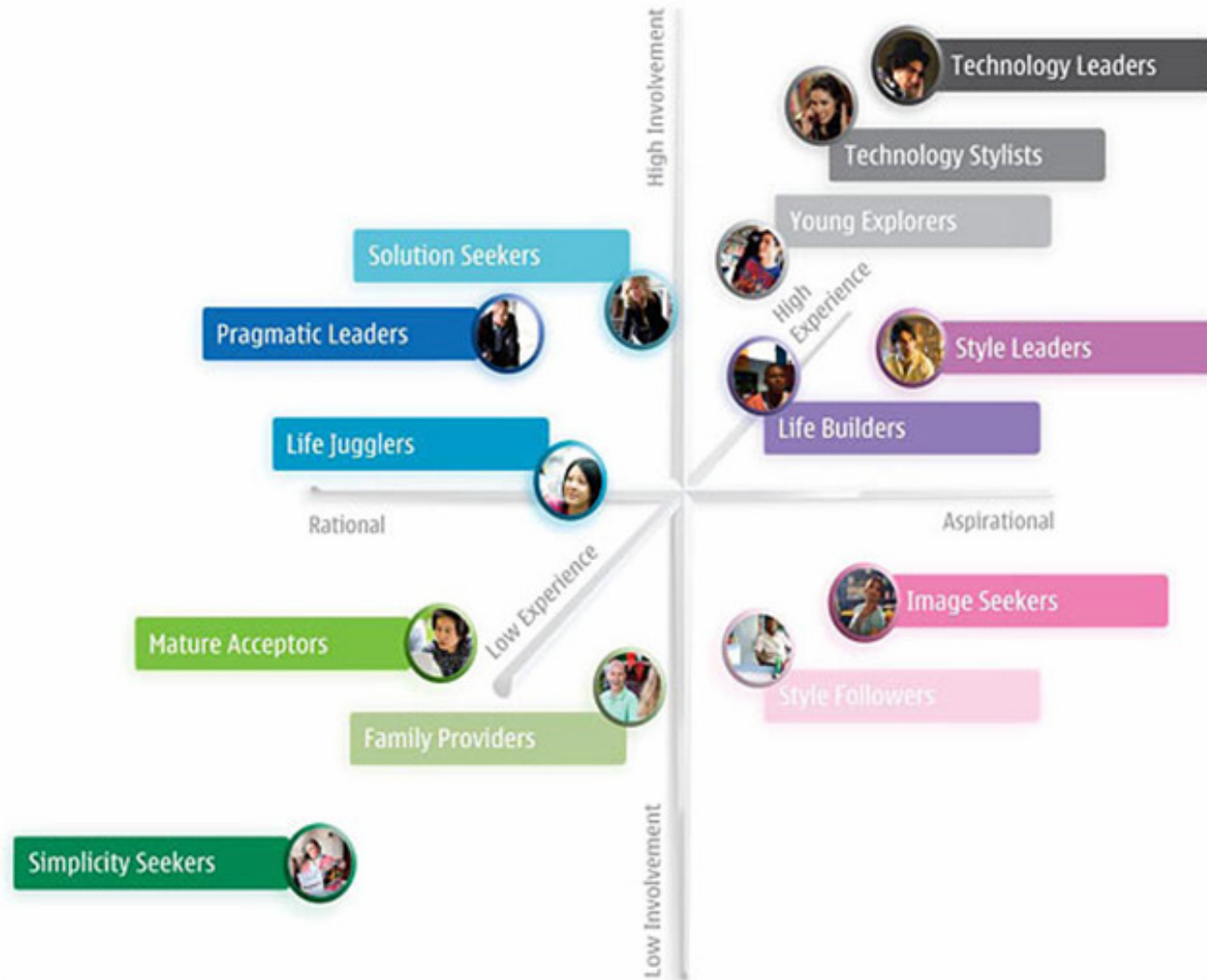


**1 billion people own a Nokia device** | **Nokia is the world's 5th most valuable brand 2008\***

\*Source: Interbrand 2008



# CUSTOMER INTIMACY: Nokia segmentation model





# OPERATIONAL EXCELLENCE:

## Maximizing scale and cost efficiency

Nokia 6300

Retail price in €

Gross margin %

%

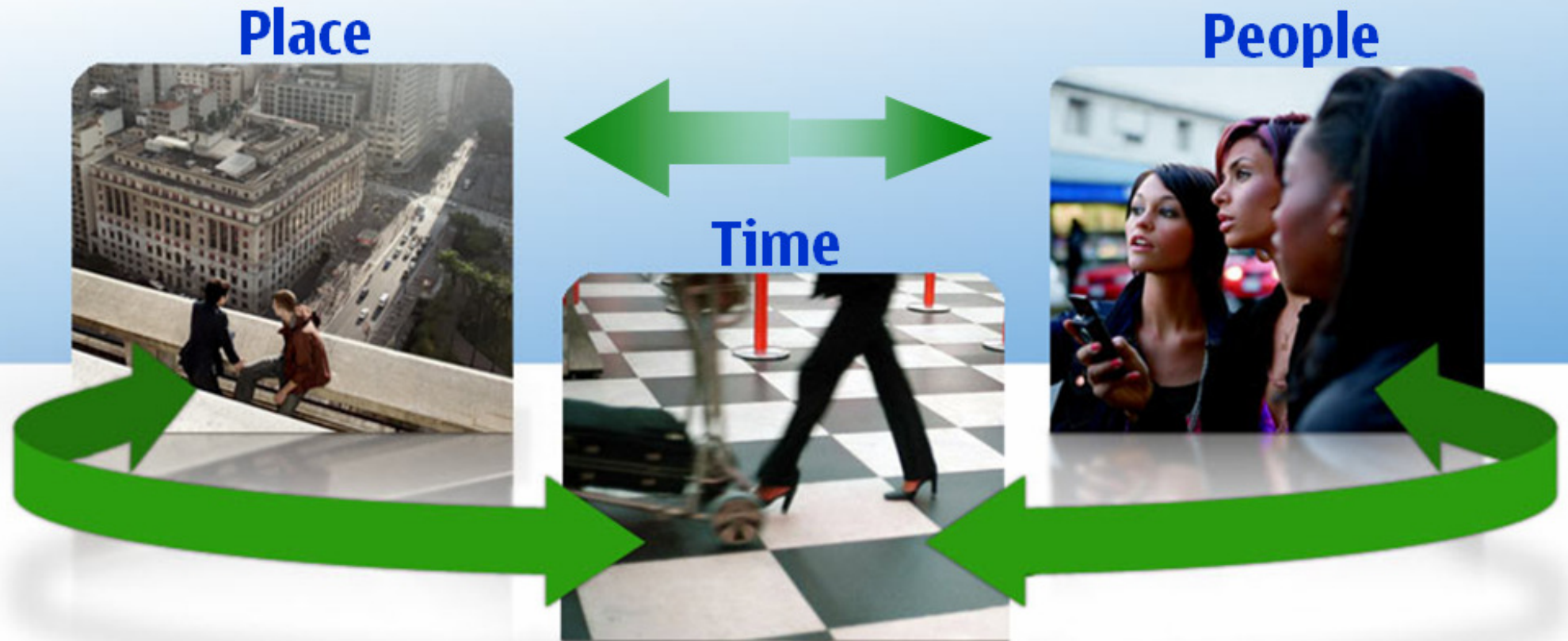
Time

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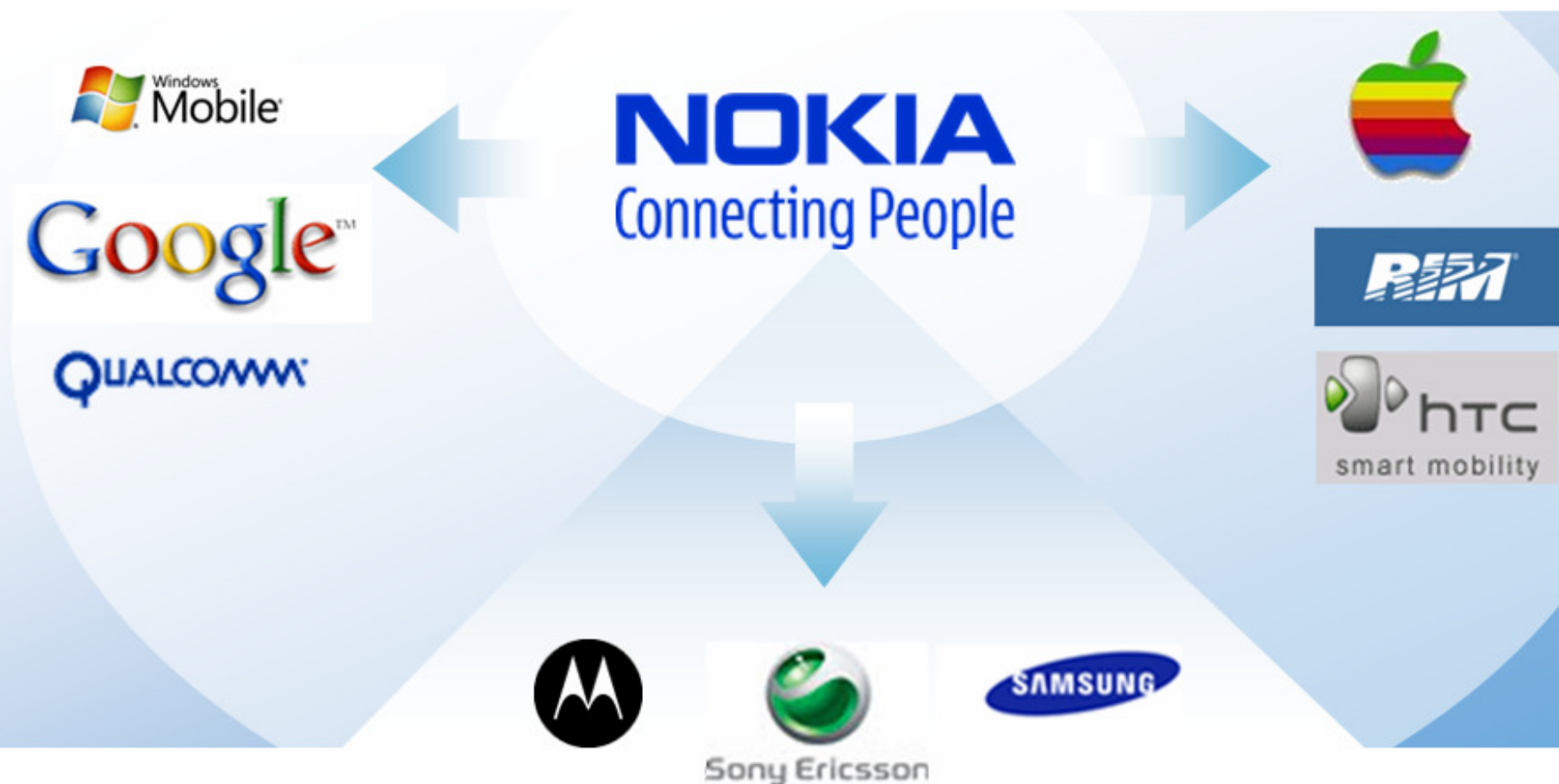


NOKIA

# Context - Creating the next generation web



# And the challenges increase as convergence brings new competition and new collaboration opportunities





# The Nokia IT Promise: Increasing Nokia's Agility

To compete in all 3 dimensions, Nokia must be able to sense environmental change and respond efficiently and effectively to that change\*



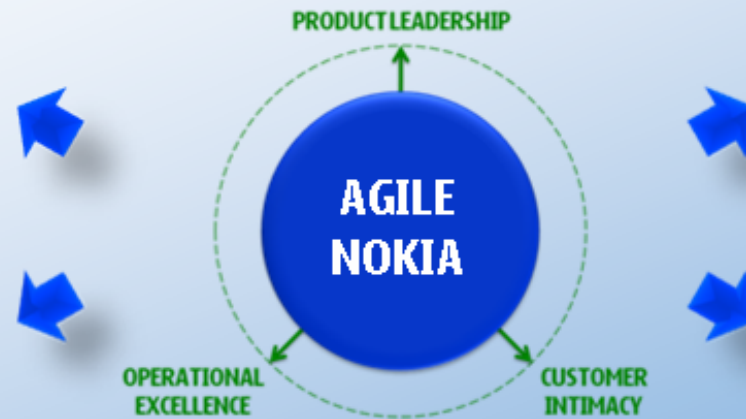
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## AWARENESS

*Knowing what is going on*

IT delivers insight



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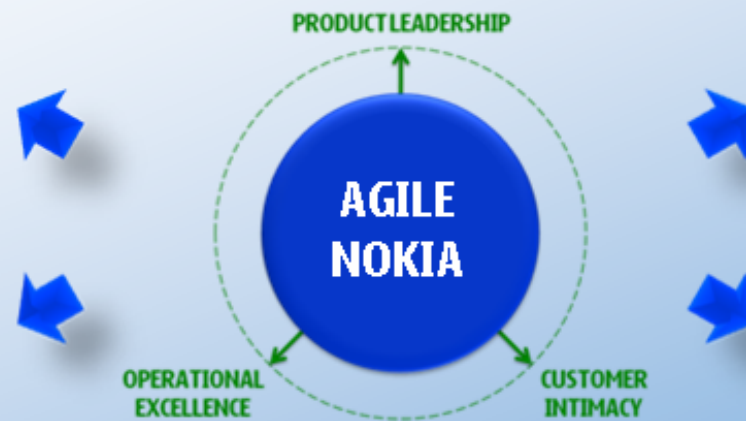
*Knowing what is going on*

**IT delivers insight**

## PRODUCTIVITY

*Executing well day-to-day*

**IT ensures growth & continuity**





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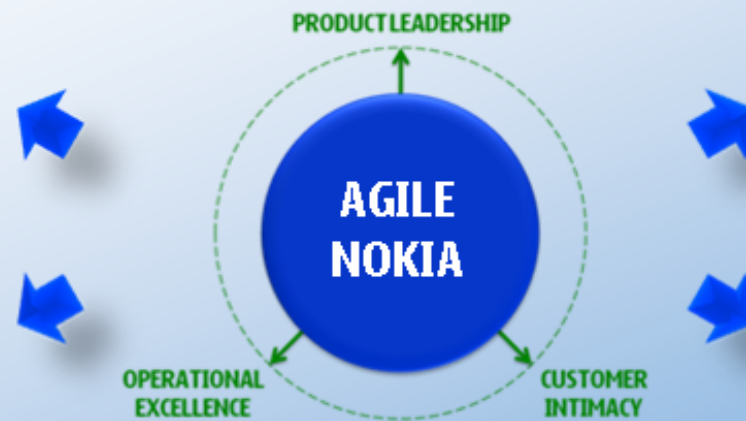
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*Confronting expected change*

**IT accelerates transformation**

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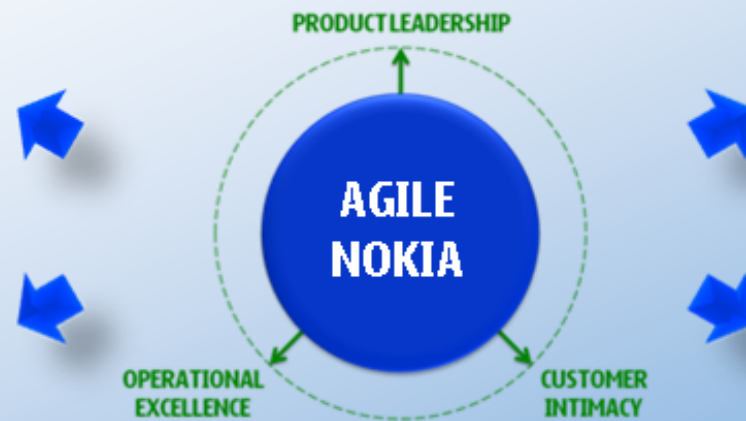
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IT ensures growth & continuity



## FLEXIBILITY

*Confronting expected change*  
IT accelerates transformation

## ADAPTABILITY

*Confronting unexpected change*  
IT enables quick reactions

# Nokia IT: Ensuring growth, accelerating transformation

## The 4 building blocks of Nokia's IT strategy



# Key Nokia IT initiatives linked to the strategy

## Grow

**Core Process Engine**  
**Structure Management**  
**IT Continuity**

## Transform

**Enterprise 2.0**  
**Multiple Modes of Operation**  
**Employee Self Service**

## Support

**Master Data Management**  
**Identity & Access Mgmt**  
**Enterprise Arch. Blueprint**

## Build

**Consumer Data Integration**  
**Global Online Sales Platform**  
**Services Payment Engine**



# Transforming Nokia through new ways of working

## Workplace of the future



Nokia IT plays a crucial role in shaping the future company culture through new tools and processes

## Virtual Teamwork



## Collaboration Tools



Remote collaboration

# Our #1 priority is still to keep the business up and running

## Nokia's Pulse: Over 850 million devices at 14 devices per second



Company Confidential

**NOKIA**



A photograph of two young women with long hair, one blonde and one dark-haired, both smiling and looking at a laptop screen. The blonde woman is in the foreground, and the dark-haired woman is slightly behind her. The laptop is open, and its lid is visible, showing several colorful sticky notes. One prominent red sticky note has the word 'NO!' written on it in black. Another pink sticky note is partially visible behind it. The background is a blurred office or workspace with a corkboard.

**THANK YOU**

**Nokia IT  
ensuring growth,  
accelerating  
transformation**