

Welcome



Jörg Erlemeier

Head of Region Middle East & Africa,
Nokia Siemens Networks

We help Communications
Service Providers build more
valuable customer relationships

We see global trends driving end-customer behavior...



Climate change and resource scarcity



Digital lifestyle goes mainstream

Data traffic explosion



Internet of things



Telecom, IT and Media eco-systems merge



Enabling customer experience becomes operator core business

Extreme efficiency is needed to excel in fierce competition

Cost per bit

Efficient unique customer experience

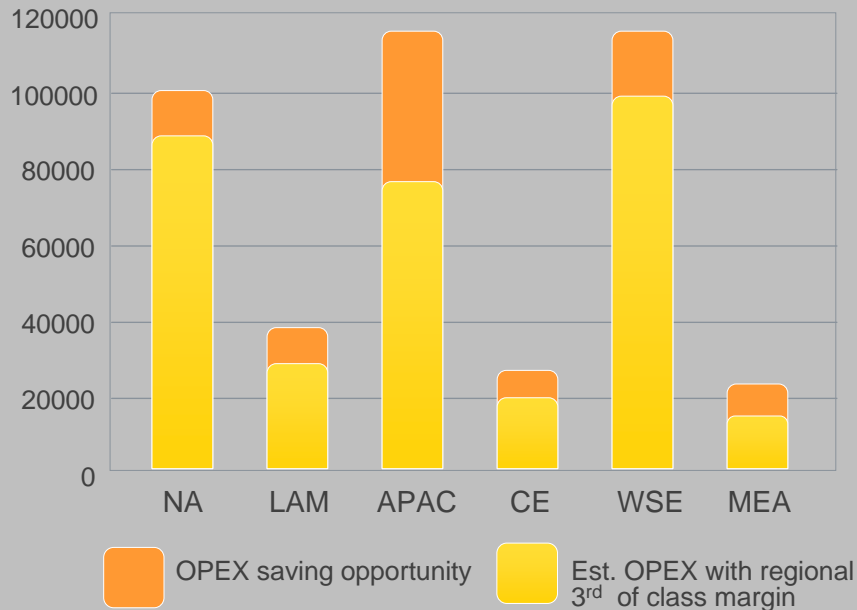
Market and government regulation is tightening

Business transformation programs

Low cost business models.

Efficiency is about profits and competitiveness

OPEX saving opportunity, million USD



Source: data based on Strategy Analytics statistics, 2008

If all CSPs operated at the level of the **3rd best** in their region, the telecom industry would save

85 billion USD

If at the level of their regional **best**, the total opportunity could rise to

143 billion USD



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Sergio Duroux
Head of sub-region Turkey,
Eastern Europe and Central Asia,
Nokia Siemens Networks

Agenda

- 14:15 – 14:45 **Market health check: Latest efficiency benchmark findings**
Fredrik Jungermann, Head of operator benchmarking, [Nokia Siemens Networks](#)
- 14:45 – 15:15 **O2's journey to market leader: the role of efficiency**
Roger Keenan, Head of Infrastructure & Customer Service Finance, [Telefónica O2 UK](#)
- 15:15 – 15:45 **What to do as a cellular market leader in a country experiencing a 20% drop in GDP?**
Nerijus Datkunas, Vice president, CFO [OMNITEL](#), Part of [TeliaSonera Group](#)
- 15:45 – 16:15 **Coffee break/Demo corner visit**
- 16:15 – 16.45 **Efficiency Strategies For Achieving Record Returns**
Ahmed bin Ali, Senior Vice President, Corporate Communications, [Etisalat](#)
- 16:45 – 17:15 **How and why marketing drives efficiency**
Tomi Ahonen, [Independent](#) Consultant and Author
- 17:15 – 17.45 **The impact of brand on the bottom line/loyalty**
Deborah Mills, ex-CEO of [Hall & Partners Europe](#)
- 17:45 – 18:15 **You've identified your efficiency gaps. How do you close them?**
Eddie Chan, Head of Efficiency Practice, CSI, [Nokia Siemens Networks](#)
- 18:15 – 18:45 **Panel discussion and Wrap-up**
Moderator: Amjad Shah, Head of MEA Consulting and System Integration, [Nokia Siemens Networks](#)
- 19:00 **Cocktail dinner reception**

