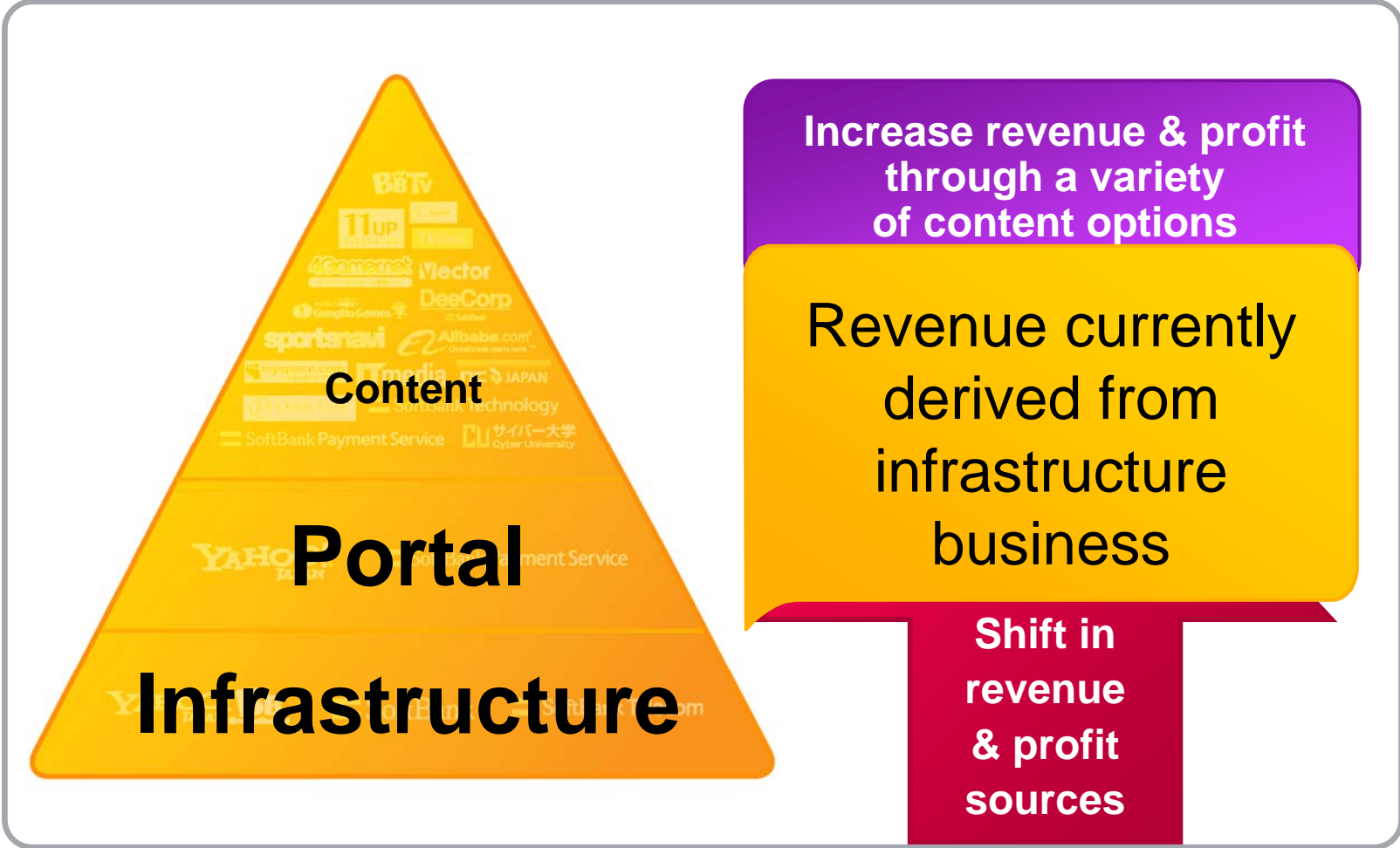


Nokia Siemens Networks Services: Transform to win

Rajeev Suri
Head of Services

Integrated triple-play operators' vision

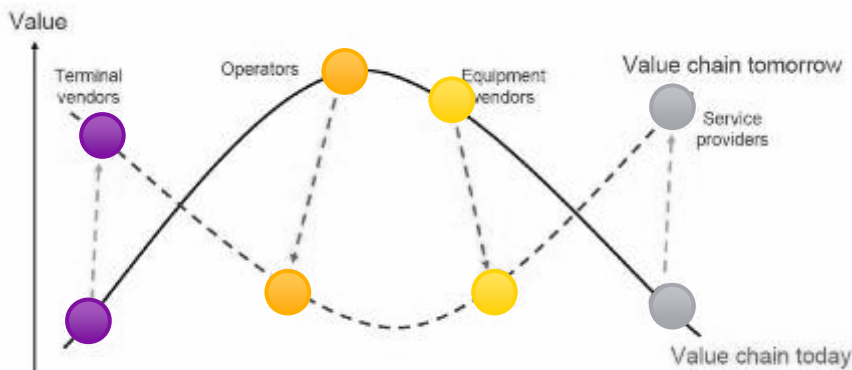
Expand Services & Revenue



Transformation in the industry

A global operator's transformation

Shift in value as seen by Asian operators

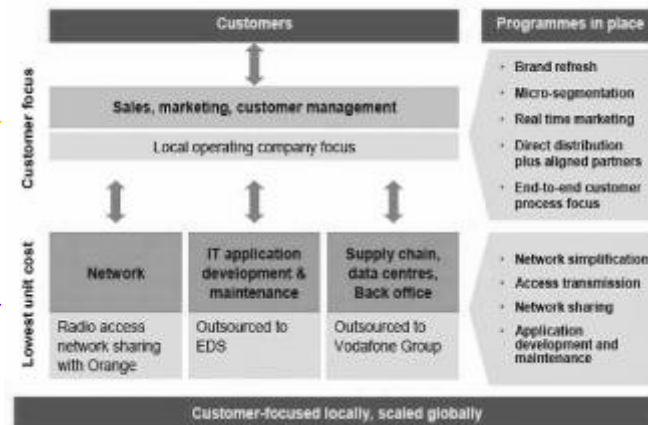


A Latin American operator's vision

Efficiency: transforming the way we do business

“ServCo”

“NetCo”



Application



Type of Content

Voice

Video

Data

Access Mode

Fixed

Mobile



TV



PC



Mobile

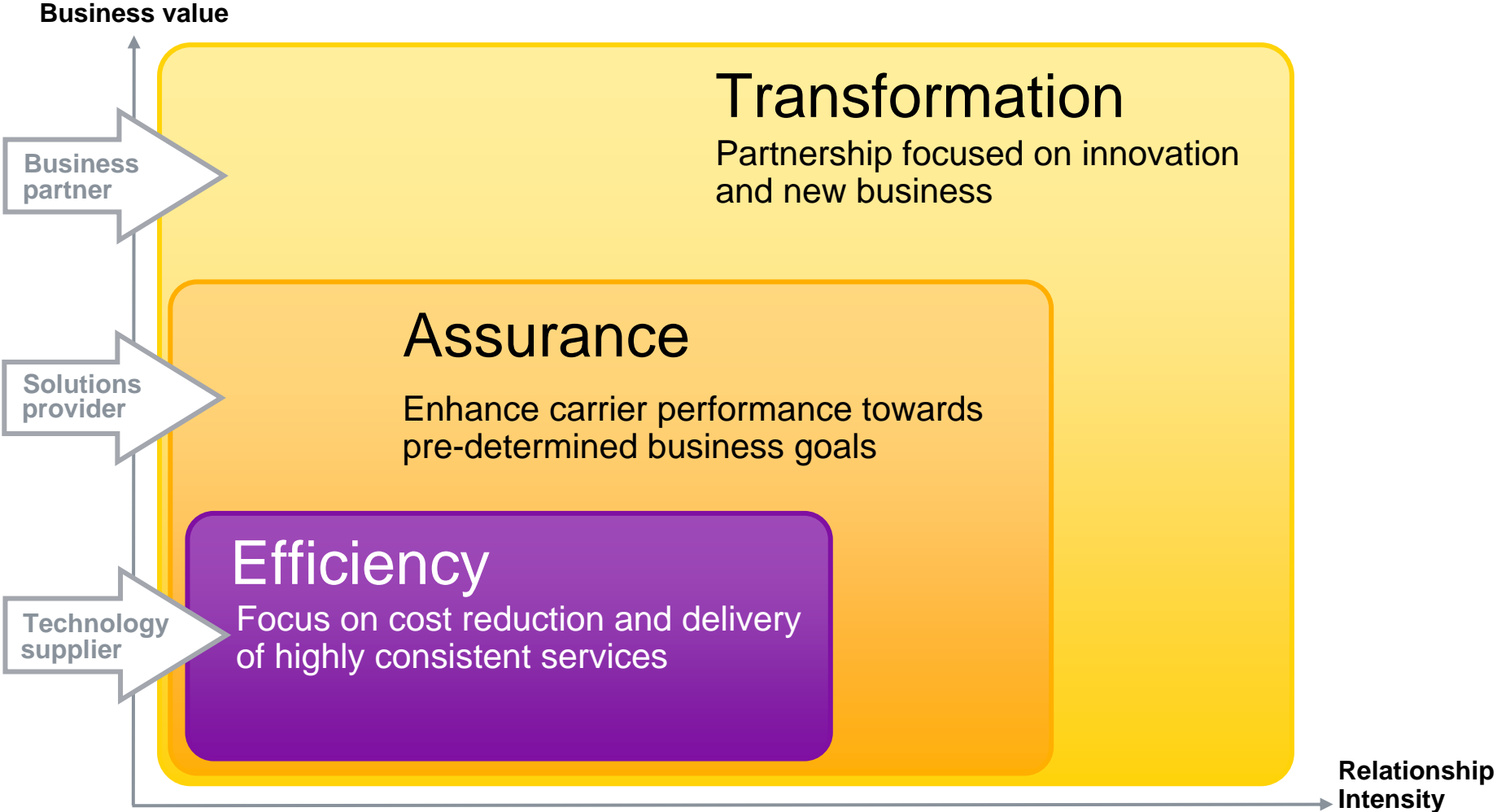


Radio

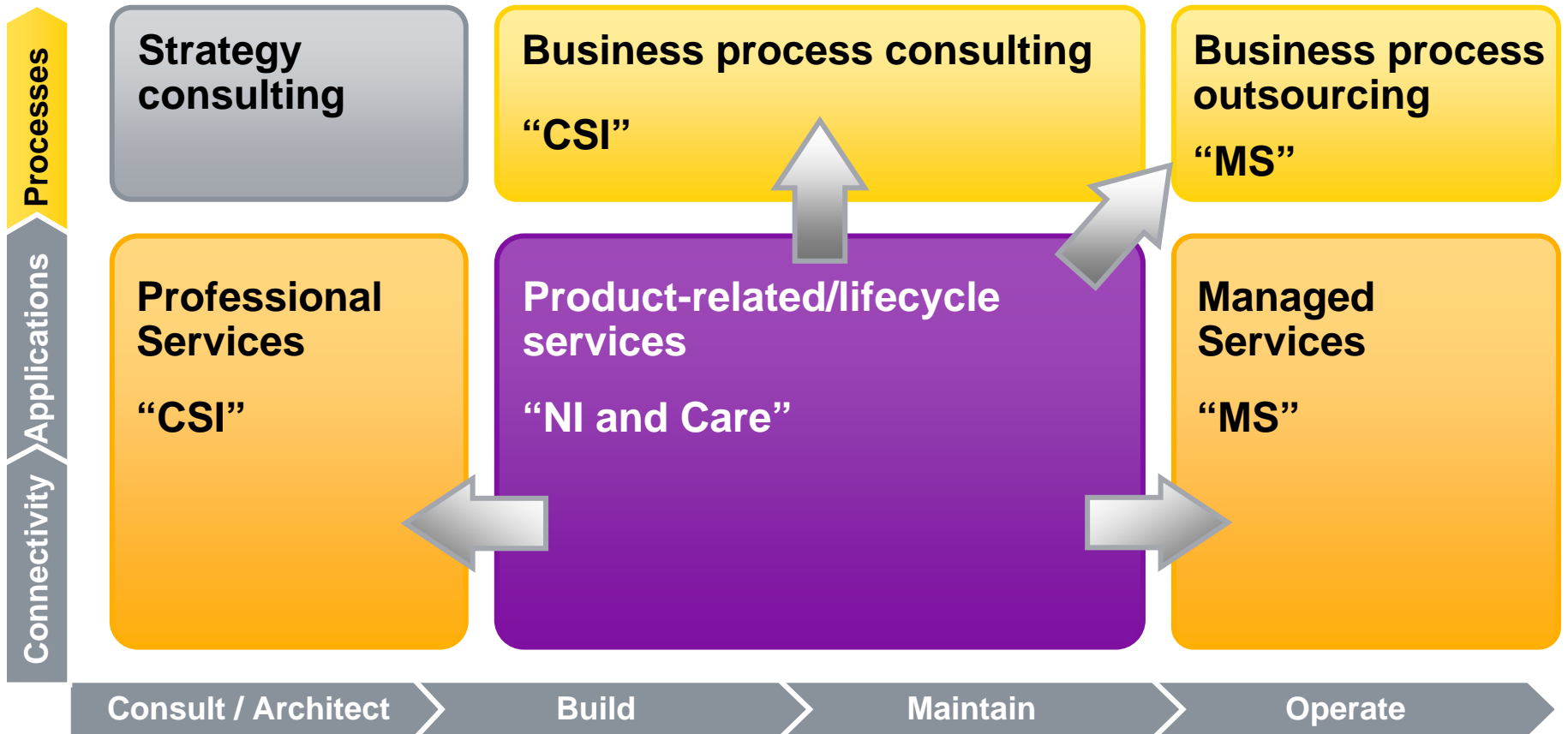
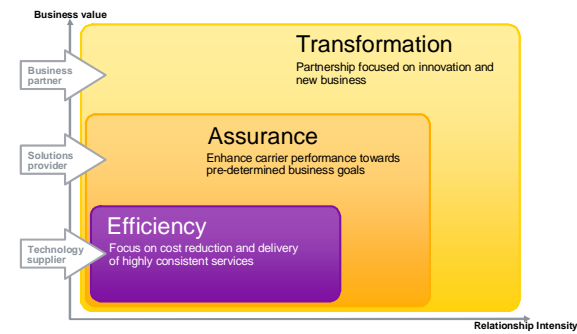
Other channels

Engage with customers at multiple levels

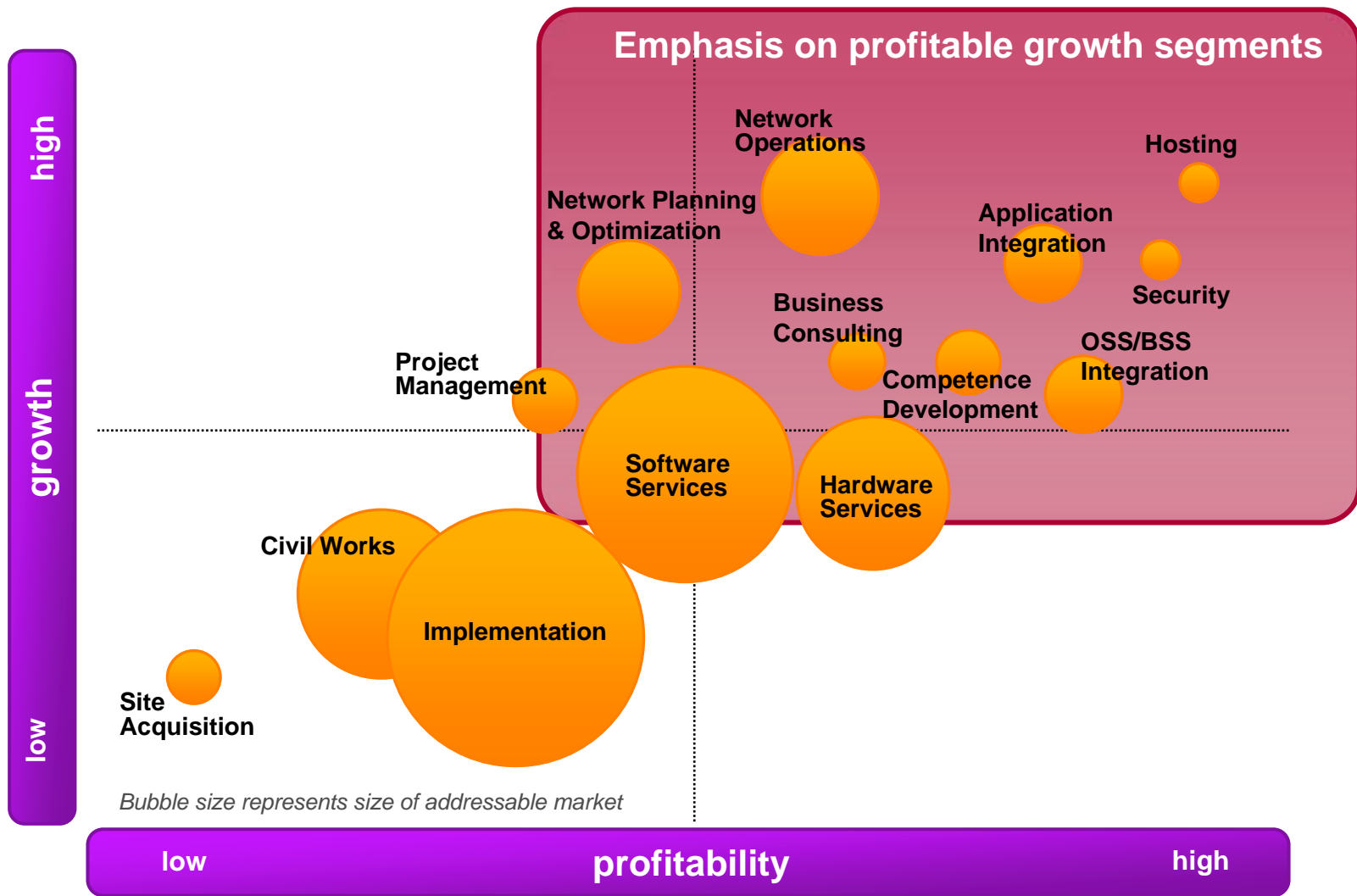
Our future value lies in our ability to help our customers meet their transformation challenges



Focus on growth in adjacent areas leveraging our existing strength and know-how

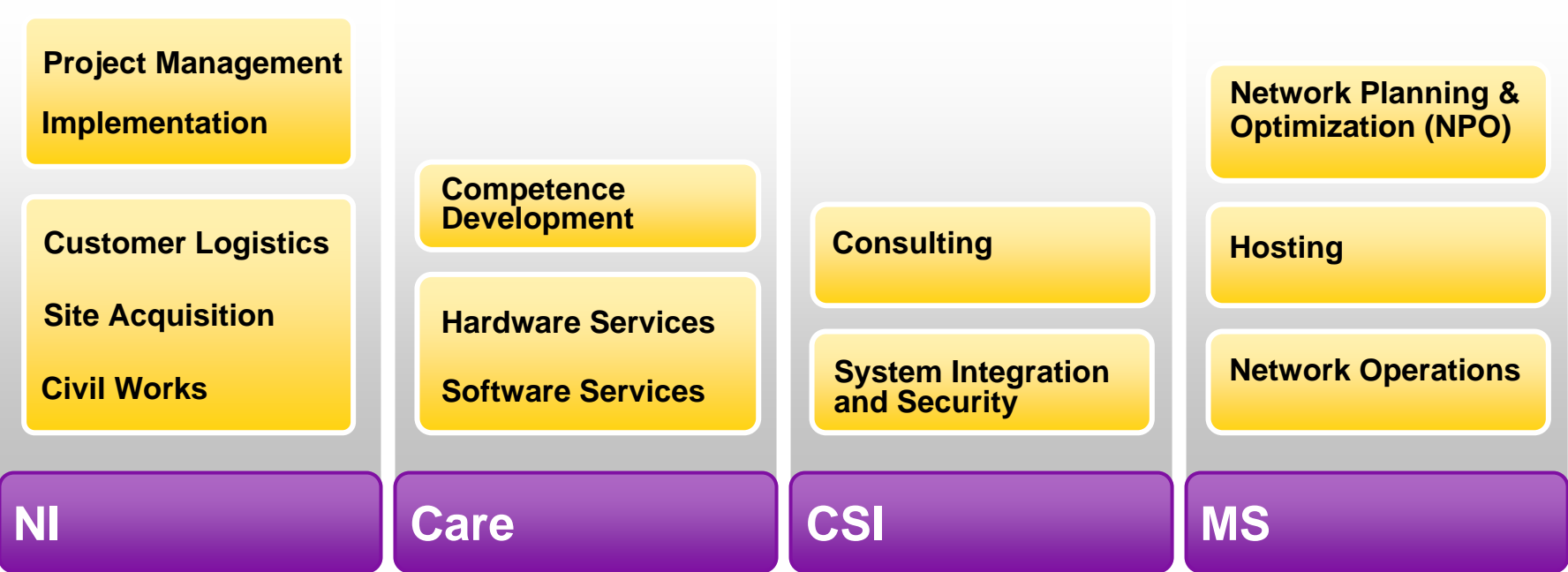


Characteristics of service market segments



Source: analyst reports

Current Services portfolio



Future planned Services portfolio

Innovation Practices

**Project Management
Implementation**

**Customer Logistics
Site Acquisition
Civil Works**

NI

**Proactive Care and
Health Check**

**Managed Care 3rd
party**

Managed Spare Part

**Competence
Development**

**Hardware Services
Software Services**

Care

**Fixed and IP
Integration**

OSS/BSS Integration

**Application
Integration**

**Consulting
Security**

CSI

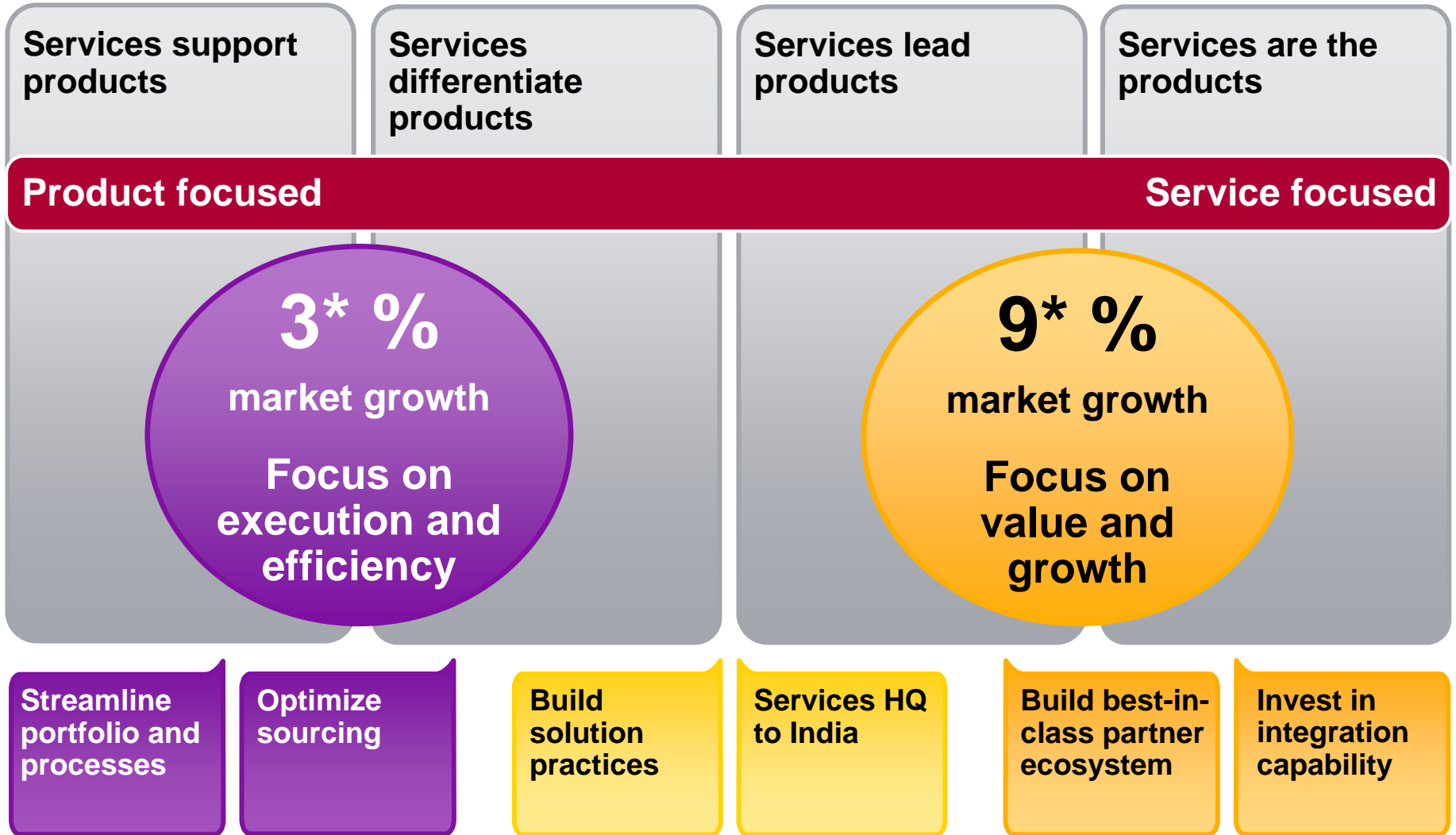
**Network Planning &
Optimization (NPO)**

Hosting

Network Operations

MS

Focus on services

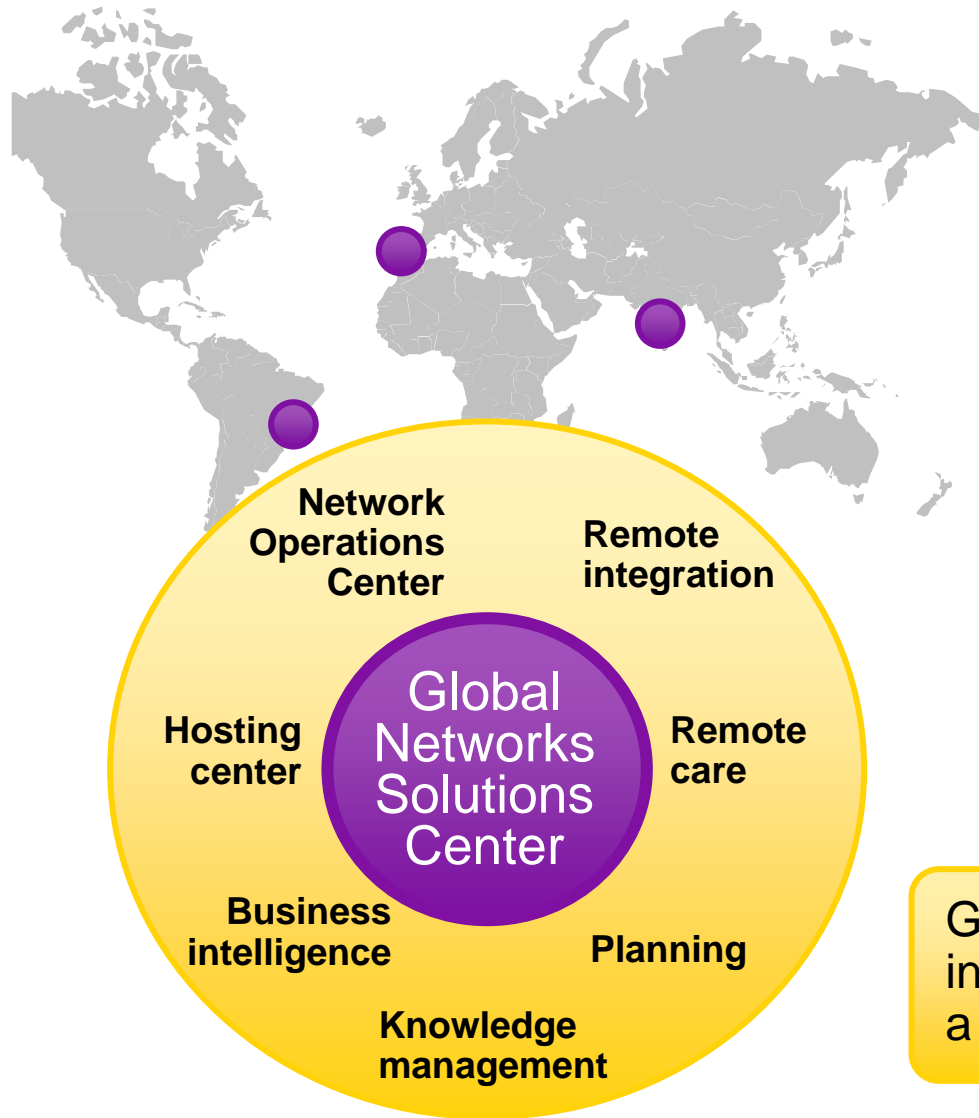


* Estimated CAGR 2008 – 2011 for total services market

Source: Nokia Siemens Networks and external analysts' estimates

We transform the way customers do business

Global Networks Solutions Center - all in one center of excellence



Value proposition

- **Knowledge powerhouse** - knowledge/skills development resulting in highest possible quality
- **Cost efficiency** - lowest possible cost to achieve targeted quality levels - combining local and virtual/global operations
- Transparent and comprehensive **visibility to the service levels**
- **Benchmarking** of operator cases

GNSC offers a unique package of integrated network services, far beyond a typical network operations center

Strong services references since launch



Managed services



Consulting and Systems Integration



Care



Network Implementation



Thank You!