



# Customer Focused Demand Supply Network

**NOKIA**

**Raimo Puntala**  
**Senior Vice President**  
**Operations & Logistics**

# World's best supply chain ranked by AMR research

**1. Nokia**

2. Apple

3. Procter & Gamble

4. IBM

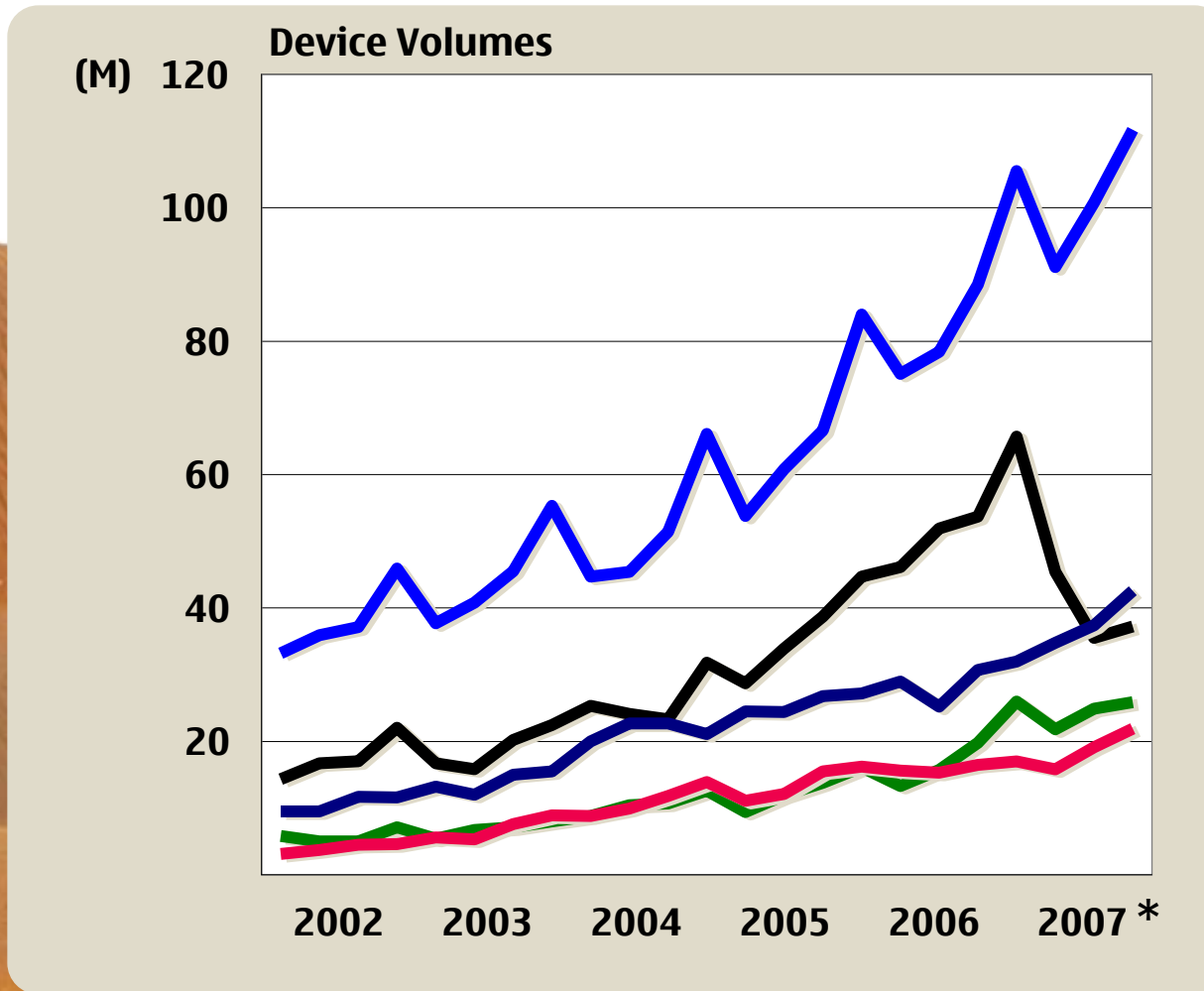
5. Toyota Motor

## Research criteria

- Financial performance
- AMR expert evaluation
- Peer assessment

Source: AMR Research Supply Chain Top 25 for 2007 (<http://www.amrresearch.com/supplychaintop25/>)

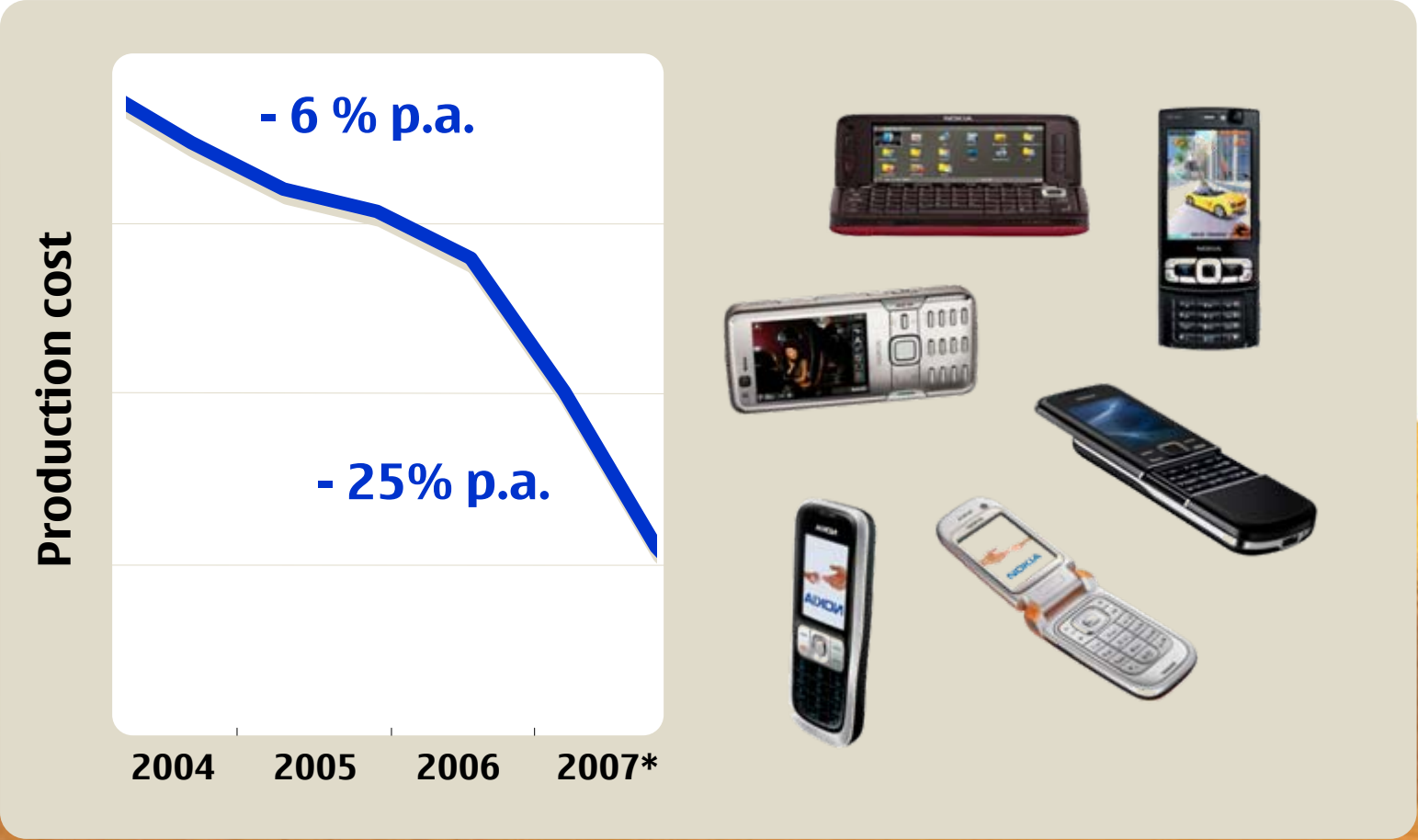
# Consistent performance has resulted in major scale advantage



- Nokia
- Samsung
- Motorola
- Sony Ericsson
- LG

\* Sources: Company reports up to 3Q 2007

# Contribution to Nokia results through continuous focus on **scale** and **efficiency**

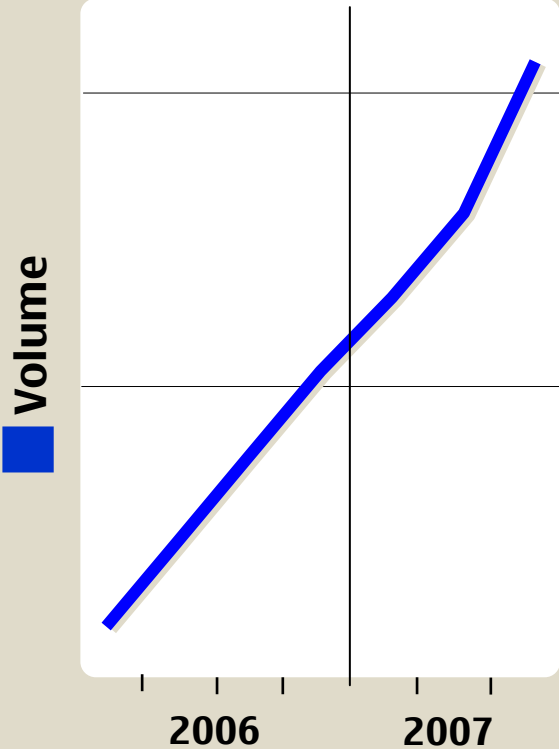


\* Source: Nokia through 3Q 2007

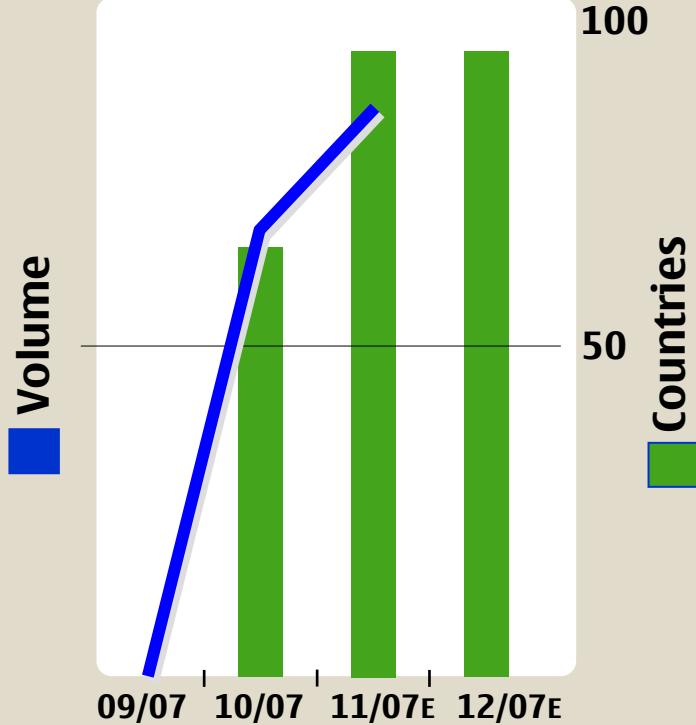
# Extraordinary capability to ramp-up in scale – together with our suppliers

### Chennai ramp-up

75 M phones

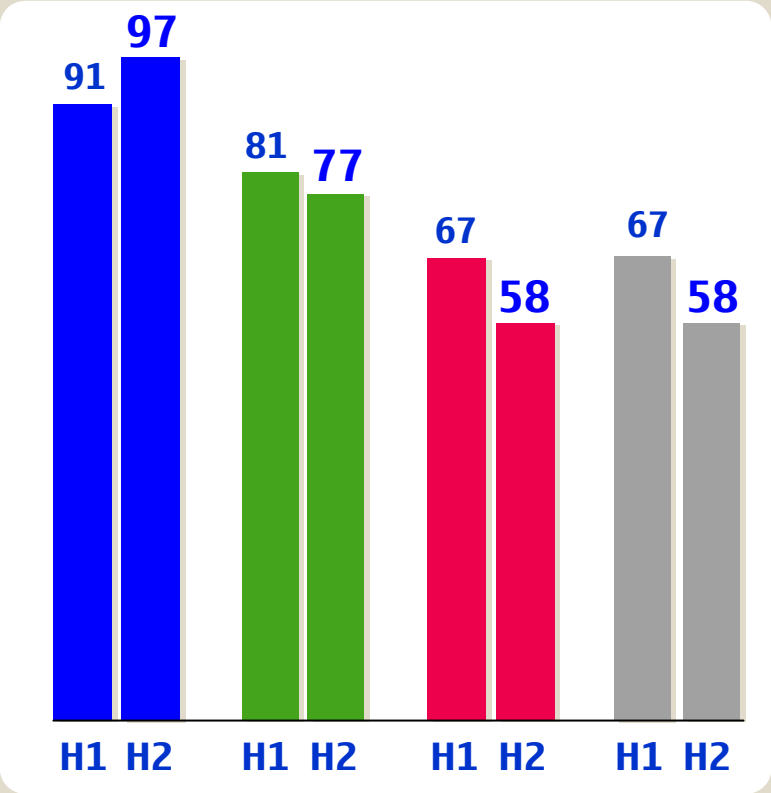


### N95 8GB ramp-up



# Trade customer satisfaction on logistics is an important driver for customer retention

## Satisfaction on logistics 2007



- NOKIA
- A
- B
- C

Source: Nokia

# Driving strategy to **action** – Extending the lead further

## Demand Supply Network Strategy

1. Customer Logistics Excellence
2. Optimized Demand Supply Network Structure
3. Quality and Operational Excellence



Sales

Telefonica  
Deutsche Telekom  
orange  
vodafone  
TIM  
Living without borders  
movistar  
中国移动通信 CHINA MOBILE  
HCL  
Carphone Warehouse  
BEST BUY  
BRIGHTPOINT  
YOUR SUCCESS IS OUR BUSINESS

**“ The best supply chain in the world”**

**Customer**

**Scale & Efficiency**

**Execution**

**... and extending  
the lead further**





**NOKIA**

**Thank you.**