

Polkomtel (Plus) Case Study

Service Differentiation

Business Objective

To enable service differentiation in a highly competitive market

The Challenges

- Launch new innovative services more quickly and at a lower cost than established competitors and new entrants
- Protect revenues across 20+ existing mobile IN services following vendor EOL notification
- Ensure same 'look and feel' when recreating existing IN services

The Solution

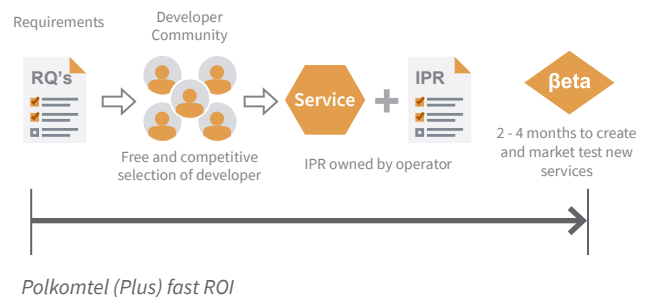
Open Service Delivery Platform —Transform the service-layer infrastructure to break free from vendor dependency and enable service innovation by a wide pool of developers.

Key Points

- Provides a single point for delivering 3rd party solutions and enables the operator to tap into existing developer ecosystems
- Enable services native to one domain to serve subscribers attached to another without inefficient and costly trigger chaining
- Enable creating and delivery of new and enhanced convergent services

Solution Benefits

- Cost effective, low risk approach to replacing EOL IN platform and replication existing services
- Drives show costs of new service deployment by encouraging competition in the supply of services, significantly reducing OpEx costs
- Embraces Poland's telecom innovation culture for service differentiation
- Provides ownership and control—eliminate vendor dependency, providing the freedom to create a unique set of services that compete in their own market



Net Results

- Protected existing IN service revenues, more than 30 services recreated servin 14 million subscribers with access to 30+ services
- Fast ROI — first service launched <9months from placing order
- 204 months to create and market test new services, encouraging innovation whilst minimizing cost and risk
- 12 month reduction in time to market for new services

About Polkomtel (Plus)

Founded in 1995, Polkomtel (Plus) is now the 3rd largest mobile operator with 14m subscribers and the first one to offer LTE. Polkomtel (Plus) holds 25% market share. The population of Poland is 38.5 million.