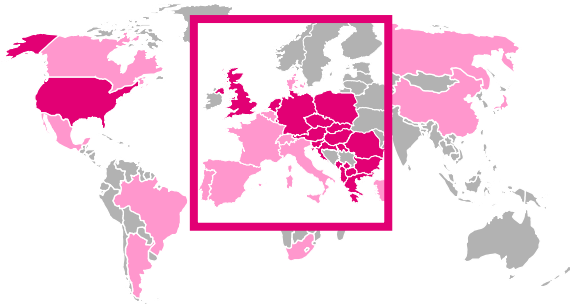




# DEUTSCHE TELEKOM - PROFILE

## CUSTOMERS & MARKETS



### CUSTOMERS

- >151 m mobile customers
- >30 m fixed-network customers/  
>17 m broadband customers
- Approx. 6.1 m TV customers
- Some 1.6 m managed workplace systems

### MARKETS

- Present in 50 countries
- Germany, Europe and the USA: with own infrastructure
- T-Systems: global presence & alliances via partners

## FACTS & FIGURES



### TELEKOM IN FIGURES, 2014

- Revenue € 62.7 bn
- Adjusted EBITDA € 17.4 bn
- Free cash flow € 4.6 bn
- Among the top 100 worldwide (#105, Fortune500 list)



### EMPLOYEES & RESPONSIBILITY

- Employees worldwide 228,000
- 8,900 trainees and cooperative degree students in Germany
- Pioneer of social issues (climate protection, data privacy, diversity, etc.)

# T-SYSTEMS IS ONE OF THREE DIVISIONS OF DEUTSCHE TELEKOM

## T-Systems

T-Systems delivers ICT solutions for major corporations and public-sector organizations worldwide.

## Telekom Deutschland

The Telekom subsidiaries provide products and services for the fixed network, mobile communications, IPTV, online and cloud services in Europe.

## T-Mobile

T-Mobile offers cell-phone solutions in the Netherlands, Austria, the Czech Republic and the USA.

## T-Systems – Global SAP capabilities

- **>3.900 SAP resources** on a global scale
- **Global Delivery Network SI**  
(11 countries , strong freelancer network > 400 FL)
- **Strong industry expertise** in Telco, Auto, Public and Health (BaiO Healthcare ~100)
- **SAP Global Service Provider**
- **Several Alliances** and **Certifications**

### KEY FACTS & FIGURES GDU SAP TECHNOLOGY SERVICES

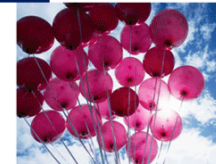
SAP Plug on the  
**DYNAMIC CLOUD  
PLATFORM**  
launched in April 2014.

**3.5 MIO USERS** are  
using our Systems  
productively.

Biggest HANA  
Installation with  
**8 TB OF  
MEMORY**



In 2014 we decreased  
our high incidents by  
**77%**



Running more than  
**5600 SIDS** on more than  
**56.7 MIO SAPS**



**BEST IN CLASS, LEADER**  
with PAC and GARTNER



Biggest single SAP  
System with  
**850.000 SAPS**

Serving over **400  
CUSTOMERS**  
around the globe



# T-SYSTEMS – DEUTSCHE TELEKOM'S SUBSIDIARY FOR MAJOR CORPORATIONS



**8,6 BILLION € REVENUE**  
**0,8 BILLION € EBITDA**  
**47,762 EMPLOYEES**

Information technology and telecommunications  
**services in all industries:**  
automotive, finance, transport,  
retail & public sec

**Pionier in cloud computing**

Corporate customers, multinational corporations  
& public sector

Financial figures taken from DT's 2014 annual report

May 2015



LIFE IS FOR SHARING.

**WHY ARE WE HERE?**

**AS DEUTSCHE TELEKOM: MOBILITY IS OUR DNA**

**AS T-SYSTEMS WE COMBINE**

**IT**

**AND**

**TELECOMMUNICATIONS KNOW-HOW**



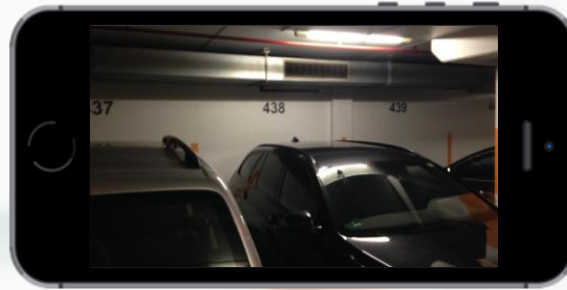
LIFE IS FOR SHARING.



# MOBILITY RULES



Route planner



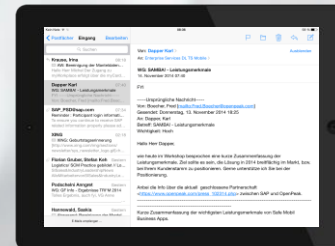
Pictures



Flight



Fitness

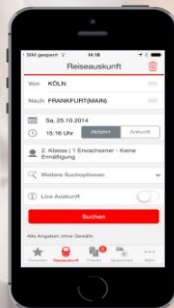


E-mail

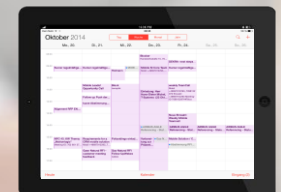


Service

timetable



room key

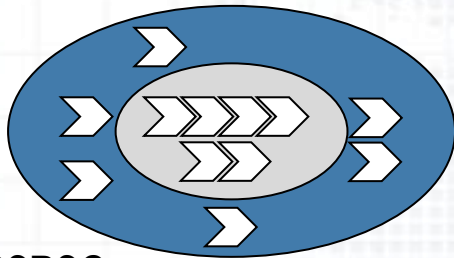


Calendar

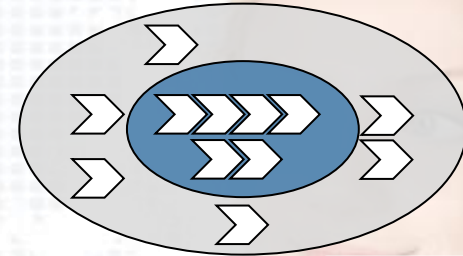


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# MOBILITY FROM A COMPANY'S POINT OF VIEW



B2C, B2B2C,  
B2B, B2M

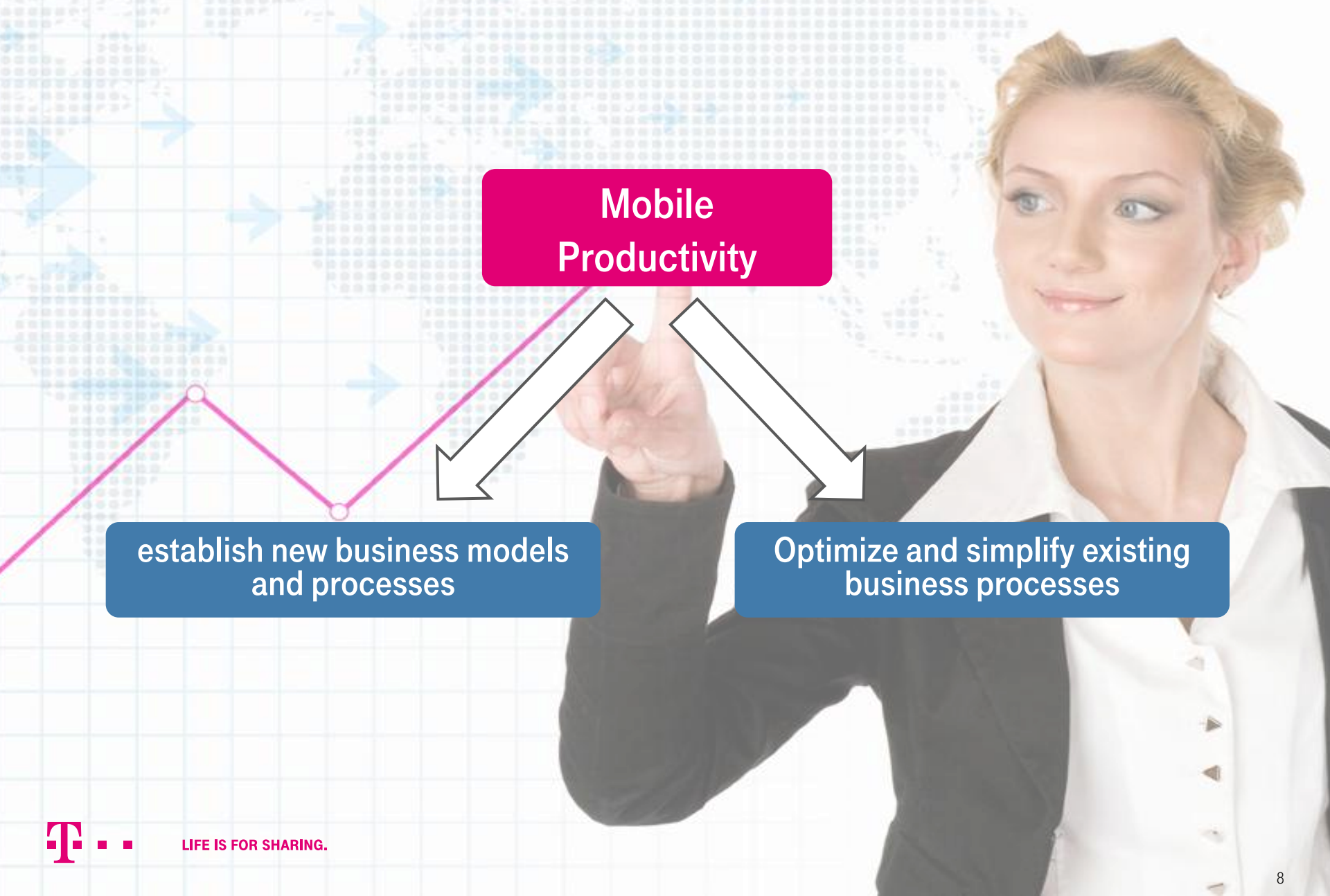


B2E, B2M

How can I use mobile technologies in an intelligent way to increase productivity and efficiency in my company?

Mobile  
Productivity

# OPTIONS FOR MOBILE PRODUCTIVITY





# B2C: EXAMPLE NEW BUSINESS PROCESSES



# B2C/B2BC: VIRTUAL STORE



- Tesco virtual store
- Südkorea Seonreung subway station
- 500 most wanted products on wallpaper
- Scanning with special app
- Delivery service, when order is posted before 12 am
- +130% Revenue in Online Sales
- Most popular shopping app in Korea
- >1 Mio Downloads





# B2C: VIRAL COUPONING



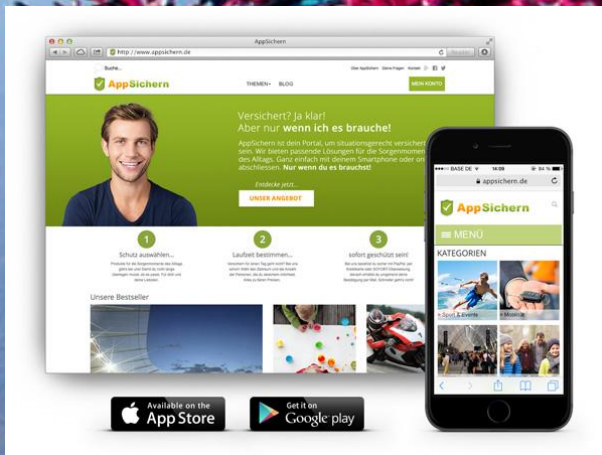
Coupons directly sent to mobile devices

Viral distribution: forwarding increases discount

- Highly used
- Proximity marketing/Geotargeting/push-notification
- Very good service perception
- Very attractive for the customer
- More revenue for the engaged companies
- Individual customer contact
- Munich airport

# EXAMPLE INSURANCE MOBILE

- New sales channel for insurance companies
- Short-time insurance for cars, Health, sports, family
- dynamic health insurance (dependend on the country)
- Easy contracting



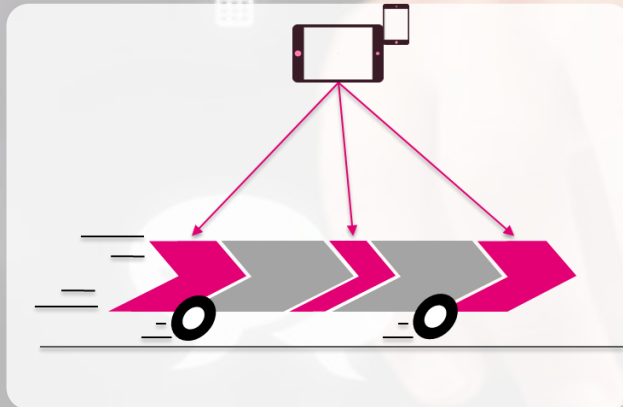
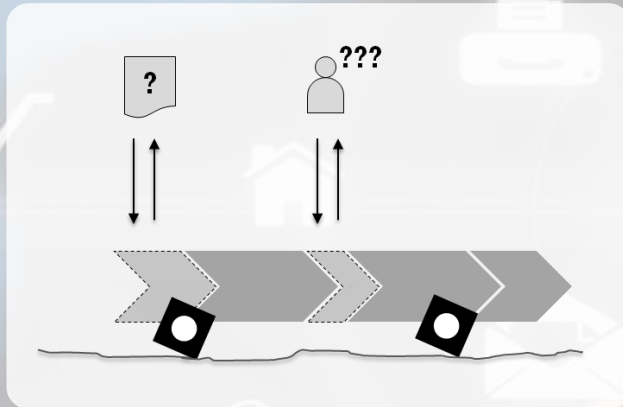


## **B2E: EXAMPLE SIMPLIFYING EXISTING BUSINESS PROCESSES**





# MOBILE PRODUCTIVITY B2E?



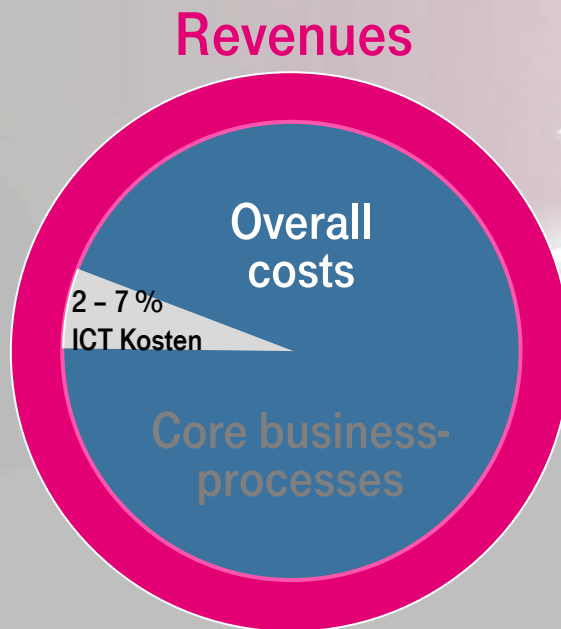
## Leverage points

- ➔ Avoid idle times
- ➔ Reduce paper based processes
- ➔ Mobilize workflows
- ➔ Enable Collaboration
- ➔ Avoid media breaks
- ➔ Enable document access
- ➔ Support knowledge worker



# EFFECTS OF MOBILISATION

→ Mobility: investment in ICT/ direct effects in core business



Mobilize  
core business processes

increase revenues  
and/or  
reduce overall costs



# BUSINESS CASE : „MOBILER AUSSENDIENST“ WITH SAP SYCLO

## OLD SOLUTION










- Sensitive hardware
- Complex handling
- Paper-based orders
- Daily report, driver's log not automated
- Separate inventory management

PRODUCTIVITY  
GAIN

## NEW SOLUTION



-  Rugged hardware
-  Integrated SAP CS and MM (Syclo)
-  Automated daily report
-  Electronic log book
-  CS Order management
-  Dynamic route optimization
-  Mobile printing

Daily time savings  
of around **30 MINUTES**  
**PER EMPLOYEE**

With 2,000 employees,  
more than **28,000 DAYS**  
per year

Corresponds to an  
efficiency gain of  
**€ 15 MILLION PER YEAR**



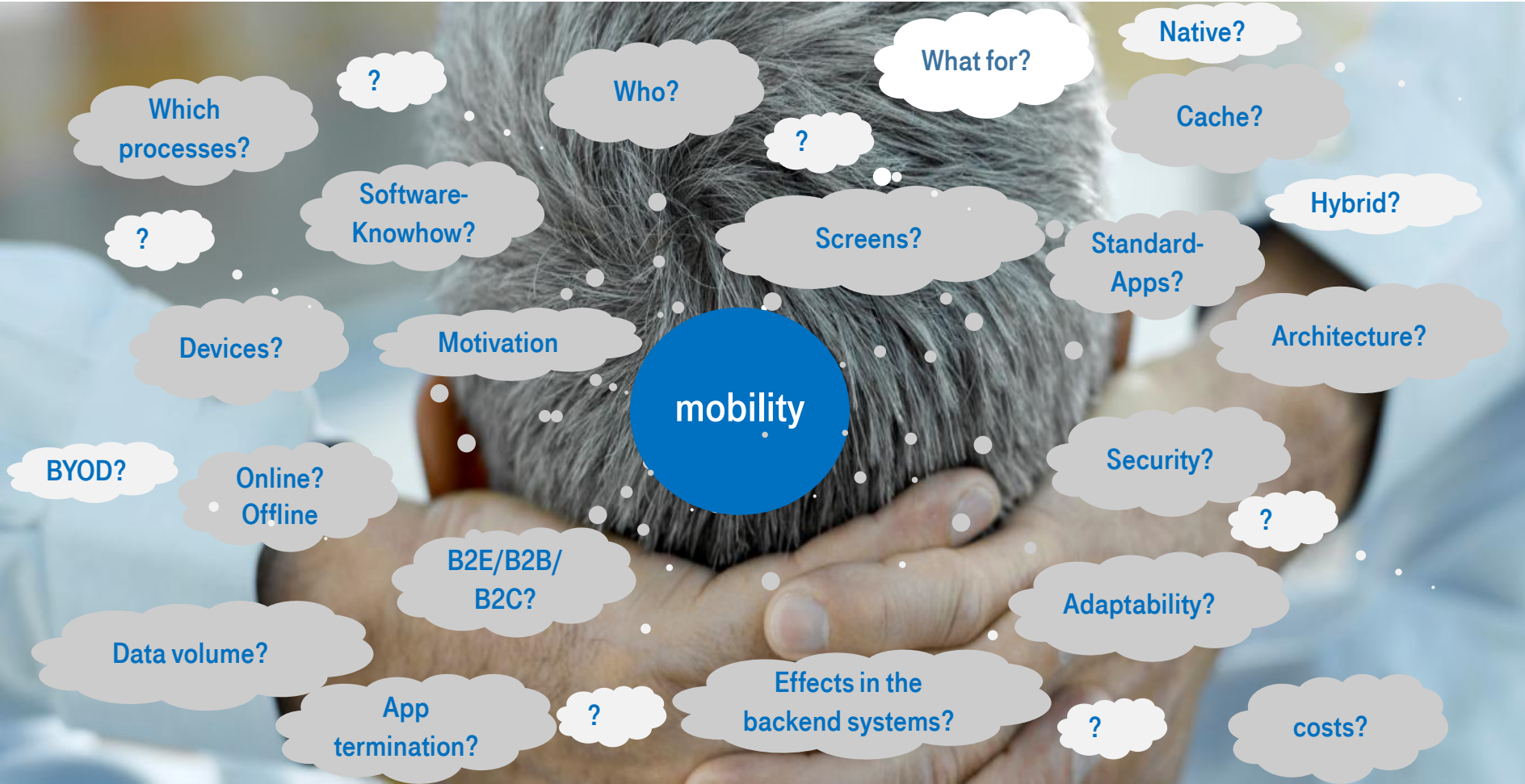
# THE ROAD TO MOBILE PRODUCTIVITY



LIFE IS FOR SHARING.



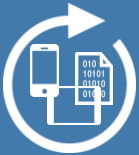
# WHAT DO I NEED?



# MOBILE ENTERPRISE - COMPONENTS



Mobile Productivity



Mobile Infrastructure



Mobile Access

Strategy

Security

Sourcing

Services

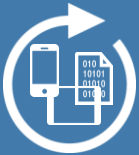
# MOBILE ENTERPRISE - COMPONENTS



## Mobile Productivity

Business processes,  
Content, collaboration

Apps, Consulting,  
Integration



## Mobile Infrastructure

Hardware,  
Infrastructure, MDM

Mobile Middleware,  
e.g. SAP SMP



## Mobile Access

Access, voice/data  
tariffs, TEM, ...

networks, WLAN

# THE ROAD TO MOBILE PRODUCTIVITY

## Mobile Strategy

- General conditions
- influencing IT projects
- Selection of devices
- OS
- Use cases/Quick Wins
- Security concept
- Governance
- Strategy
- Roadmap

**Clear scope and  
clear roadmap!**

## Mobile Infrastructure

- Hardware purchasing
- Device management
- Middleware
- Rollout devices, SIMs
- Enrollment in MDM
- Policies
- PIM

**Secure and stable  
infrastructure!**

## Mobile Productivity

- Apps
- Appstores
- Mobile processes
- Workflows
- Content
- Collaboration
- (VR, ...)
- New Business

**Value add with all  
devices!**

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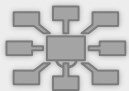
**Value add with all  
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# MOBILE ENTERPRISE CONSULTING



**Mobile Application Strategy**  
Using mobile applications in the enterprise



**Mobile Technology Strategy**  
Using mobile devices in the enterprise



**Mobile Device and Application Management**  
Managing and operating mobile devices and applications



**Mobile Service Operations and Governance**  
Management- and governance for mobile services

Mobile Security Assessment

# T-SYSTEMS/DETECON: MOBILITY CONSULTING



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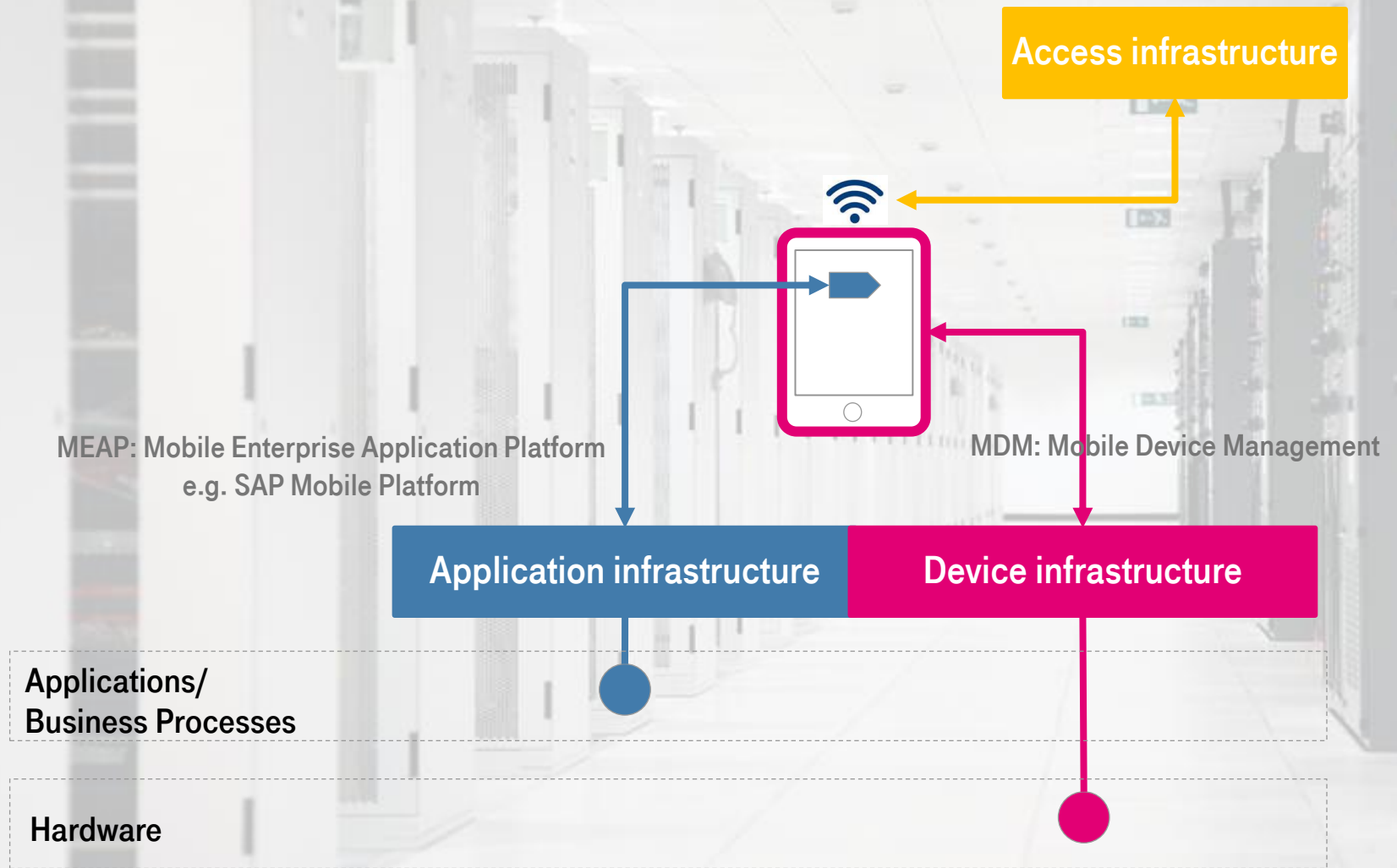
**Secure and stable  
infrastructure!**

## Mobile Productivity

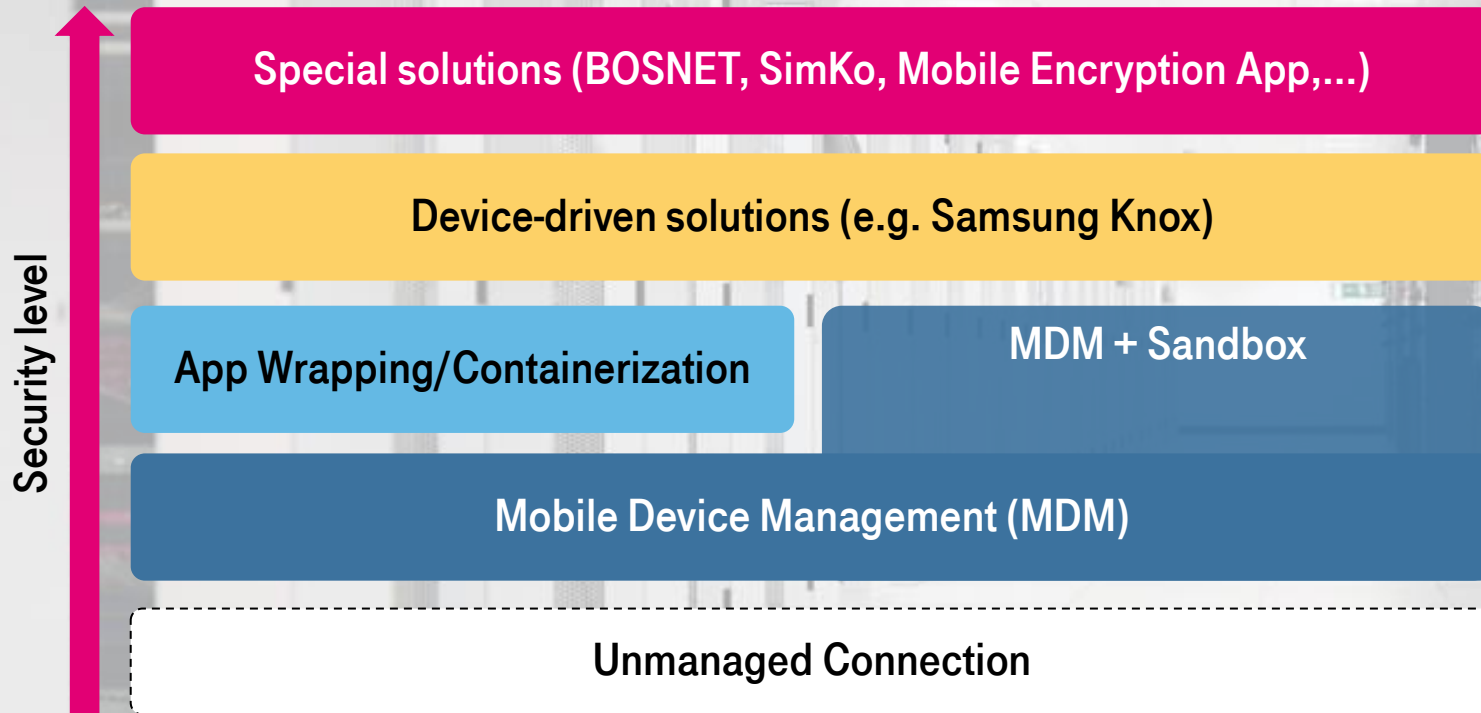
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# MOBILE INFRASTRUCTURE



# DEVICEMANAGEMENT/SECURITY APPROACHES





# MOBILE ENCRYPTION APP SECURE VOICE AND DATA ENCRYPTION



## Easy to roll out within the company:

- Solution can be rolled out via public App Stores and provisioning links
- App-based, optimized for low threshold installation in large-scale device fleets

## Efficient solution:

- Low bandwidth requirement (4.8kbit/s)
- Works with GPRS, EDGE, 3G, WiFi, satellite coverage

## Wide range of smartphones supported:

- Android<sup>1</sup>
- iOS<sup>2</sup>
- Windows Phone<sup>3</sup>



<sup>1</sup> Android 4.x | <sup>2</sup> iOS 7 and higher | <sup>3</sup> Windows Phone 10



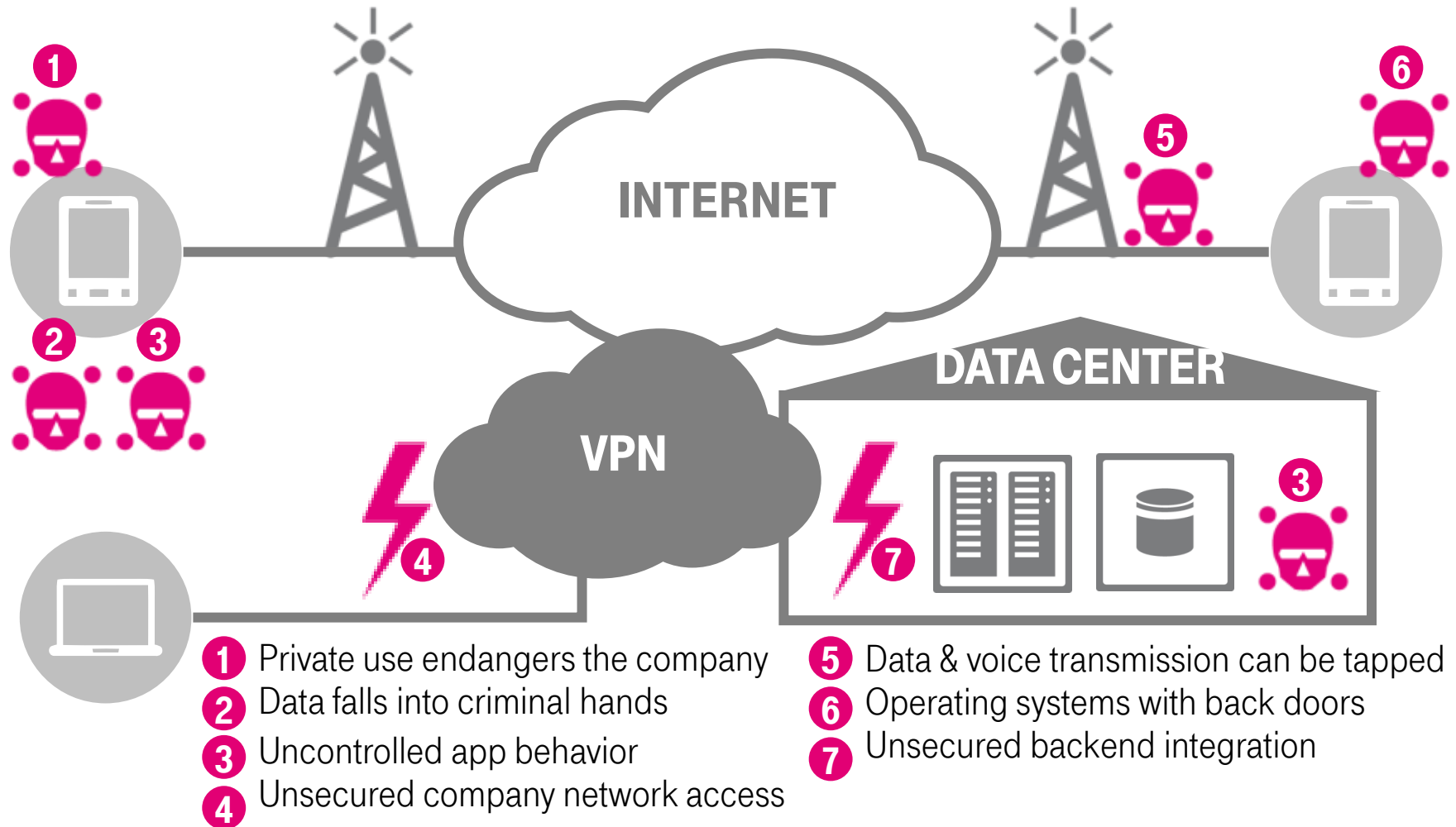
Users must have a relevant mobile service contract with a VoIP provider to use the app.



LIFE IS FOR SHARING.

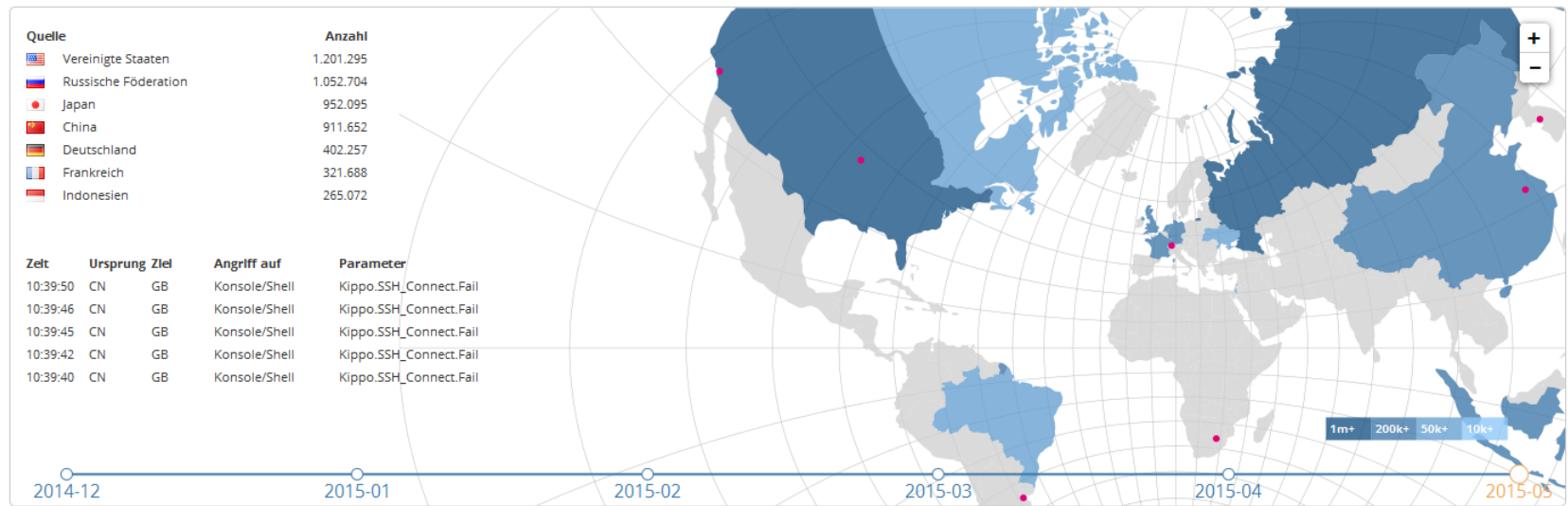
# MOBILE SECURITY

## RISKS ALONG THE ENTIRE MOBILE INFRASTRUCTURE

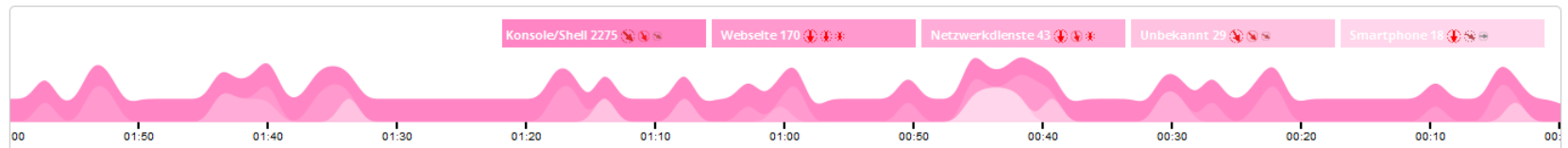


hacker attacks on smartphones are fact: see [www.sicherheitstacho.eu](http://www.sicherheitstacho.eu)

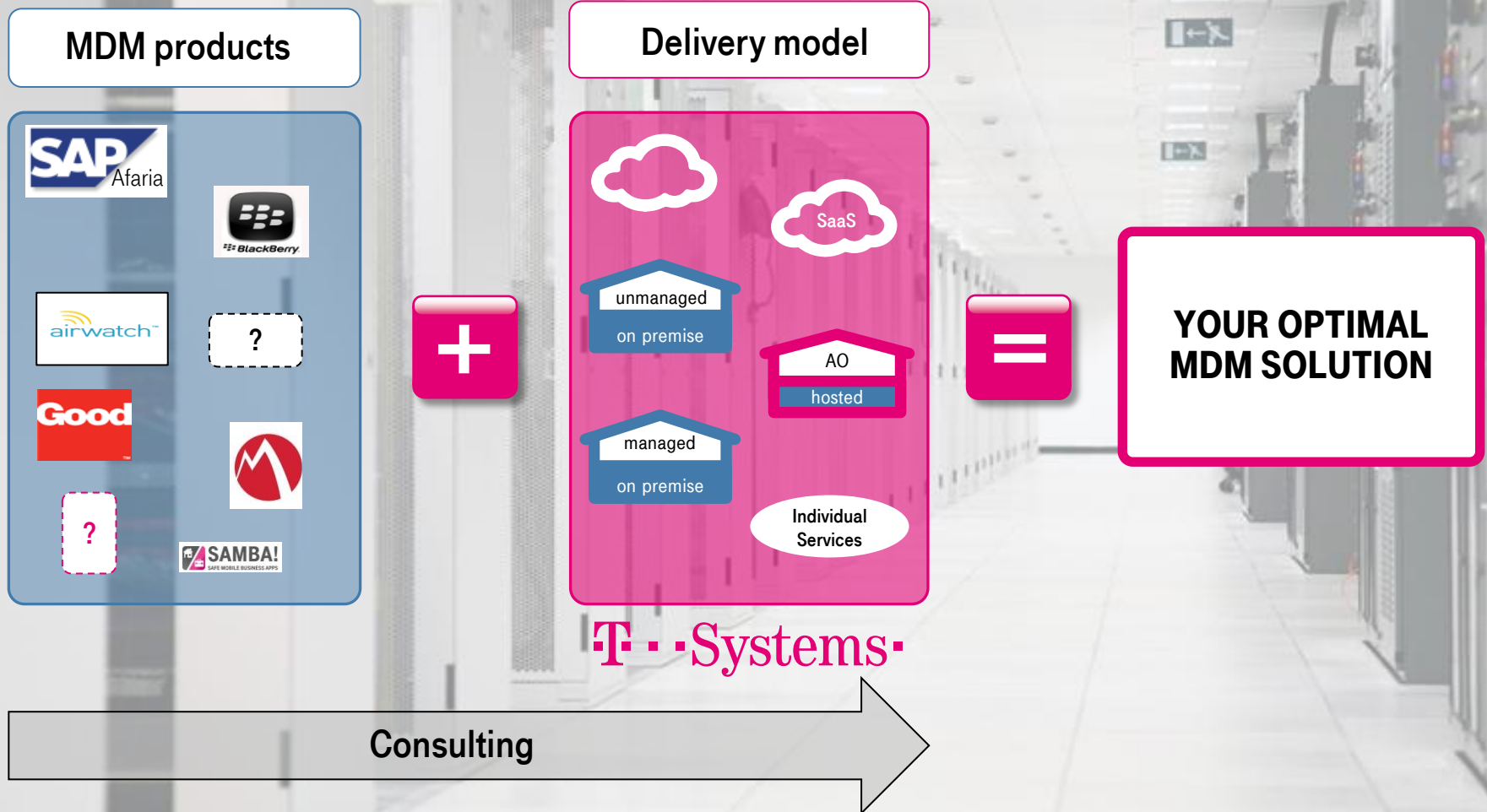
Übersicht über die aktuellen Cyberangriffe auf DTAG-Sensoren (aufgezeichnet von 180 Sensoren)



Trend Analyse



# MOBILE DEVICE MANAGEMENT





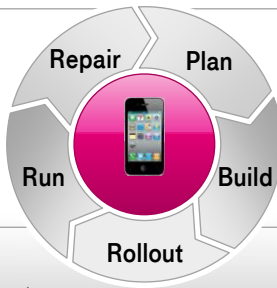
# MOBILE WORKPLACE SERVICES (MOWS). COMPREHENSIVE SERVICES.



## Device Lifecycle Management



Logistics, pool devices, fix, warranty handling ...



Consulting  
Roadmap  
Strategy

Installation

SLA, UHD,  
Patches, Incident man.  
Reporting...

Configuration and  
enrollment

## Managed End-to-End Services



Service Desk /  
User-Help-Desk



Catalog- and Order  
Management



Service Delivery  
Management



Client Engineering



Remote Trouble  
Shooting



User Management



Administration



Software Support

...

## Multi-OS Support for maximum flexibility



## additional modules

E-Mail/PIM

Security Policies Enforcement

VPN Integration

Remote Management

Testing Services

Software Distribution & Management

HW Supply

FMC & UC

Asset Management

Self-Service

Reporting

Mobile Printing

Logistic Services

Break & Fix Services

Enterprise Apps

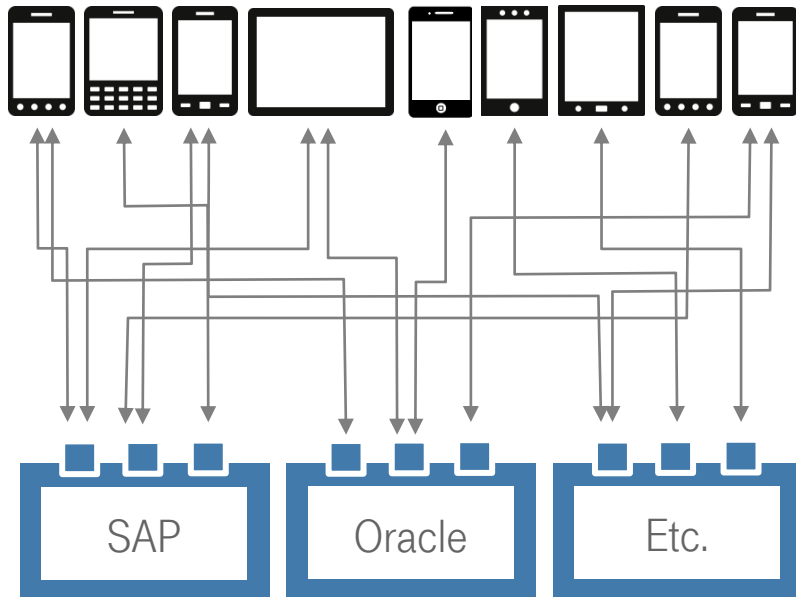
etc.



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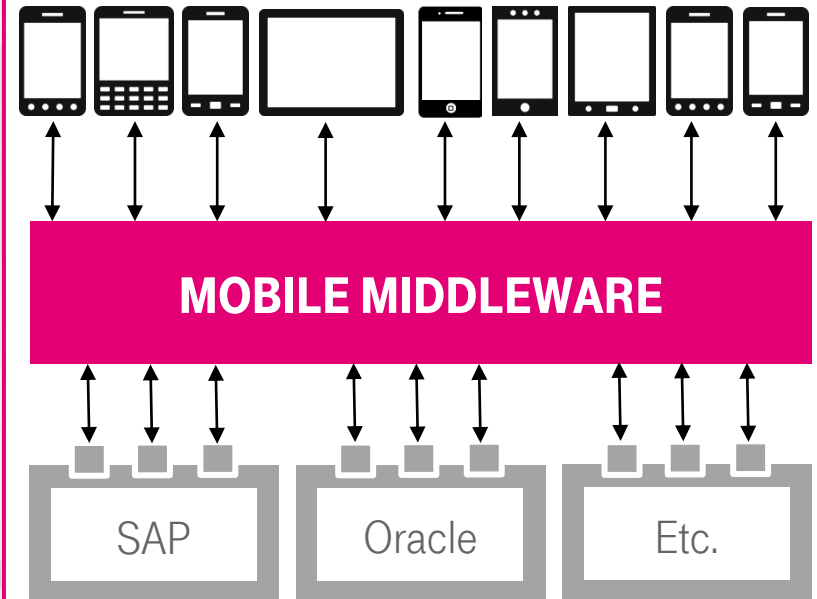
# APPLIKATIONSINFRASTRUKTUR

## OHNE MOBILE MIDDLEWARE



- Exponentiell steigender Wartungs- und Managementaufwand
- Sicherheit schwieriger zu gewährleisten
- Roll-out-Prozesse (z.B. Updates) erschwert

## MIT MOBILE MIDDLEWARE



- Sicherstellung von Security Standards
- Klar definierte Schnittstellen
- Online-/Offline-Fähigkeit
- Multi-Plattform-Support

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**Secure and stable  
infrastrutcure!**

## Mobile Productivity

- Apps
- Appstores
- Mobile processes
- Workflows
- Content
- Collaboration
- (VR, ...)
- New Business

**Value add with all  
devices!**

# T-SYSTEMS' APP FACTORY

## Global Mobile App Factory ©

### Organizational Unit

#### Standards & Guidelines

- Governance
- Design Guidelines
- Coding Guidelines
- Security Guidelines
- Certification Processes
- Testing framework

#### Technical Framework

- Mobile enterprise architecture
- Gen. module library
- Code libraries
- Infrastructure & tools
- Developer Platforms

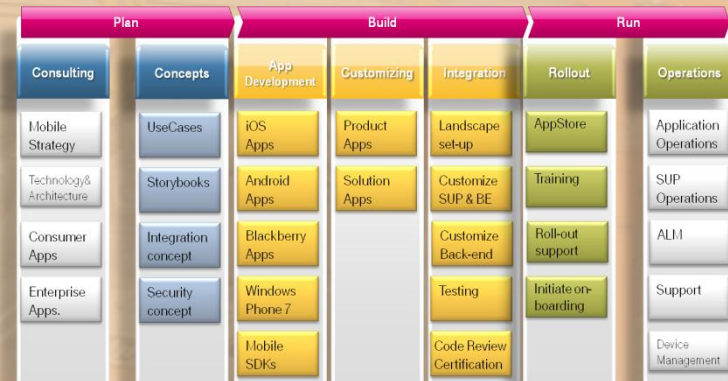
#### Agile Process Model

- SCRUM
- Efficient approach for min. time-to-market
- Flexibility and feedback on design
- Certified developer

#### Flexible Delivery Model

- Mixed teams
  - onsite/offsite
  - offshore/ nearshore
  - Large partner network
- Full delivery responsibility**

### Consulting Framework



**App Factory as consulting offering**



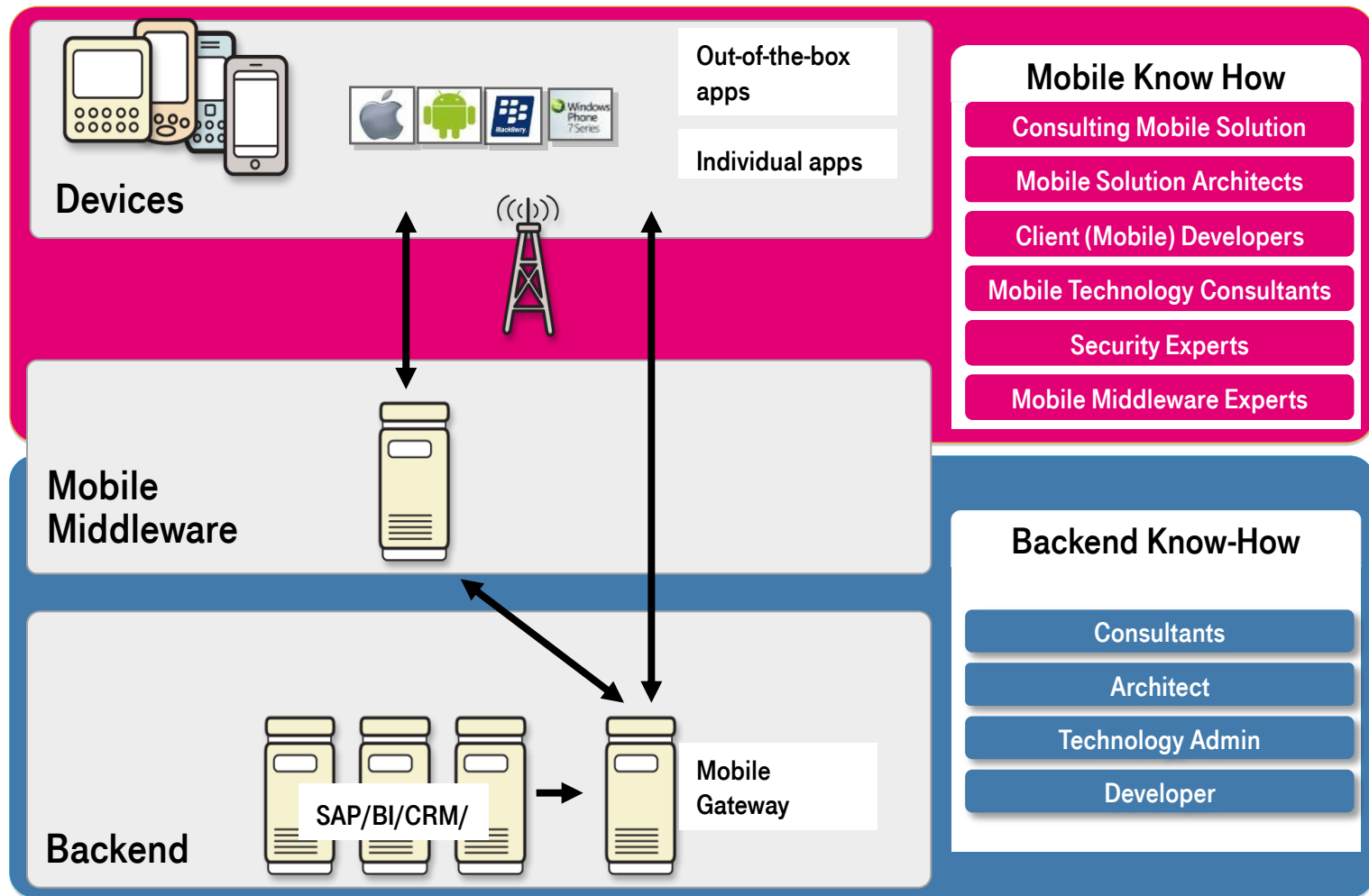
# T-SYSTEMS' APP FACTORY

## MOBILITY SUPPORT FOR THE ENTIRE LIFECYCLE

### Global Mobile AppFactory

Plan		Build			Run	
Consulting	Concepts	App Development	Customizing	Integration	Roll-Out	Operations
Mobile Strategy	Use Cases	Native Apps	Product Apps	Landscape Setup	App Distribution	Application Life Cycle
Mobile Technology	Storybooks	Hybrid / Cross platform apps	Solution Apps	Backend integration	Training	App Operations
Mobile Architecture	Integration	HTML5 Web Apps	Middleware Customizing	Testing	Roll-Out support	Middleware Operations
Mobile Processes	Security	Mobile SDKs	Backend Customizing	Code Review Certification	Initiate Onboarding	Device Management

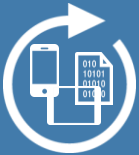
# MOBILE ENTERPRISE: INTEGRATIONS-KNOW-HOW



# MOBILE ENTERPRISE - COMPONENTS



Mobile Productivity



Mobile Infrastructure



Mobile Access

Strategy

Security

Sourcing

Services

# THANK YOU!



LIFE IS FOR SHARING.



# T-SYSTEMS – DEUTSCHE TELEKOM'S SUBSIDIARY FOR MAJOR CORPORATIONS

## A GLOBAL PLAYER WITH GLOBAL RESOURCES



### INTERNATIONAL PRESENCE

OFFICES IN OVER 20 COUNTRIES,  
GLOBAL DELIVERY CAPABILITY

### FOCUS

LARGE CORPORATIONS,  
MULTI-NATIONAL COMPANIES,  
PUBLIC SECTOR AND  
HEALTHCARE ORGANIZATIONS

### MARKET POSITION

- NO. 1 ICT PROVIDER IN GERMANY
- NO. 2 SYSTEMS INTEGRATION IN GERMANY
- NO. 2 MANUFACTURING IN EMEA

### REVENUE

€9.5 BILLION\*

\*2013 FIGURES

### EMPLOYEES

APPROX. 50 000 (27 000 IN GERMANY, 23 000 OUTSIDE GERMANY)\*

\*2013 FIGURES

# WHY T-SYSTEMS?

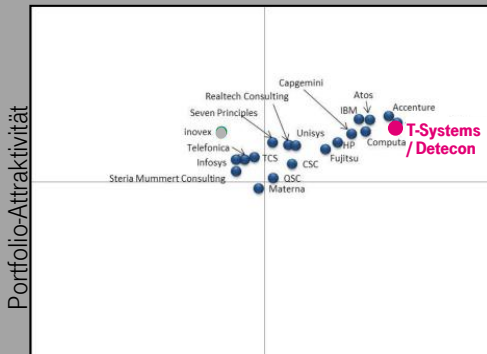
## References

110.000 full managed devices  
 Vendor Benchmark Experton  
 2 times Leader Mobile Enterprise 2014  
 M2M platforms accredited  
 B2B and B2C references Mobility Test Center  
**One Stop Shopping**  
 Public Cloud Services SAP Certified Mobile Operator  
 Privat Cloud Services  
**Integration** **Security**  
 Business Consulting **Made in Germany**

## Technologiepartner



Experton Mobile Enterprise Vendor Benchmark  
 Mobility Consulting Dienstleister



Experton Mobile Enterprise Vendor Benchmark  
 Mobile Device Management Dienstleister  
 Enterprise, Deutschland (2014)



Experton Mobile Enterprise Vendor Benchmark  
 Managed Workplace Dienstleister

