



INTERNATIONAL TELECOMMUNICATION UNION TELECOMMUNICATION DEVELOPMENT BUREAU

**WORLD TELECOMMUNICATION DEVELOPMENT
CONFERENCE (WTDC-98)**

Valletta, Malta, 23 March - 1 April 1998

**Document 80-E
5 March 1998
Original: English**

For information

Agenda item: 3.1

PLENARY MEETING

Siemens

INNOVATIVE VOICE/DATA SOLUTIONS FOR OPTIMIZATION OF BUSINESS PROCESSES

New orientation on global information and communications markets

Abstract:

The world of telecommunications is experiencing a paradigm shift:

Telecommunications markets increasingly focus on the following points:

- contribution to customer benefit;
- support of convergence of technologies;
- and comprehensive services.

Responding to these changes the Private Communications Group (PN) of Siemens actively addresses the consequences resulting from the convergence of information and communications technology.

The most important technological development is the convergence of voice, video and data networks, allowing efficient interworking. The goal is unlimited voice, data and video communication for all kinds of terminals across all networks.

Competitive edge through telecommunications

Basically the demand of companies for modern communications technology is determined by one crucial question:

How to reach competitive advantages by means of an optimal information and communications technology?

As a supplier of communications solutions we are able to support companies in their efforts regarding market and customer orientation, motivation of employees, productivity and core processes.

First of all the customer will benefit from cost optimization and the concentration on core competencies. When cost advantages have to be reached for the customer, the support of a

competent telecommunications provider ranges from consulting services and operating to outsourcing of i.e. a call centre.

Optimization of business processes in workflow

By pushing the convergence of voice and data, many opportunities of optimizing business processes are created. There is no need for technologies for isolated applications, but a high demand for technologies, that cover complete business processes. A global and automated workflow can be achieved by means of multimedia applications working independently of networks and taking the requirements of mobile communications into account. A smooth multimedia workflow ensures an integrated optimization and economically efficient design of business processes.

But these requirements are also creating new, more sophisticated challenges to suppliers that only few manage to come up to:

A broad product range and a comprehensive service offering are essential prerequisites as Systemhouse the organization has to be able to analyse and understand the needs of the customer, in order to offer optimal customized solutions.
