

EMERGING TECHNOLOGIES - BOON OR BANE IN CURRENT ECONOMIC ENVIRONMENT

2009 GLOBAL TELECON PAKISTAN

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BUSINESS CHALLENGES

- **Survive 2009 to see a better day in 2010, possibly!**
- **Competitive landscape pointing towards consolidation – only the strong survive?**
- **No/ very low CapEx investment in 1H09; may change in 2H09 if conditions improve, maybe !**
- **OpEx reduction/ optimization is a prime directive.**
- **Unique challenges of emerging markets, as always.**
- **Where are the opportunities?**

CHALLENGES

- **Improve productivity**
- **Improve network performance/ reliability**
- **Reduce controllable OpEx (e.g. Travel Costs)**
- **Network Maintenance/ Management costs**
- **Reliability & Quality of IT Infrastructure**
- **Telephony Costs**
- **Multiple Vendors – low buying power**

SOLUTIONS

- **ROI driven IT investment**
- **Mission Critical Applications (SAP, GP, Oracle etc.) demand Reliable Connectivity (FTTP)**
- **Video Conferencing**
- **Outsource to Focused Service Provider**
- **SLA's, SLG's**
- **ON/OFF Net IP vs. TDM Telephony (VPN)**
- **Rationalize Vendor Portfolio – higher buying power**

OPPORTUNITIES

- **IT enabled automation = the next phase of GDP growth**
 - **The IT alphabet soup is an acquired taste – ERP, CRM, OSS, BSS, DSS, SAP, GP, etc.**
 - **Drive greater productivity to do more with less !**
- **Take advantage of purchasing power to achieve OpEx economy**
 - **Volume purchasing and rationalised vendor portfolio**
 - **Demand more for less !**
- **So what is stopping us?**
 - **FUD factors**
 - **Embrace evolution or risk extinction - avoid the TIP trap !**

Thank You !

