

International Carrier Sales & Solutions (ICSS).

White Paper

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MyCommsuite.

Delivering Secure Unified Communications as a Service Platform to Carriers.

ICSS's portfolio is changing from commodity to new wholesale services. The launch of MyCommsuite, an enabling platform to let communities, brands, and service providers offer Web 2.0 services without their needing to invest in a telecommunications infrastructure constitutes another opportunity to move the wholesale business up the value chain.

In February 2010, specialists Dr. Ulrich Hammerschmidt and Steven Donald of ICSS Innovation Projects announced the launch of MyCommsuite. What are the current developments? Ulrich Hammerschmidt and Steven Donald give their personal views on the MyCommsuite product and on future market developments.

Dr. Ulrich Hammerschmidt

Head of Unified Communication Solution ICSS



MyCommsuite – in line with customer demand?

“MyCommsuite meets a growing customer demand. More and more service providers realize that building and operating infrastructure is not really their core business. They want to focus on marketing and sales

instead. Using Deutsche Telekom's SaaS offering also allows them to benefit from our economies of scale – and all that without any CAPEX!”

MyCommsuite and cloud computing.

“Now very long ago, using somebody else's infrastructure for your own data was not accepted

in the market. Now, with growing cost pressure and increasing convenience and security, more and more users are happy to have their data stored elsewhere. With MyCommsuite, they can be sure that their data is stored safely in a Deutsche Telekom location, protected by state-of-the-art firewalls and filters.”

Collaboration anywhere and anytime.

“Users are becoming more demanding: They want to run an application from any type of operating system, wherever they are and from any type of device. This is the vision that we support with MyCommsuite.”



Mobility by Cloudberry.

“Unified communication needs to be mobile. MyCommsuite users have access to their e-mails, contacts, and calendar through any state-of-the-art smartphone. Especially in the SME market, this opens a huge revenue potential for service providers. We at ICSS will support our wholesale customers in monetizing this attractive market.”

Why wholesale?

“The times are gone when you could generate huge profits with commodity services. The future is with products with higher added value – like MyCommsuite. With products like that, wholesale has a new perspective. Is that a recipe for all players in the market? No – what you need is determination, vision, entrepreneurial thinking and the willingness to break with old habits. Quite a challenge for many wholesale players, who tend to be comfortable with their commodity business.”

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Steven Donald

Head of Virtual Carrier Solution ICSS

What is the market's reaction?

"While engaging the UK market, it has become apparent that the MyCommsuite solution has a very broad market. We are in discussions across the entire spectrum: sports associations to bring fans closer to the teams, transport organizations to provide simpler more effective communications, the health field to provide a platform for end-users communities with similar health issues - be it diabetes or other issues the platform can provide a secure, friendly meeting place for users to share experiences, provide advice, and so on.



Since the introduction of MyCommsuite to the U.K. market, it has become apparent that this type of solution is very topical and accepted. I can honestly say that, once it is presented and a live demonstration is provided, the feedback is always very positive. The other party is also always very pleased that this solution is backed and managed by Deutsche Telekom, which they see as a trusted and reliable partner. We can be sure that the needs of our customers will warrant fast, cheap, comprehensive, no-hassle solutions in the coming years, and MyCommsuite fills all those requirements."

What is "innovation"? What will it mean in five years time?

"Innovation seems to be the new buzzword within telecoms that has arisen over the past two years. It is difficult to predict how the true definition will develop, not least to say what that will mean in

five years. Let's just say that demands from consumers will drive us all to be more creative and innovative. A good quote regarding innovation comes from the financier who leads Sears Holdings Corp (US retailer), Edward Lampert: "It's not just us broadcasting to customers any more. It has to be interactive, and it has to be relevant."

We at ICSS need to be aware that getting into new products and innovative solutions will be a critical part of any success in the future. The existence within ICSS of an Innovations group shows that our management is aware of the need to change from commodity products and create offerings that differentiate ICSS from other players. Being innovative will also mean keeping up with the pace of the market - look at how quickly applications are placed on the iPhone app store, for example!"

ICSS Partner Feedback.

CommuniGate Systems:

"Deutsche Telekom ICSS is an undisputed leader in the industry, and we are delighted to be working with them," Scott Stonham, Vice President of Marketing at CommuniGate Systems, says. "With MyCommsuite, Deutsche Telekom's customers can rapidly deliver innovative productivity solutions to their small to medium-sized business customers, under their own-brand and control; from Blackberry-style mobile push to fixed-mobile-convergence, IP PBX and mobile VoIP (mVoIP) solutions."

T-Systems Singapore:

T-Systems and ICSS have embarked on the next level of collaboration, teaming with ICSS to offer a carrier-grade solution with required flexibility to address the market. "MyCommsuite is rich in features and easy-to-use, thus bringing a beneficial impact to our customers," Melvin Lew, Head of Product & Portfolio Management, says. "Using the well-integrated modular collaboration platform, the customers will see improvements in workflow and productivity. We view this solution as an extension of our traditional services. Moving forward, continuous innovation and development will be essential to sustain the competitiveness and benefits of MyCommsuite".



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Learn more about our innovative offering:
www.telekom-icss.com

ICSS – one partner for all your needs:

- Global voice trader of first choice
- Transition leader to the all-IP world
- Outstanding voice outsourcing solutions
- Component provider for the content and media segment
- Best-in-class roaming and messaging solutions
- Highly-experienced wholesale VPN player
- Industry-leading customer care