



ICSS as "Best Change-Maker" finalist at the preliminary round of the World Communication Awards 2008

Oct 22, 2008

Bonn, 22 October 2008- The Innovation Project team of Deutsche Telekom ICSS under Carsten Schindler is short-listed for the World Communication Awards in the category of "Best Change-Maker." Carsten Schindler and his team from Deutsche Telekom ICSS have convinced the independent panel of judges with a futureproof innovation strategy. ICSS helps companies move upward on the value chain while offering new services to expand the service portfolio, identify new customer segments, and develop new business models.

For ten years, Terrapinn has been honoring the best of the global communication providers with the World Communication Awards in a variety of categories. This year, ICSS applied for the new wholesale category of "Best Change-Maker" and has been shortlisted in this category. The final winner of this and the other categories will be awarded for their contribution to the industry in the ceremony during the gala session in London on November 26.

The impact of technology and market changes is guiding the traditional telecommunication business to completely new challenges. In order for ICSS and its customer to face these challenges, the ICSS Innovation Projects team is taking care of the special needs of content and applications providers, Tier2 and Tier3 carriers, and virtual providers without their own infrastructure with the objective of bringing together the worlds of PSTN, mobile, and Web 2.0.

The team has set up new processes to develop innovative business ideas and services in response to new market drivers in the wholesale business.

The four main innovation fields of Market Enablement Services, Follow Me/Always-On Services, Next Generation Content Solutions and Integrated Communication, and Next Generation IP-Based Voice are the sources for new projects.

ICSS is creating managed and shared platforms with embedded services and applications on the basis of its expanding ultramodern infrastructure – Deutsche Telekom's international network – in response to the specific requirements of both content providers and virtual players. The efficient and timely enhancement of ICSS's IP-based portfolio is also being realized through the integration of third parties.

The results are innovative solutions with seamless user experience for end customers.

"The results of our work have led to a significant change in strategy and the ICSS business model, new business developments and the approach of new market segments at ICSS," Carsten Schindler says.

"Numerous Innovation pilot projects are about to be launched, while others will follow by 2009. I am very pleased that Total Telecom has rewarded our work and excellent results by nominating us for the shortlist of the World Communication Awards in the 'Best Change-Maker' category."

About Deutsche Telekom International Carrier Sales & Solutions (ICSS)

ICSS, the international wholesale arm of Deutsche Telekom Group, is one of the biggest voice carriers worldwide and an increasingly important IP player across a growing European market with excellent interregional connections between Europe, the Americas and Asia.

With continuously changing markets, ICSS has redesigned its portfolio from traditional voice and transport services to advanced innovative wholesale services and customized IP solutions. The business activities and efforts of ICSS focus on serving the following market segments: broadband operators (ISPs, WISPs, and VoIP SPs), mobile operators and MVNOs, content, application and media providers, corporate service providers and VNOs, fixed voice carriers, and carriers' carriers and their customers through a worldwide sales network. The basis for the delivery of the services of ICSS is an expanding ultra-modern infrastructure - Deutsche Telekom's international network.

For further information, see www.deutschetelekom.com/icss

