



TELECOMS IN THE NEW AGE  
SUSTAINABLE TECHNOLOGY FOR  
COMPETITIVE ADVANTAGE



# Isn't it great to be part of a market that continually evolves... a market that now delivers a range of services which are vital to my life?

I want to be 'connected' to my social life, my home and my contacts. I want to be 'recognised' as an individual by my favourite brands and service providers. I want to be engaged with my business world whilst being an individual, not part of a crowd.

I want this to be provided by an industry, which contributes to the 'greater good' through low carbon solutions, which revolutionise health and offer education advantages for the less fortunate.

I want all of my services to be secure and personalised for me.

I want them to help define new opportunities for me and my business.

And I want all of this wrapped up in the best possible customer experience.

Telecoms providers need to be able to manage the network I use, the devices I carry, the services I consume and the relationship I demand.

We are in a world where opportunities such as high definition voice, machine to machine (M2M) and true location based services need to be maximised. But these opportunities do not allow you to write a 'blank' cheque. You need partners not vendors, trusted advisors not consultants, an organisation that delivers what it promises not promises to deliver.

Now are you ready for something refreshingly different? .... because Logica are!

Would you like to talk to someone who understands your business, your aspirations, your challenges and who delivers a joined-up service that adds value to your organisation?

We create value by successfully integrating people, business and technology to create effective, sustainable business ecosystems. We don't try to 'do it all' we focus on where we can really create value for you. Our people focus not only on innovative technology but

also innovative commercial frameworks and delivery models. We aim to deliver innovative answers to your business needs.

How do they achieve this? Logica is a business and technology service company, employing 39,000 people across 36 countries. We deliver business consulting, systems integration and outsourcing across all industries and business functions.



## YOUR BUSINESS, OUR THINKING — LET'S BE BRILLIANT TOGETHER

Logica has a broad client base across a range of industries. Our telecoms experience is extensive and includes successful projects for BT, KPN, Vodafone, O2, France Telecom, T-Mobile, Slovak Telecom and Telenor.

We can help you to:

- identify and realise exciting opportunities
- exceed traditional limitations
- hit the market with something new or unexpected to adopt new and emerging business models
- seek sustainable ways to operate
- create innovative products and services.

## OUR AREAS OF FOCUS

### Security

Securing digital content  
Fraud & revenue assurance  
Secure mobile enterprises

### Sustainability

Embedded mobile (energy, health, education)  
Carbon usage monitoring  
Remote asset management  
Outsourcing

### Future IT & Cloud

Business support solutions  
Enterprise 'mash up' solutions  
Seamless data migration  
Enterprise mobilisation

### Client Intimacy

Predictive analytics  
Sentiment analysis  
White labelled social networking  
Profiling



# Up close and personal with the customer

The relationship between an organisation and its customers is becoming redefined.

Companies cannot control how customers view their brand or organisation. Customers have many 'viral' routes to have their say and provide their own views, feedback, reviews, complaints and comments. Consumers own the brands that they consume.

Current technology now offers the personalised delivery of content and services, changing consumer behavior and how they choose, consume and pay for this content or service.

Conventional marketing based on 'targets' and defined 'segments' is being replaced by brands engaging with their customers using interactive and creative methods. This engagement is across multiple channels and is undertaken by a number of people within their organisation — not just marketing.

Responding to changes in customer behaviour requires investment in new technical capability but there are significant implementation challenges:

- Legacy IT systems — costly and lengthy timeframes for developments
- Investment criteria — demonstrating ROI for new ventures
- Requirement definition — the need for interactive and responsive campaign design and management.

Logica created a business intelligence solution that improved customer retention from 35% to 85% through interrogation of customer data.

We have worked with one of our major telecom clients to develop an innovative customer interface for the iPhone.

We are experienced in deploying optimised on-site and hosted CRM solutions, delivering immediate returns on investment and transforming the customer experience.



# Our answer

## KNOW WHAT YOUR CUSTOMERS WANT BEFORE THEY KNOW THEY WANT IT

Imagine you have a 360-degree view of customers at every touch point. You could offer solutions they actually need when they need them. You'd get it right first time, resolve issues quickly and improve their experience.

Logica can make it all possible for you, by combining solutions that enable these new marketing strategies. We make them flexible, immediate and viable.

Customers come to you because they perceive a distinct advantage in your product or services.

Through predictive analysis, it becomes easier for you to anticipate change in customer behaviour.

We'll work with you to offer solutions to extend, retain or renew your customer appeal by:

- predicting consumer behavior — through advanced business intelligence techniques
- listening to the voice of the customer — through sentiment analysis
- marketing campaigns — driven by user behaviour
- engaging customers through social networking — in everything from brand marketing to campaigns, promotions or events.

'Target' or 'segment' based marketing is not current. These solutions enable and accelerate interactive, dynamic and creative customer engagement.

Designed to be used by business users not IT, they use real-time data and exploit leading-edge technology at competitive costs.

They will enable your organisation to maximise market opportunity now and remain current with and connected to your consumer.

These solutions build on the proven and diverse range of customer relationship management and billing solutions offered by Logica.

Logica is at the forefront in partnering with its clients to deliver pilots and live-deployments of ground breaking technologies.

## THE BEST OF TECHNOLOGY WITHOUT BREAKING THE BANK

Regardless of what is on offer, customers want more than just to talk. They want applications, video, music and instant messaging. Augmented reality, navigation and personalised location services are being increasingly popular.

These have all increased the demands on IT infrastructure. You need solutions that are available on-demand or specific to your enterprise needs. Solutions that easily co-exist with your current systems and that benefit from seamless data migration.

Solutions that enable transformation whilst not damaging your valuable ongoing business. Give users access to what they need throughout the process and minimise re-training.

We have experienced these situations first hand and partnered key players in these fields to make sure the deployed solution actually met business requirements — not just a technical specification.

We understand the value of developing go to market strategies with our clients. We act as partners and will look to help you grow revenues not just cut cost. We will consolidate, analyse, distribute and present your customer and solution data to your key resources — your people.

Working together we can drive a customer experience that drives loyalty and revenues.

We have delivered an IT-platform for operational and business support systems that enable a European telecom operator to manage large, wireless M2M projects.

We have created a mobile virtual network operator-enabler (MVNO-E) platform that is enabling a UK operator to bring new brands to market in challengingly short time scales.

A number of telecom operators have taken advantage of new IT systems capability but maintain 'business as usual' through effective data migration projects.



## APPROPRIATE SOLUTIONS THAT MEET BUSINESS NEEDS AND OFFER AGILITY AND PACE

**Business support solutions:** for support systems in M2M, MVNO and operations.

**Enterprise 'mash up' solutions:** for new desktop experiences to users. We keep the application's look and feel, and functionality, that they are familiar with.

**Data migration:** for transferring business critical data to new systems while maintaining functionality.

## REDUCE SLEEPLESS NIGHTS WITH SECURE SERVICES

Security is a big topic, which is increasingly important as we and our data are 'mobile'. This mobility and the use of multiple devices increase the potential for data loss and theft.

How do you distribute data to the right people and ensure your revenue is accounted for?

How do you monitor and improve the customer experience including the critical billing process?

Revenue assurance impacts not only the 'bottom line' but also customer satisfaction. Trust is eroded when you are billed incorrectly or you don't get what you pay for.

However these threats can be counterbalanced. Using the right mix of services, you'll benefit from decreased time to market and increased flexibility.



Reduce costs through effective systems and services integration, without compromising your data.

We'll help you get there with our experience in security solutions drawn from many sectors including government and space & defence.

**Manage access:** to information, systems and premises to meet business needs and reduce cost.

**Prevent data loss:** by controlling sensitive information to protect your business integrity and reputation.

**Secure by design:** through collaborative programmes, outsourcing services and in-house developments.

## SUSTAINABLE SOLUTIONS FOR A GREENER TOMORROW

By its very nature, the industry is a high energy consumer and there's great scope for reducing its carbon footprint.

Solutions like smart metering, remote management of assets and resources will not just improve efficiency. Achieving a low carbon economy will also unlock opportunities for new mobility solutions for transport and related public services.

In such a scenario, tools that enable accurate reporting of performance will become critical.

**We will help you achieve:**

**Sustainable energy:** using mobile technology for smart metering. Remote management of equipment or machinery trims labour and travel costs.



**Sustainable mobility:** using intelligent transport solutions to reduce the impact of emissions.

**Carbon reduction:** using tools that monitor your organisation's performance against key performance indicators for sustainability.

Logica is delivering the security architecture, design and accreditation for the UK's Defence Information Infrastructure programme — Europe's largest, most complex infrastructure project.

We developed an innovative solution for the Dutch police providing two-way communication with community volunteers using text, voice, instant messaging and email.

Our secure mobile solution helps over 1,000 police officers to remotely access and send information, files and pictures.

Logica has deployed a personalised web service allowing 200,000 consumers to 'compete' to be the most energy efficient within the Nordics.

We have enabled travellers in Helsinki to find the most convenient route across all modes of transport, including walking and cycling — helping the region's economy and environment.

## WHY LOGICA?

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We have the local resources, industry and domain expertise, so we can work closely with you to deliver the results that will bring real and tangible benefits to your organisation.

We 'blend' in our offshore and nearshore resources to offer cost benefits whilst not losing sight of your business goals and aspirations.

We know that working at peak performance is what our clients strive for. Logica's aim is to enable you to achieve peak performance faster, and with less effort.

1. We have a successful track record of delivery.
2. We will be sensitive to your specific needs.
3. We bring a strong partnership approach.

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Logica is a business and technology service company, employing 39,000 people. It provides business consulting, systems integration and outsourcing to clients around the world, including many of Europe's largest businesses. Logica creates value for clients by successfully integrating people, business and technology. It is committed to long term collaboration, applying insight to create innovative answers to clients' business needs. Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG). More information is available at [www.logica.com](http://www.logica.com)

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