

Transformation from a Traditional Telco Provider to a Multiservice Community Enabler

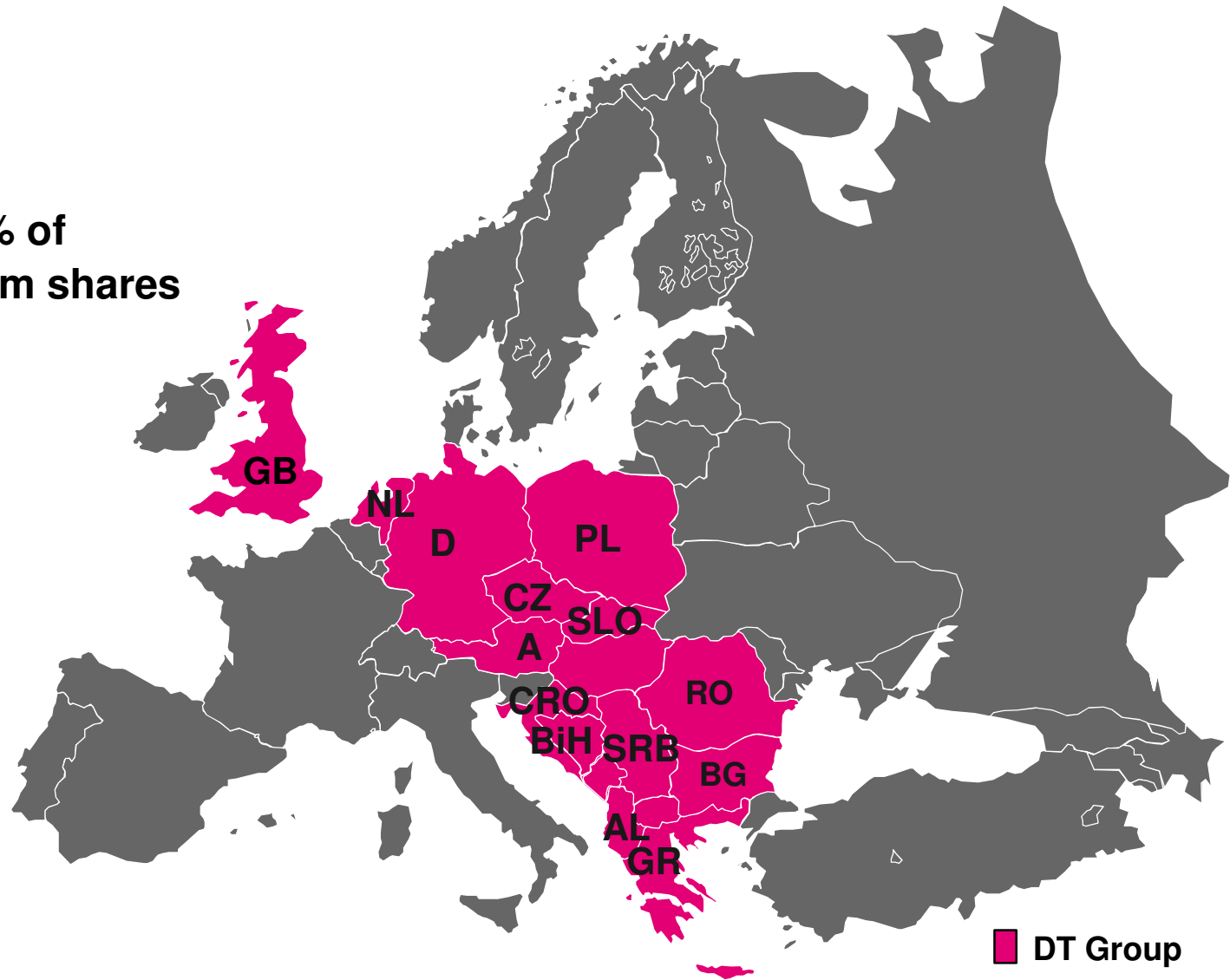
Walter Goldenits
CTIO, Magyar Telekom

IEEE International Conference on Communication
11 June 2013

We are a member of Deutsche Telekom Group



DT owns 59,2% of Magyar Telekom shares

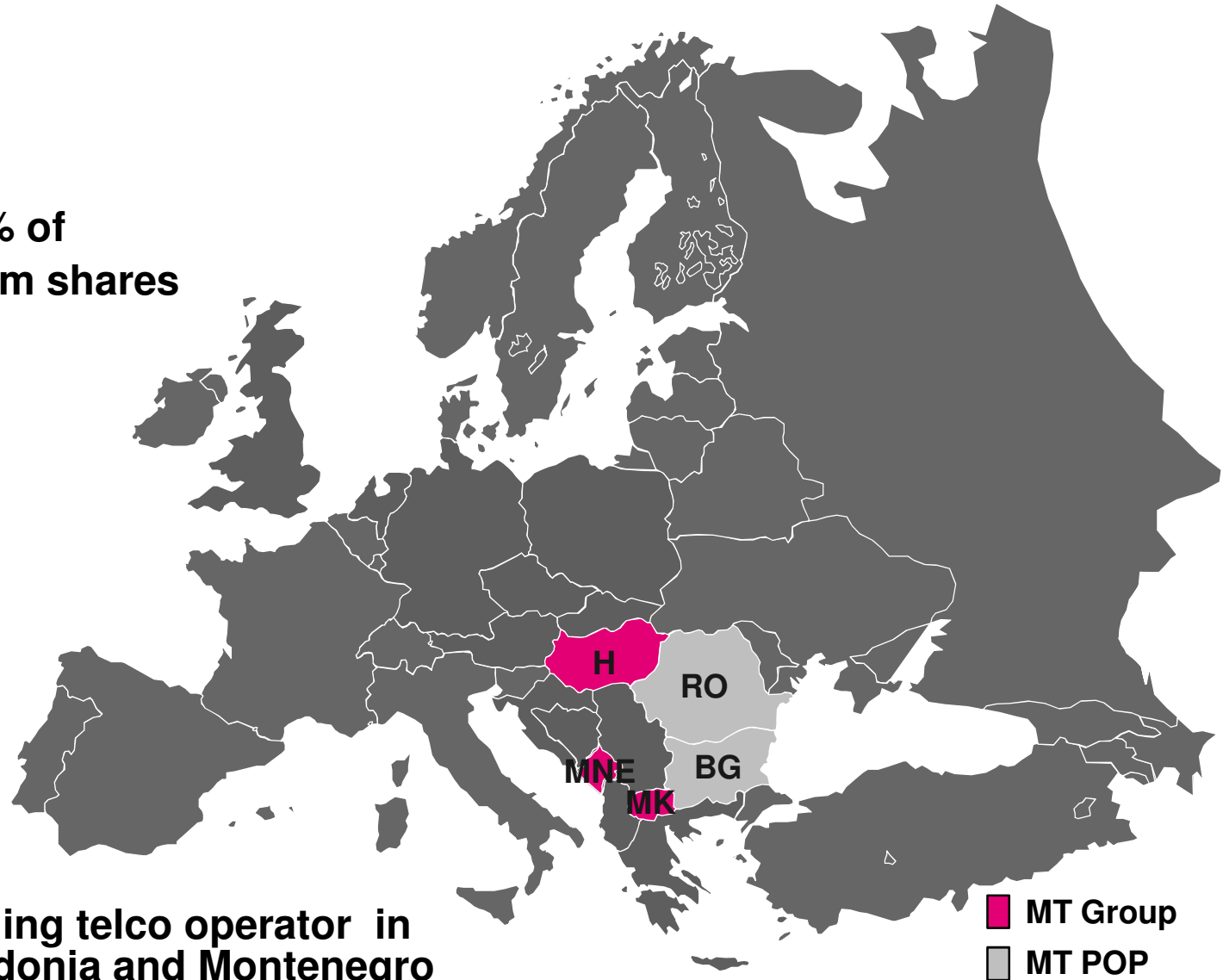


LIFE IS FOR SHARING.

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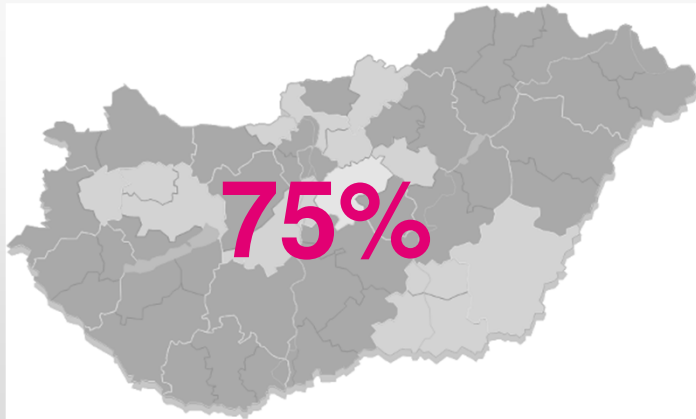


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We are the leading telco operator in Hungary, Macedonia and Montenegro

About us



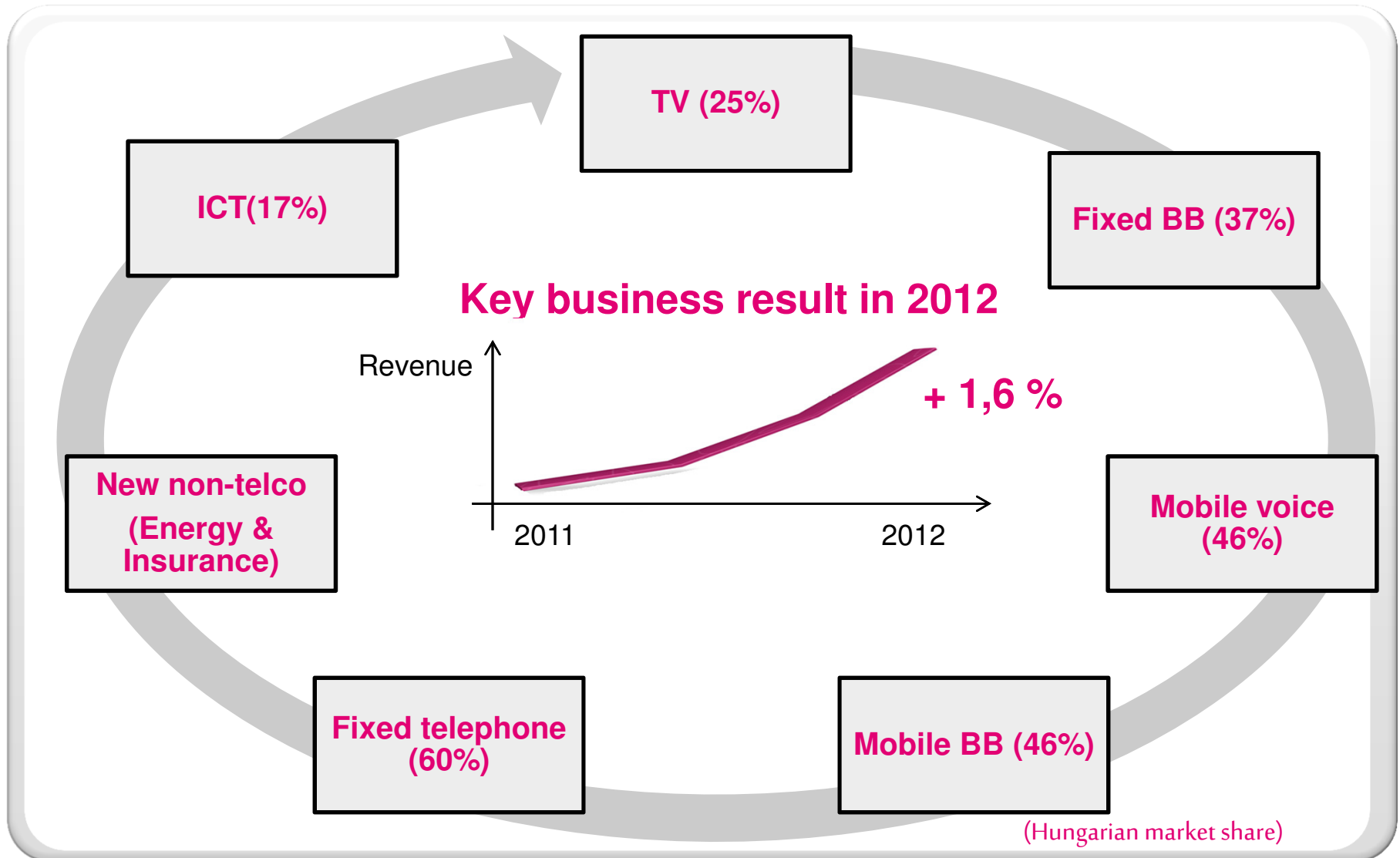
- **1st LTE player** 
- **Best network**
- **Biggest Hungarian provider**

- **Excellence in customer service**
- **Best Employer**
- **Best sustainability report**

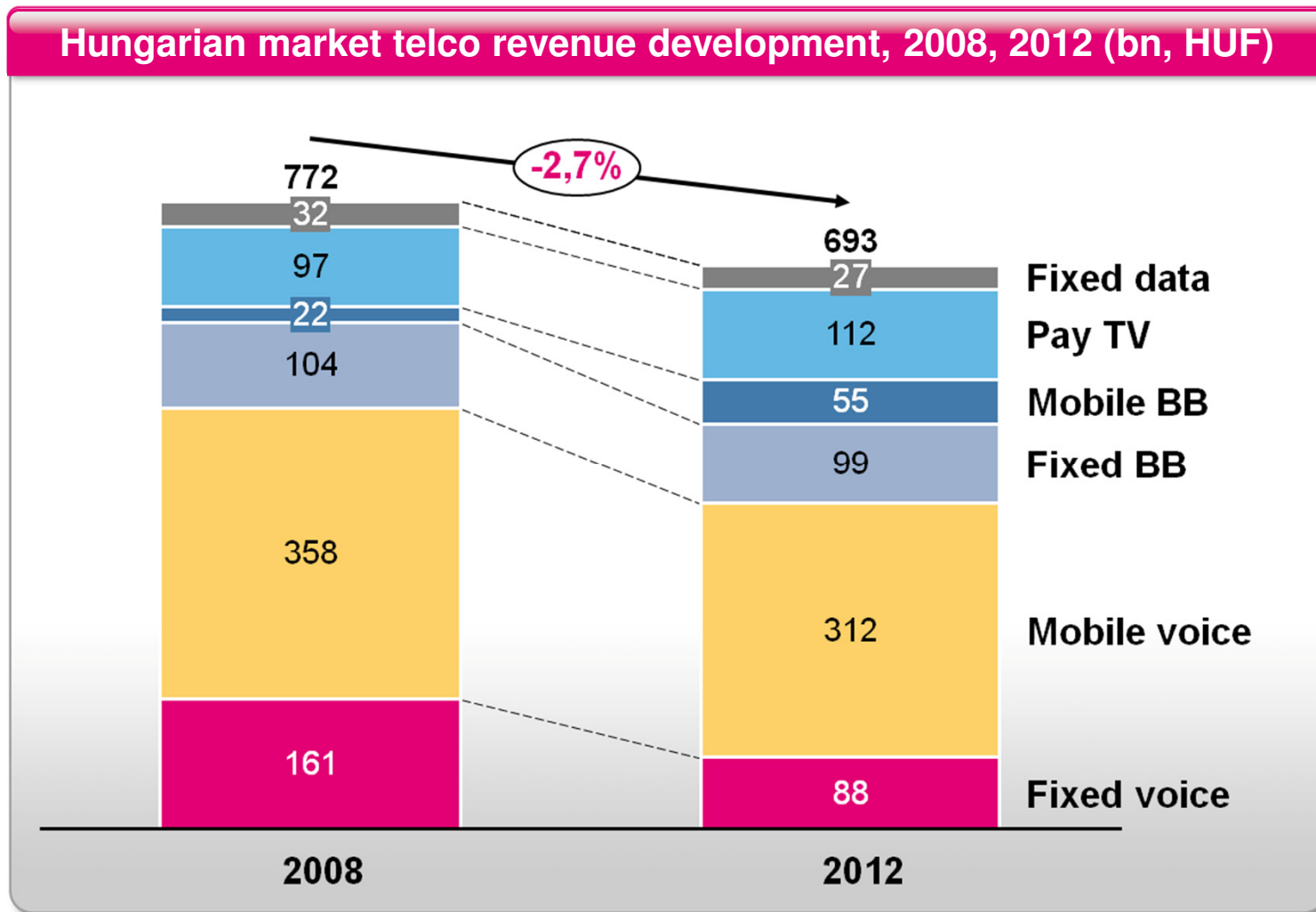


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Magyar Telekom serves a complex portfolio

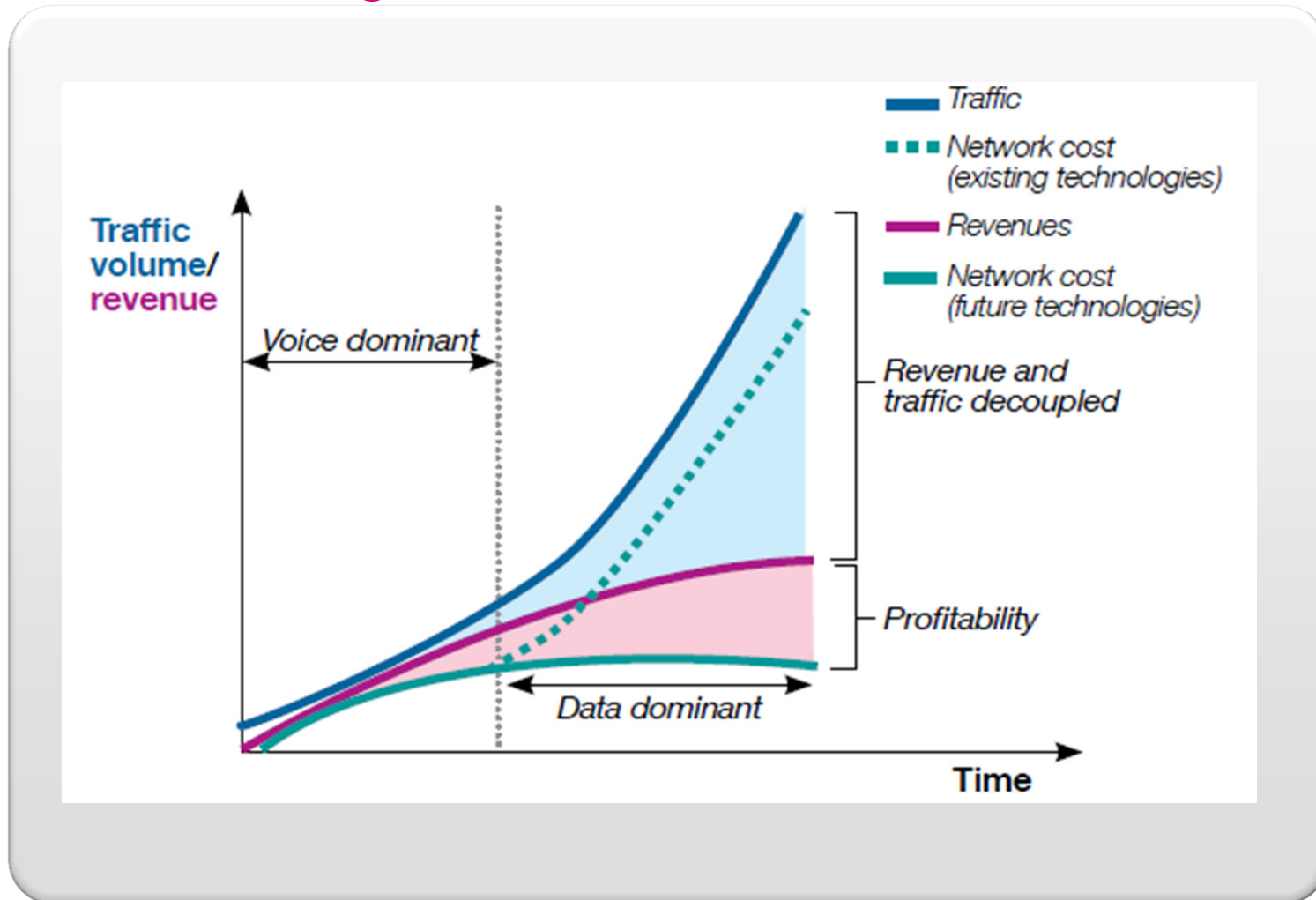


Hungarian core market development



Telecom & IT market forecast implies limited growth with strong restructuring

The world changes



Revenue and traffic are disassociated in increasingly data-dominant world



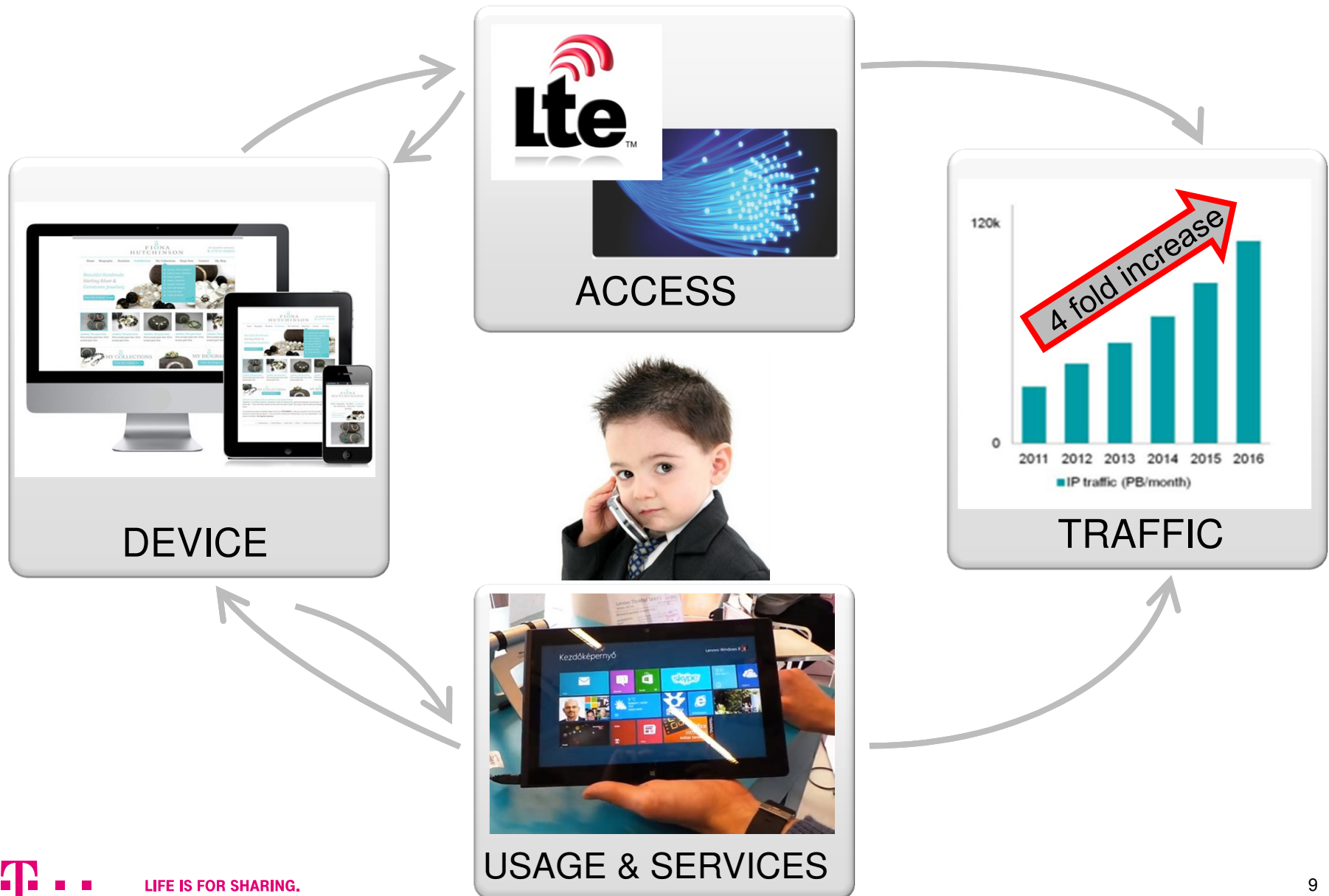
Super user of now



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Source: <http://www.youtube.com> - Thomas Suarez, 6th grade student at a middle school in the South Bay of Los Angeles

Drivers of telco development



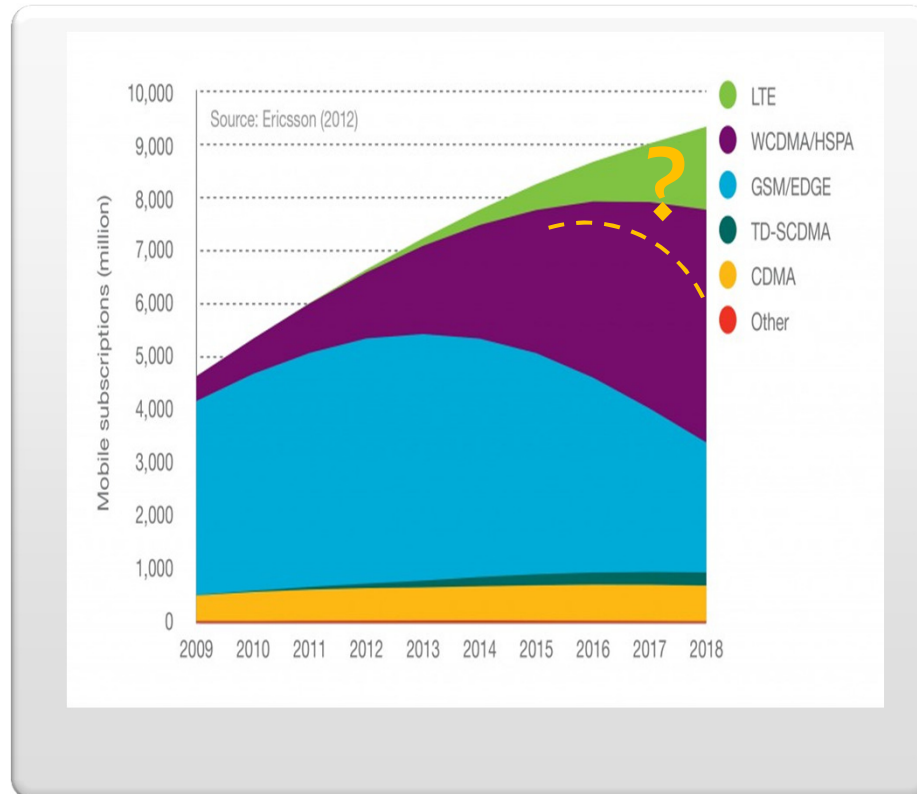
Device boom drives IP traffic



Internet of Things

Exploit existing infrastructure and deploy new technologies

Mobile



Fixed



LTE versus 3G trend depends on the intense of investment to LTE

We have to find the optimal technology mix

What happens in an Internet minute?



The way forward of technology



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It's about enabling new services



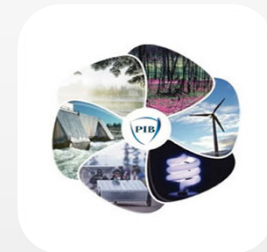
e-Health



Mobile payments



e-Business



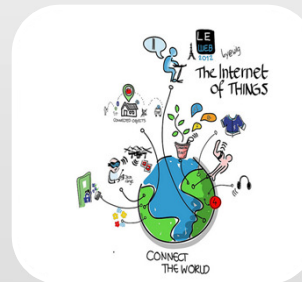
Energy and insurance



Home automation



Home security



M2M



More to come

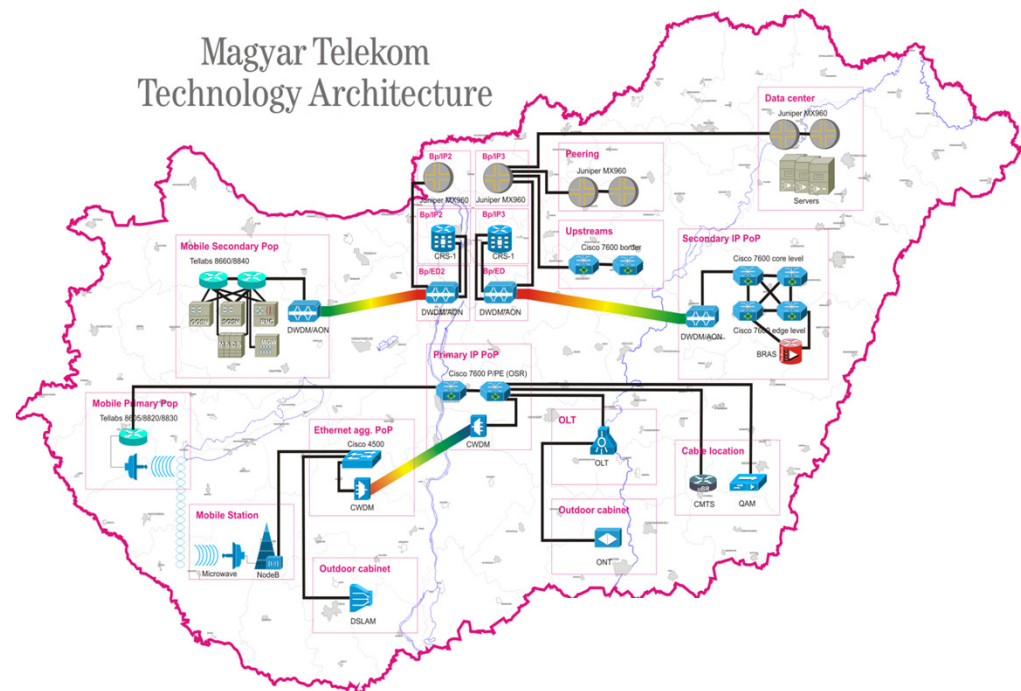
Ready for new services



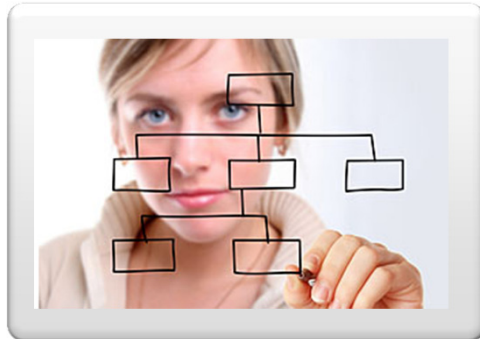
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It's about cost efficiency

- All IP Transformation
- SDN
- SON
- Cloud
- IT Transformation



It's about customer experience



Changing company

- Agile
- Online
- Flexible



Changing technology

- Enabler
- T2M reduction
- Quality awareness
- Architecture simplification



Changing mindset

- Customer in the focus of technology

In the future networks are all about

Speed of

- Technolo
- evs

Content

ed, mobile and core IP network services

- IT systems

Customer Experience



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