



**10 YEARS MCA THE
CONFERENCE
BUILDING STRONG
PARTNERSHIPS
AS KEY TO FUTURE IN
TELECOMS**

By Nicolae Cantuniar, VP Int'l Carrier Services EMEA

Cable&Wireless
Worldwide

Social networking has transformed how people communicate

Embedded intelligence is a reality

Intelligent cities are emerging



Converged communications solutions

Ethernet now a utility

Anywhere / Anytime communications is here

Green opportunities are becoming prime

I want
mobility



“THE NEW LOGIC STARTS WITH THE END USER” Source: Economic Conditions Snapshot, McKinsey&Co., Sept 2010

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“Apple’s ability to reinvent the consumption experience from the viewpoint of the individual, at a fraction of the old cost”



CREATING VALUE FOR CUSTOMERS

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YOU AND I ARE DEFINING NETWORK CONSUMPTION TRENDS MORE THAN EVER, AND MORE AND MORE

INDIVIDUAL

Connected

User Driven



Personal



Choices

Social & Interactive

CUSTOMERS WANT LESS MESS & STRESS AND ARE WILLING TO PAY FOR SPECIALISTS TO MANAGE PARTS OF THEIR BUSINESS, WHILE THEY FOCUS ON THE CORE COMPETENCIES

**MANAGE
D**

**Single Point
Of Contact**

End-to-End

Dedicated

**24/7 Customer
Service & Support**



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PRACTICAL



Innovative

Flexible

Focus on
Delivery

Collaborative
approach

**NO ONE CAN BE EVERYWHERE AND DO EVERYTHING
CUSTOMERS WANT A SINGLE PARTNER
TO WORK WITH ALL THE OTHERS
TO GIVE THEM THE BEST POSSIBLE SOLUTION**

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GLOBAL ORGANISATIONS ARE ALWAYS UP AND READY FOR BUSINESS THEY WANT PARTNERS WHO FOLLOW SUIT

Automated

ALWAYS ON

Future proof infrastructure

Shared Apps

Location & access independent

Convergence



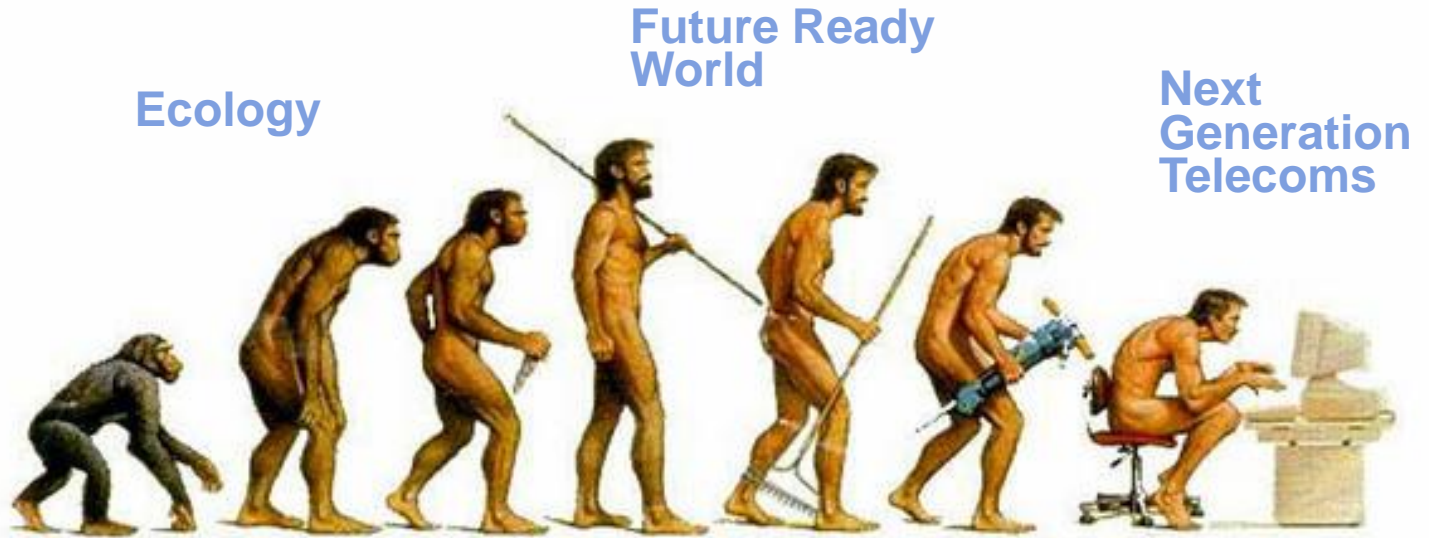
CUSTOM



Bespoke
Economical
Going the extra mile

**NO TWO ORGANISATIONS IN THE WORLD ARE THE SAME
WHY THEN SHOULD THEY WANT A STANDARD SOLUTION?
CUSTOMERS NEED SOLUTIONS GEARED TO DELIVER BUSINESS OUTCOME**

Clear
Technology
Roadmap



Ecology

Future Ready
World

Next
Generation
Telecoms

TRANSFORMATIONAL

**EVEN AS CUSTOMERS BUYING CYCLES GET SHORTER,
THEIR DESIRE TO INVEST FOR THE FUTURE AND INTO
PARTNERS CAPABLE OF SUSTAINING AND DELIVERING IN
THE LONG TERM GROWS**

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e-commerce



Means that global connectivity is now **business critical**

NEW WORLD ORDER

WHAT DO YOU BELIEVE?

HOW CAN WE MAKE
MONEY IN
THE NEW WORLD
ECONOMY?



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THE NEED FOR CHANGE

- ✓ SMARTER BUSINESS MODELS
- ✓ SHARED INFRASTRUCTURE
- ✓ DIVERSIFICATION AND MORE CHOICE
- ✓ A MORE RESILIENT GLOBAL NETWORK

- 
- ETHERNET
 - PROCESS
 - CAPABILITY

MAKE THE FACTORY
SIMPLER

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DIFFERENTIATE

- COST
- PARTNER
- SCALE AND POOLING

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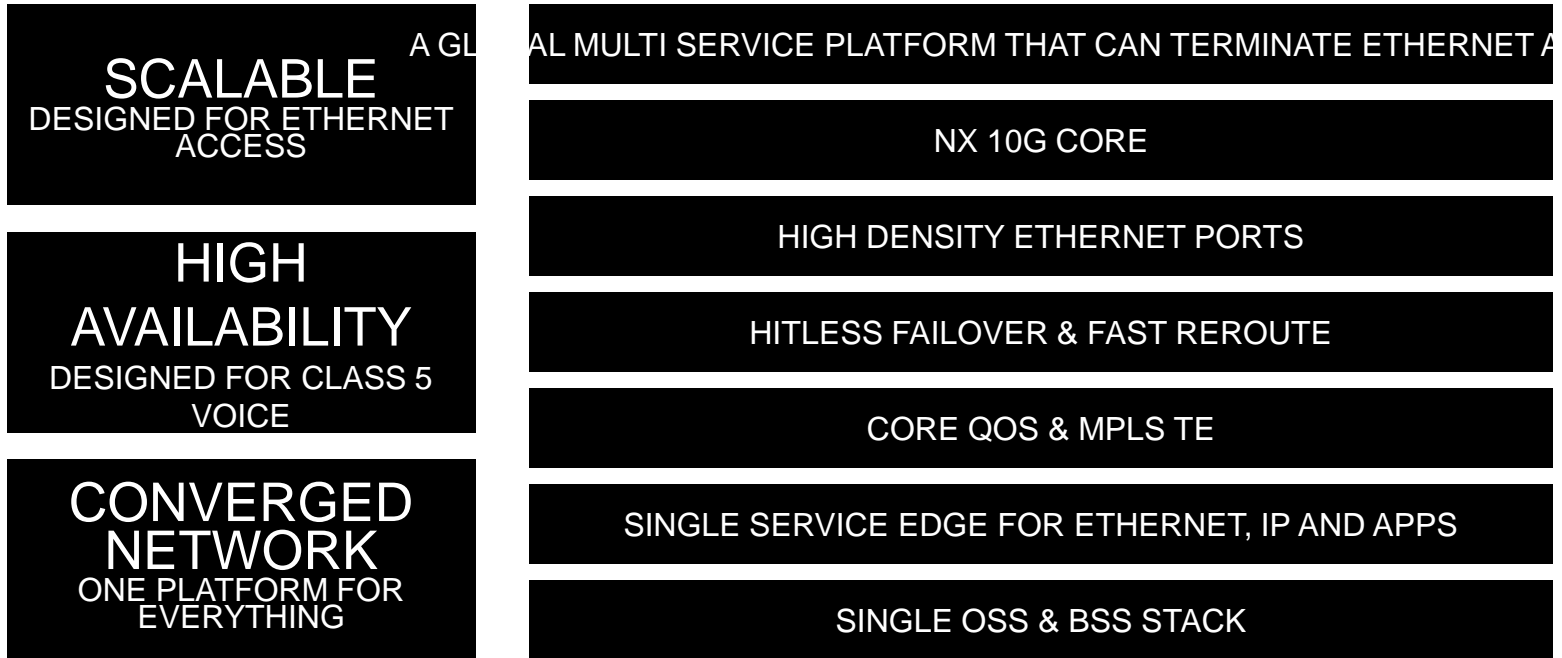
RELIABILITY

- NETWORK
- DELIVERY
- QUALITY

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TELCOS NEED TO BE READY TODAY FOR AN APPLICATION EXPLOSION



MOVING TO THE NEXT GENERATION

NEXT
GENERATION
CONNECTIVITY

NEXT GENERATION
NETWORK

SCALABLE
STANDARD PRESENTATION
AT 10MB, 100MB OR 1GB
MULTI-SERVICE ACCESS

NEXT
GENERATION
APPLICATIONS

NEXT GENERATION
PRODUCTS
ETHERNET WIRELINE (VPWS)
ETHERNET VPN (VPLS)
IPVPN + SDSL & GIG-E
NEXT GENERATION APPLICATIONS

ECONOMICAL
BUILT FOR HIGH
BANDWIDTHS

NEXT
GENERATION
READY

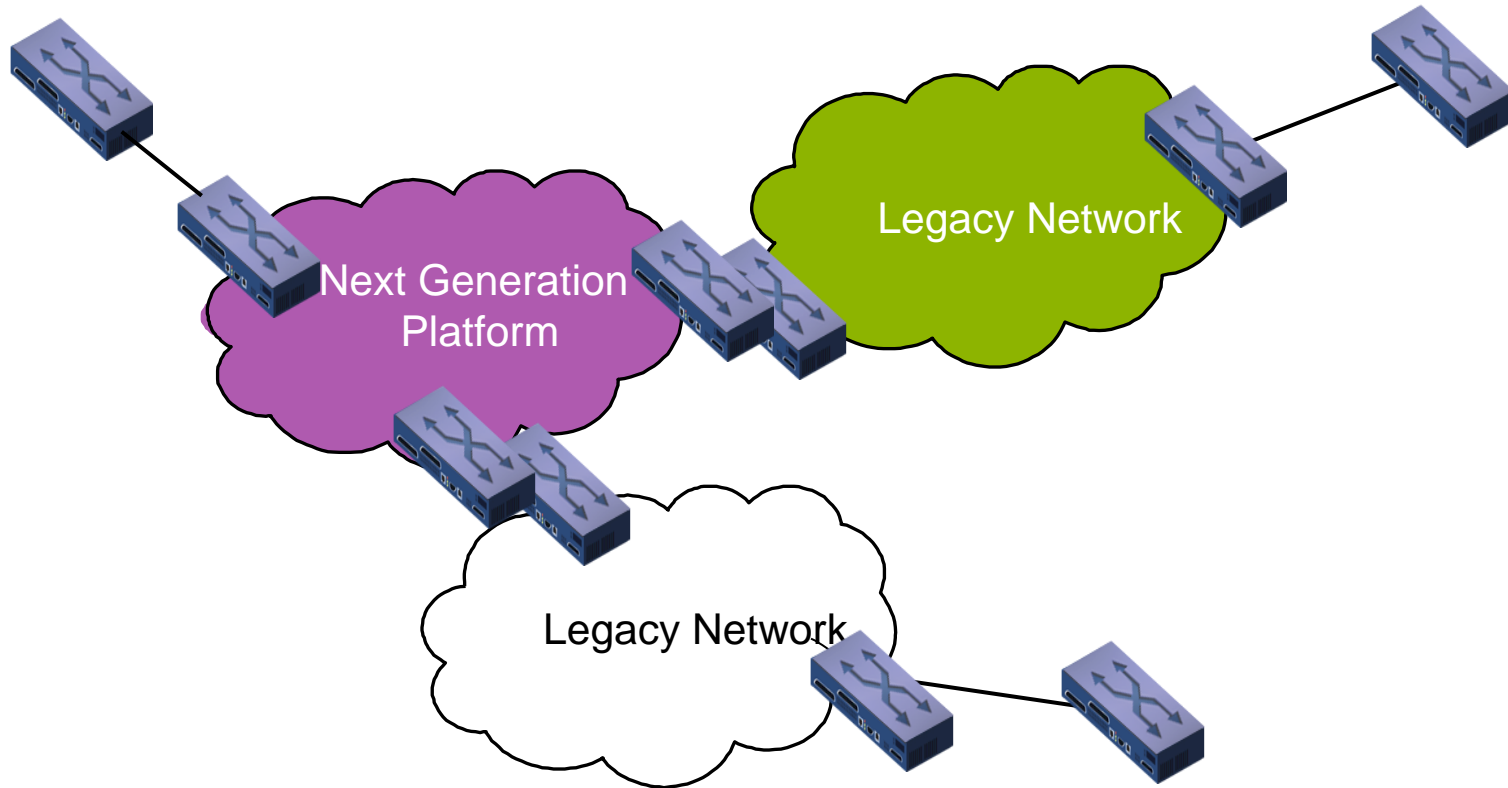
NEXT GENERATION
PROVISIONING
CERTAINTY, PREDICTABILITY & SPEED

PEDIGREE
ALCATEL – LUCENT 7750

ROBUST
EASIER TO PREVENT & FIX
FAULTS: BETTER SLAS

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ONE CONNECTION FOR MANY SERVICES



LEARNING FROM INDUSTRY BEST PRACTICES

A GLOBAL SYSTEM OF SERVICE PROVIDERS



MUTUAL INTEREST AND FOCUS ON THE CUSTOMER

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**SYMBIOTIC
PARTNERSHIPS
ARE ESSENTIAL
FOR SURVIVAL**

“The idea of a highly integrated, interconnected world where the barriers to entry are very low is not a new concept, but it's still pretty revolutionary ... This whole concept could revolutionize the way we do business. It will allow smaller entrants into the market and allow traditional telecom service providers to broaden their reach into areas they couldn't get into on their own ... in today's global economy, your partner's success directly affects your own good fortune.”

Source: Telecom Asia “Smart Pipe Strategy” by Keith Willetts, June 3 2010
Keith is co-founder and chairman of the TM Forum