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Business



# Nokia Global Support and Services

## Strategies for Serving Multiple Customer Segments

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# Agenda

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1

Setting the context – a brief background

2

Building a flexible services portfolio

3

Managing quality of solutions & services

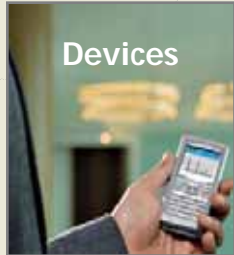
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Setting up partnerships

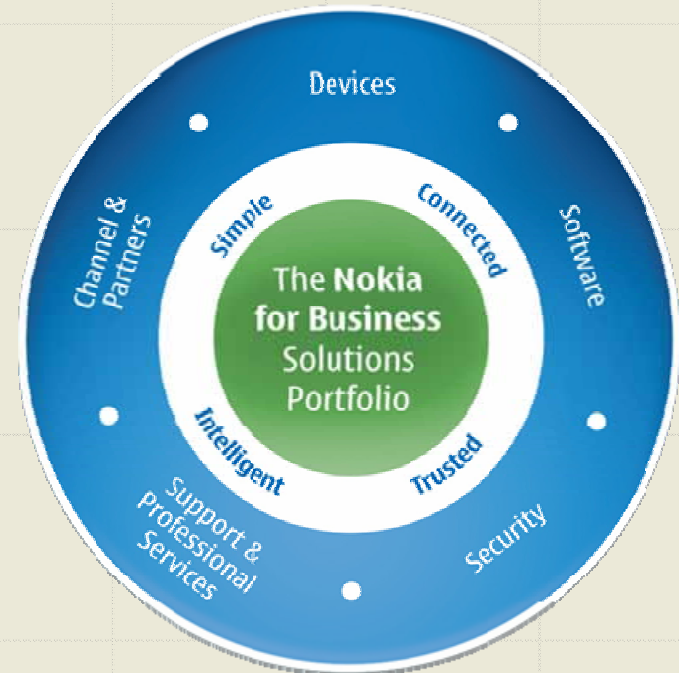
# Setting the Context

# Need for an Ecosystem of Partners

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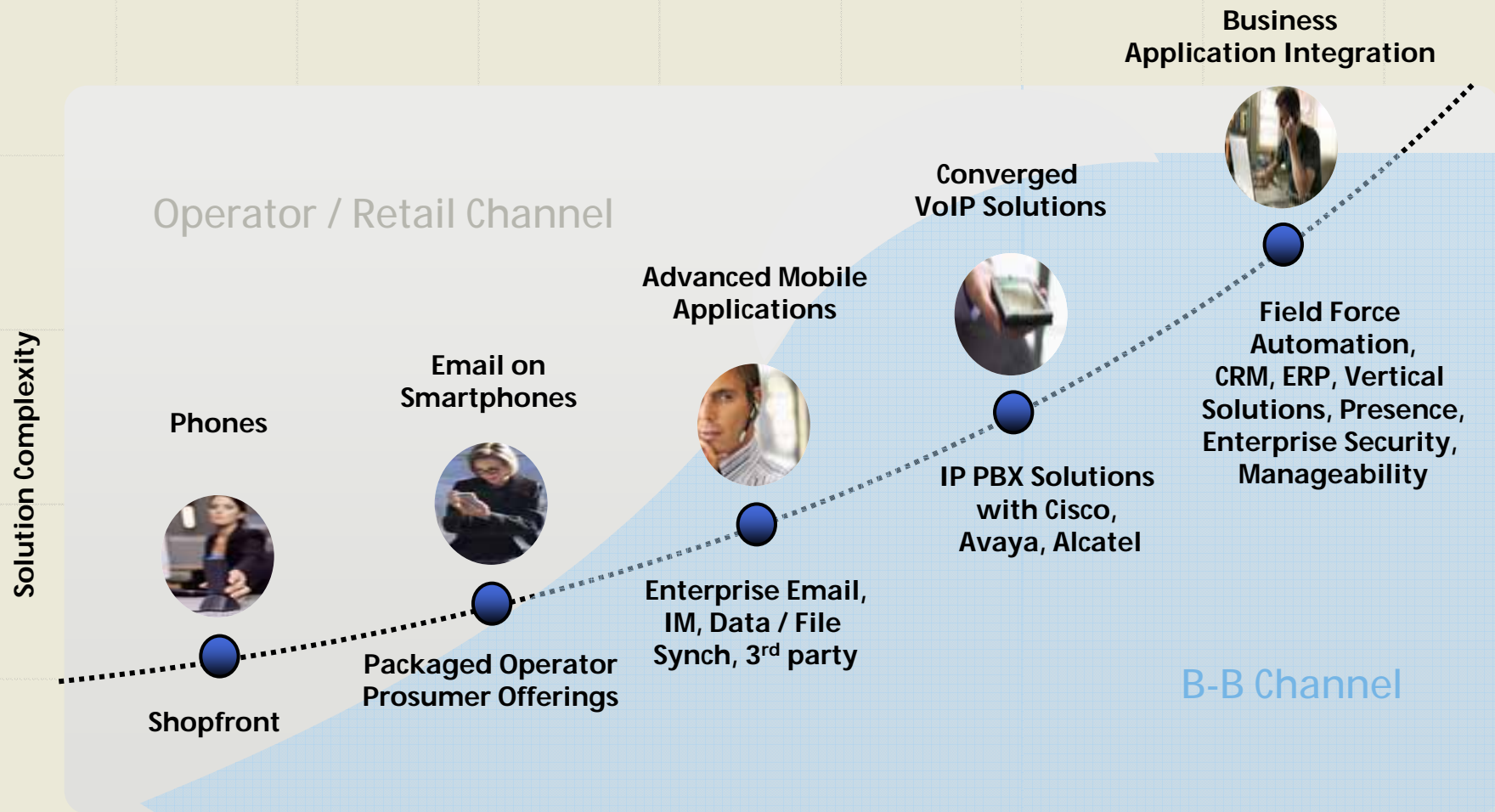


- Complex solutions with multiple components
- Multiple vendor/partner choices
- Allow for a complete solution to be delivered to an enterprise customer
- Leverage the value chain



# Increasing complexity drives opportunity for high margin services for channel partners

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# Nokia Value Proposition for Partners

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## Service

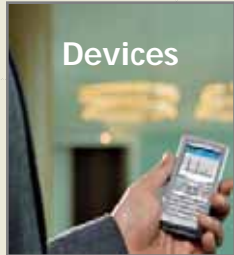
€6.9bn 2009  
25% CAGR 2005/09

- Multi B\$ market opportunity
- Enabling *Simple, Intelligent, Connected, Trusted* mobility Solutions
- Key partnerships to mobilize voice, data collaboration and IT applications
- Key partnership to integrate, deliver, maintain, host and outsource enterprise mobility solutions :
  - Operators B2C and B2B
  - Enterprise system integrators
  - Applications ISV
  - Value Added Resellers (VAR)

# Service Offerings – Building a Flexible Portfolio

# End-End Support for all ES products

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- Technical Support
- Online Software Updates
- Knowledgebase Access
- Online Case Management
- Technical Account Management
- Onsite Support
- Hardware Replacement Options



# Flexible Portfolio



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	Nokia Access	Nokia Essential	Nokia Advantage
<b>Business Model</b>	<ul style="list-style-type: none"> <li>• Sold through the Channel</li> <li>• Support provided directly by Nokia</li> <li>• Requires channel to have frame agreement with Nokia to resell support</li> </ul>	<ul style="list-style-type: none"> <li>• Sold and delivered by Channel</li> <li>• Nokia provides backline support</li> <li>• Requires channel to deliver Level 1 support</li> <li>• Need frame agreement with Nokia to buy support</li> </ul>	<ul style="list-style-type: none"> <li>• Sold to the Operator</li> <li>• Requires Operators to deliver support to their end user customer base</li> </ul>
<b>Partner Benefits</b>	<ul style="list-style-type: none"> <li>• Low cost - no additional resource requirement for Channel</li> <li>• Complete leverage of Nokia expertise of solution</li> </ul>	<ul style="list-style-type: none"> <li>• Channel has full power and maximum customer intimacy</li> <li>• Complete leverage of Nokia expertise of solution</li> </ul>	<ul style="list-style-type: none"> <li>• Operator has full power and maximum customer intimacy</li> <li>• Complete leverage of Nokia expertise of solution</li> </ul>

# Award-winning Support



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- Technical assistance centers located in strategic regions covering the world
  - Americas, Europe, Middle East, Africa, China, Japan
  - Over 1,000 metropolitan areas and 150 countries
  - Always-on technical support, 24 hours per day, 365 days per year
  - Co-located with Product Line Support and Engineering
- All TAC locations are Support Center Practices (SCP) Certified
- Selected by Association for Service Management (AFSM) International for '**Services Excellence**' Award 2006
- Technical staff maintain relevant industry certifications



*Services Excellence  
Award - Sept 2006*

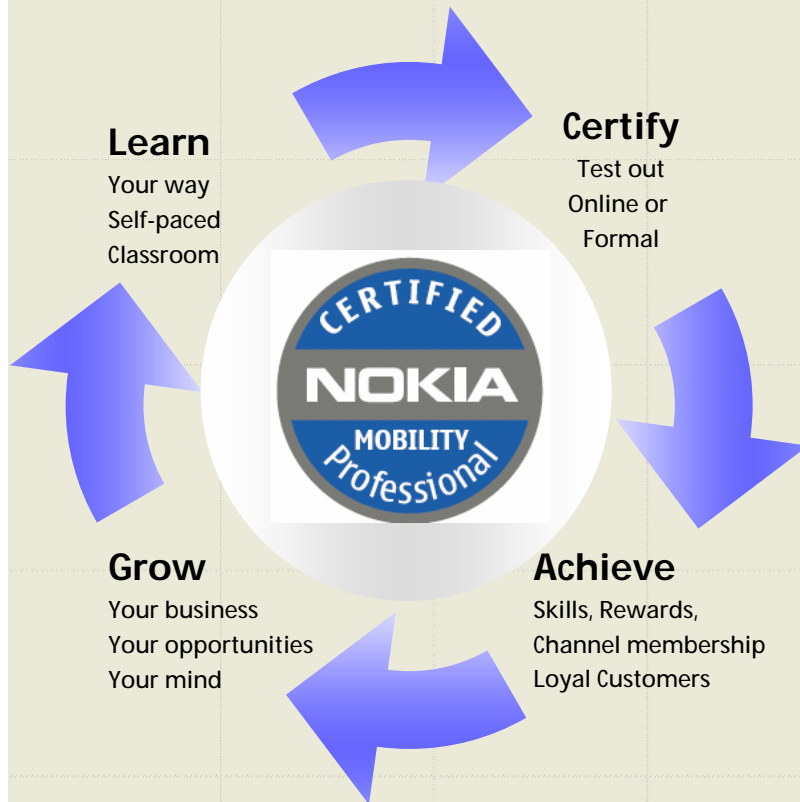
*SCP has helped Nokia attain high customer satisfaction in our industry*

# Ensure Quality of Solutions & Services – Enabling the Channel

# A Learning Channel



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- Nokia develops high quality training materials for mobility, security and voice solutions
- Training is available in a variety of formats
  - Online
  - Instructor-led
  - Self-study resources
- Instructor-led training is delivered by our global network of Authorized Training Providers (ATP)



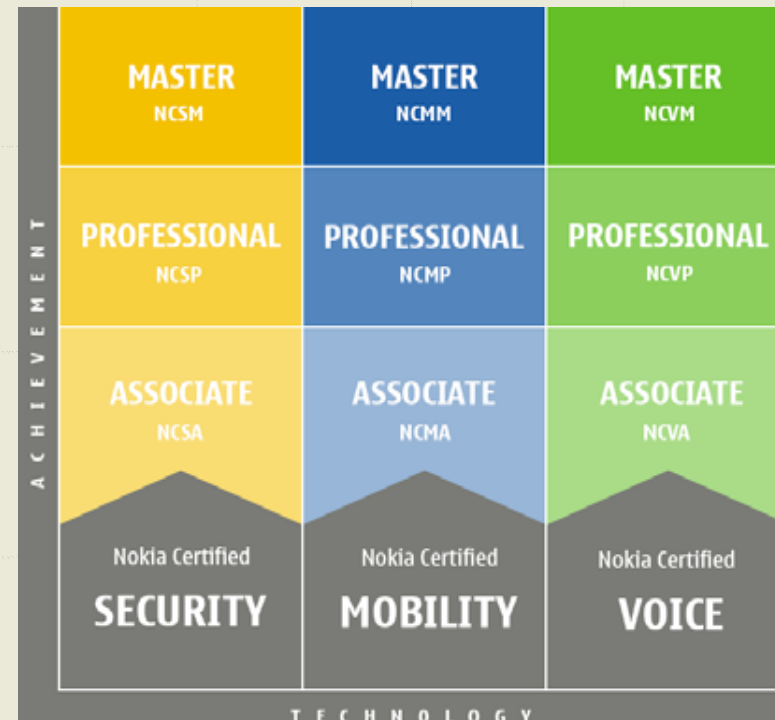
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# Commit to Professional Excellence



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- Certifications available for Nokia mobility, voice and security solutions at all skill levels
  - **Associate** – introductory product knowledge
  - **Professional** – implements and supports Nokia solutions
  - **Master** – implements Nokia solutions in custom environments
- Acquire skills to sell and support Nokia solutions and products
- Meet training requirements for channel accreditation
- Can *test out* anytime
- Earn rewards and recognition while validating skills



# Nokia Authorized Training Providers



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Instructor-led technical training delivered around the world

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TRAINING PROVIDER

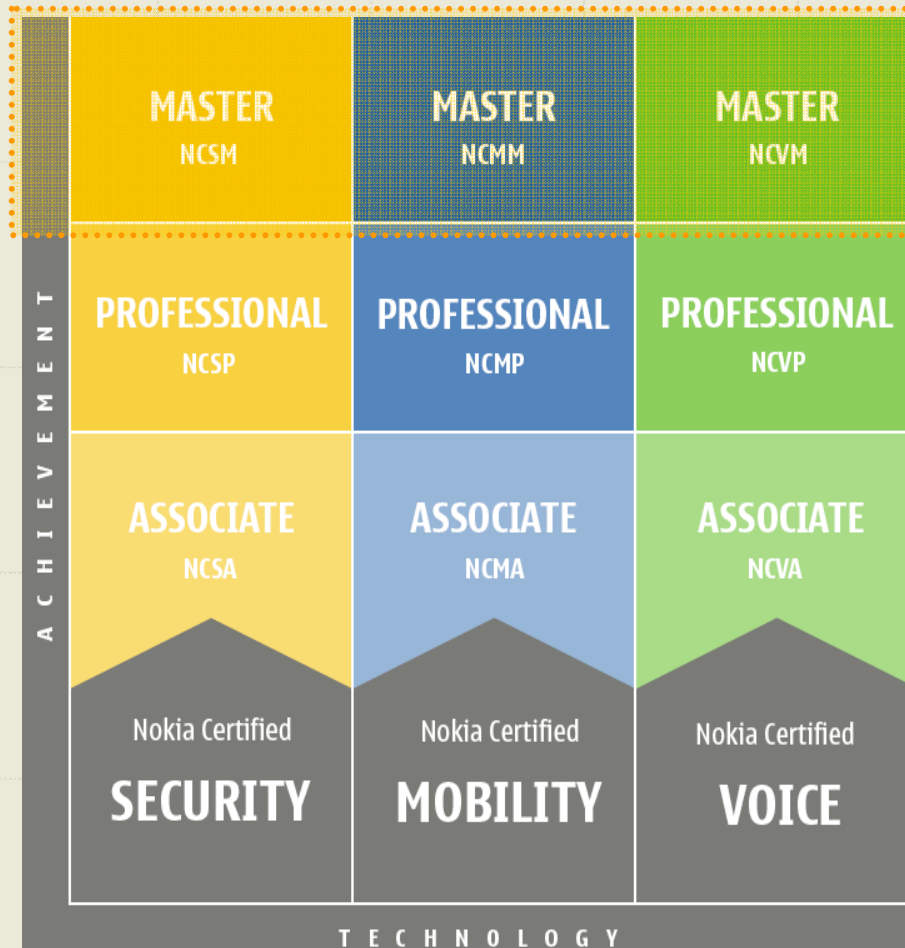


Nokia authorized training providers educate thousands of students each year

- Leverage Nokia training materials and labs
- Deliver classroom training as a value-added service
- Increase training sales revenue
- Channel can train their own employees – save time and money

# Benefits of Nokia Certification

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- Test out anytime
- Fast Track Access
- Pre-Sales Support
- Enhanced Knowledgebase Access

# Ensure Quality of Solutions & Services – Setting Up Partnerships



# Supporting Partner Applications



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Complete support for key mobility applications



Collaborative Support with key application vendors means resolution from the source leveraged through Nokia

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Established Collaborative Support systems and processes with key partners

*Working together* for smarter service solutions

# Summary

# Strategies for Serving Multiple Customer Segments

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1

Create a flexible services portfolio tailored for each customer segment

2

Develop a knowledgeable channel – enable your channel to perform

3

Build strong support & services partnerships – enable your service organization to perform

**Questions?**



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Thank You

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