

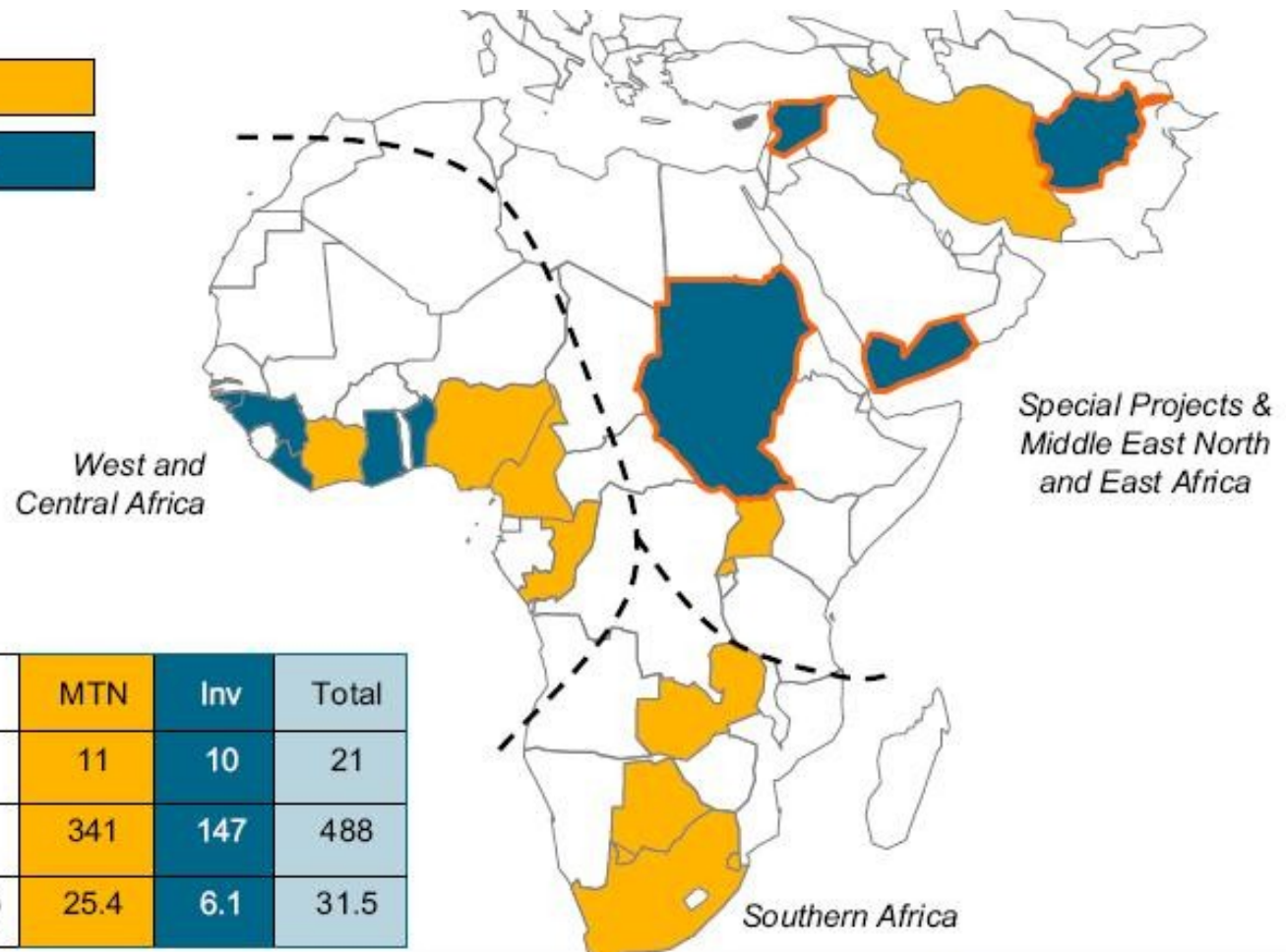


# Enter strictly mobile business

*'Work is something you do; not somewhere you go.'*



# MTN in Africa and Middle East



	MTN	Inv	Total
Countries	11	10	21
Population (m)	341	147	488
Subscribers (m)	25.4	6.1	31.5

# MTN Corporate Business Unit vision



- Our vision is to be the leader and preferred Information and Communication Technology (ICT) partner
- Focusing on top corporate and government clients
- Through -
  - Enabling reliable communications
  - Offering superior client services (Key Account Management)
  - Tailor-making solutions with superior products
  - Offering a one stop ICT service, from fixed to mobile
  - Dedicated Corporate and Government call centre
  - Customer satisfaction index on corporate clients

***“Your business challenges are our business”***



# Communication Technology Development

## *Historical Perspective*

*as a society becomes more educated – “tuned-in”, information and connect demands consistently outgrow the capability and reach of prevailing technologies ie.*

### **WHAT**

*rock art*

*alphabets*

*woodblocks*

*gutenberg press*

*high-vol presses*

*radio*

*tv*

*computers*

*cellular phone*

### **REACH**

*tribal circle*

*100's*

*1,000's*

*100,000's*

*millions*

*10's millions*

*100's millions*

*100's millions*

*3 billion*

### **WHEN**

*pre-history*

*3,000BC*

*100AD*

*15<sup>th</sup> century*

*18<sup>th</sup> century*

*20<sup>th</sup> century*

*20<sup>th</sup> century*

*21<sup>st</sup> century*

*2007/8*

# Maximise new frontiers



- Never before has communication been so “rich”
- Successful businesses communicate effectively
- Technology has contributed to success
- Various IT applications, e-mail, internet, Wireless voice, SMS, MMS, etc
- Economies have multiplied as a result
- Convergence is the latest buzz

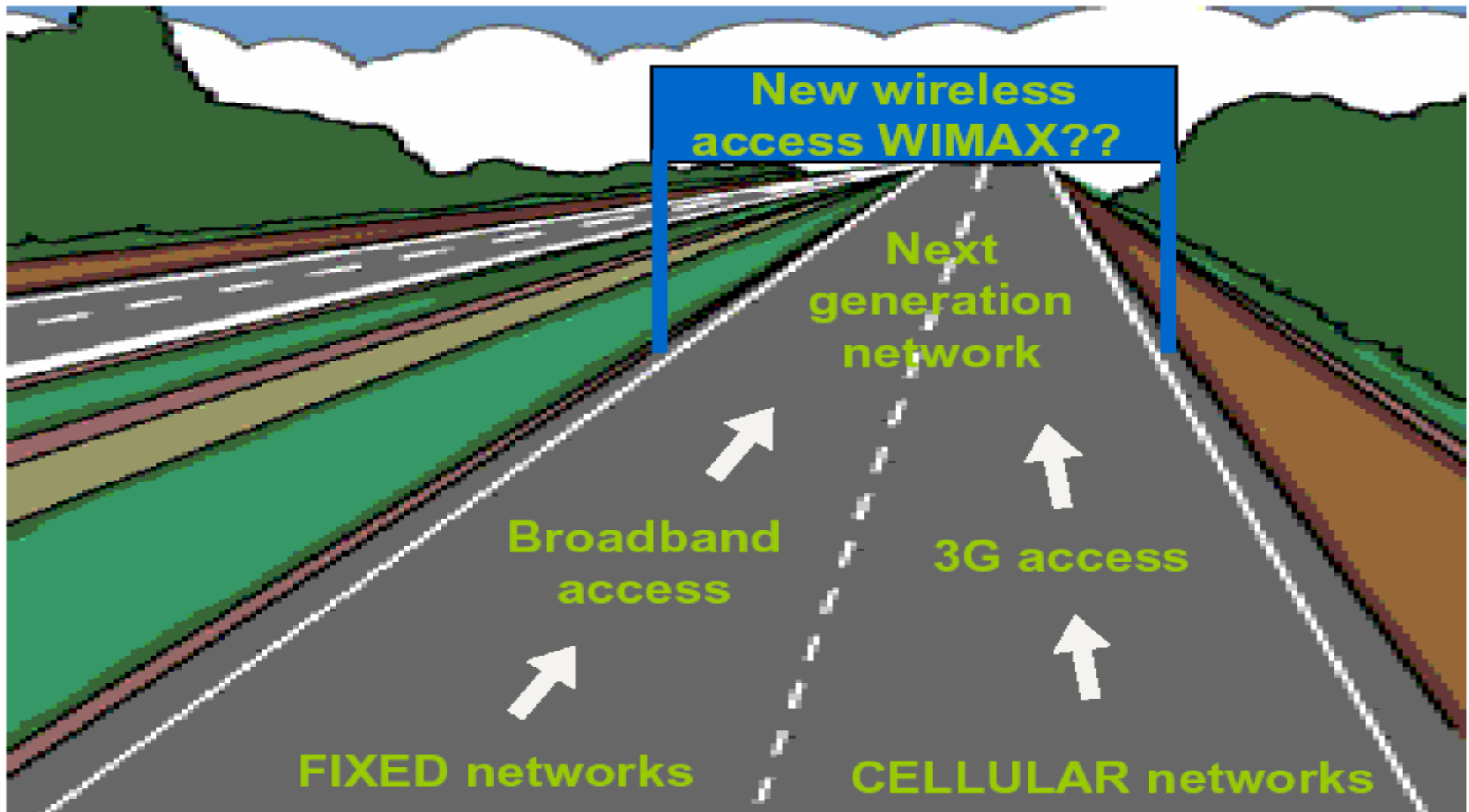


# What is convergence?



- Anywhere, anytime & anyplace
- Single devices having mobile access to multiple applications
- All communication via IP connectivity
- IP Super Highway????

# Convergence in public networks



# Why my Mobility Service Provider?



- High quality access networks will dominate
- Coverage is a factor
- Quality of service
- Data speed's necessary for rich experience
- Ability as a Trusted Advisor
- Pre & post sales support
- Quality and support of applications
- End to end communications solutions
- Product Innovation
- Product Selection, Fixed, Mobile, Convergence



# We ask the questions before we offer solutions



**WE ASK THE QUESTIONS BEFORE WE OFFER SOLUTIONS.**

We find out what your business challenges are before we offer solutions. Partner with us and our team will develop tailor-made business solutions for your unique challenges. For more information call MTN on 983 1809 or email [business@mtn.co.za](mailto:business@mtn.co.za)



Your business challenges are our business.

everywhere you go

# ROI examples



## Old

- Paper based systems slow
- Expensive Communication
- Time management difficult to manage
- Difficult to access info on the move
- Complex processes flow

vs

## New

- Wireless speeds up turn around
- Diverse communication
- Time management easy to manage
- Access to information anytime, anyplace, anywhere
- Simplify process flow

# What solutions are available?



- You name it, literally!!
- It all comes down to Creativity
  - E-mail
  - Logistics
  - Various Business Applications
  - Force Management
  - Assessment solutions
  - Telemetry business app's
  - Business Messaging

# Is it Safe?



- Definitely!
- Using APN (Access Point Name) technology
- Security Applications such as Credent
- All can be sure of safety



# When to get in?



- NOW!!!!!!
  - Get in early, understand early, benefit early
  - Seek out ROI opportunities
  - Information is power
  - Communication is power
  - Mobile communication is unavoidable and very powerful
  - With all new frontiers there is challenge and fear
  - Be a pioneer and lose the fear
  - Once you are in, you will never want out
- Why wait?

# Reap the benefits



- Communication anytime, anyplace, anywhere, anyhow
- Manage, control, monitor, anything
- Power in the palm of the hand
- Assets, people, information, technology, process, procedure, policy  
Return on investment (ROI)
- Reduced turn around times
- More effective time and resource management
- Optimisation of business systems
- Back end integration
- Reduce paper work





# Thank you very much

Feel free to ask more

