



**New Thinking.
New Potential.**



Nokia Mobile Entry Solution for New Growth Markets

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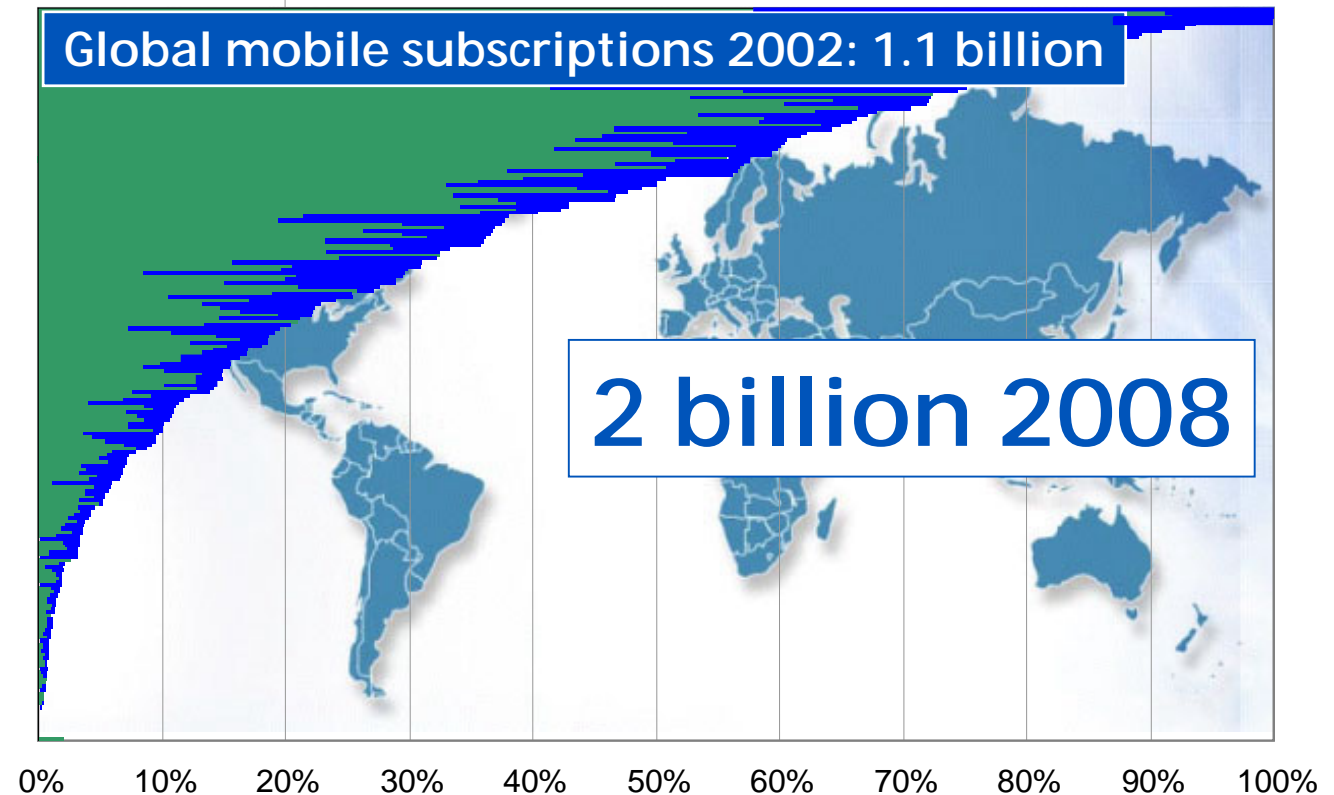
Mission for Nokia's Entry Products and Solutions

- Drive voice totally wireless
- Expand the mobile market by addressing new mobile user segments with an end-to-end offering
- Create an innovative solution enabling the lowest total cost of ownership for the mobile user

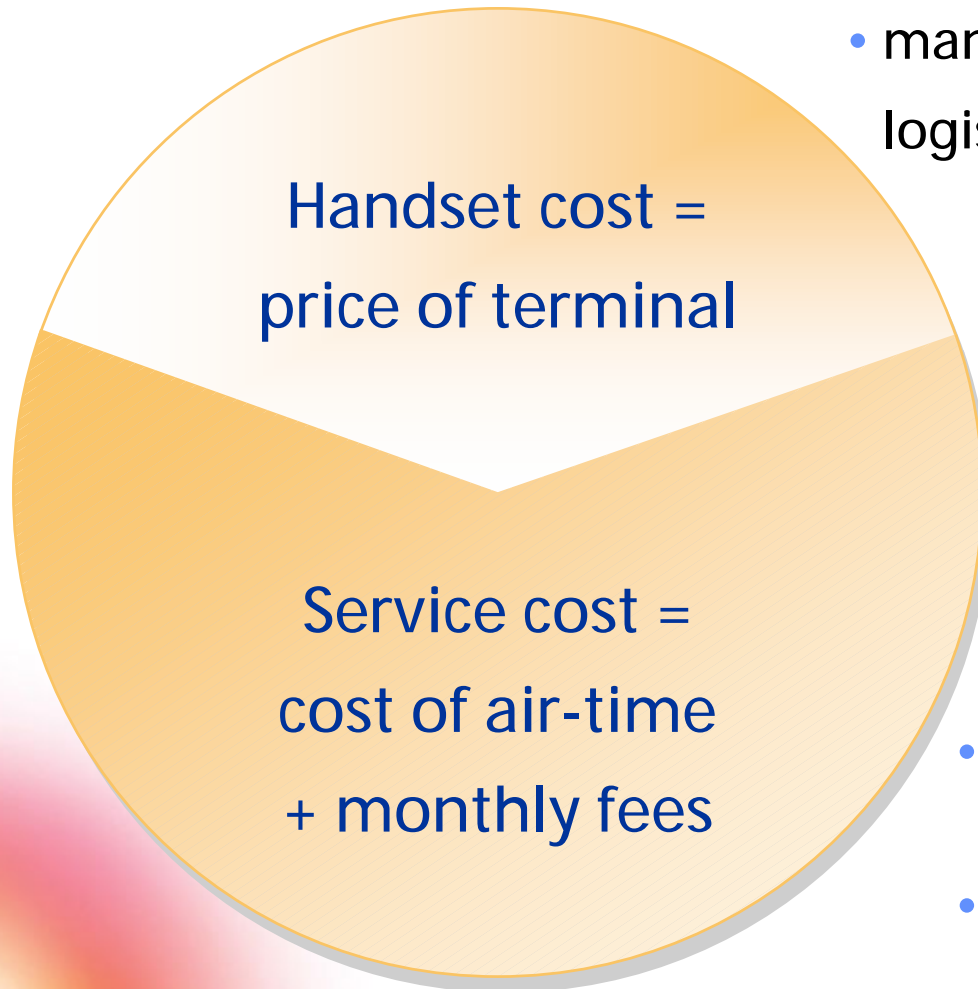
Expanding the market through new mobile users

Mobile user total cost of ownership (TCO) drives the growth

Halving TCO is key to doubling the penetration (18% to 36%)



Handset cost is only one part of affordability for mobile users



- manufacturing, distribution and logistics costs, taxes, customs

- driven by operator's business case and service strategy
- OPEX, CAPEX, taxes, profits

Three main cost drivers for a mobile operator



Subscriber acquisition

- terminal subsidies
- promotion
- distribution



Services

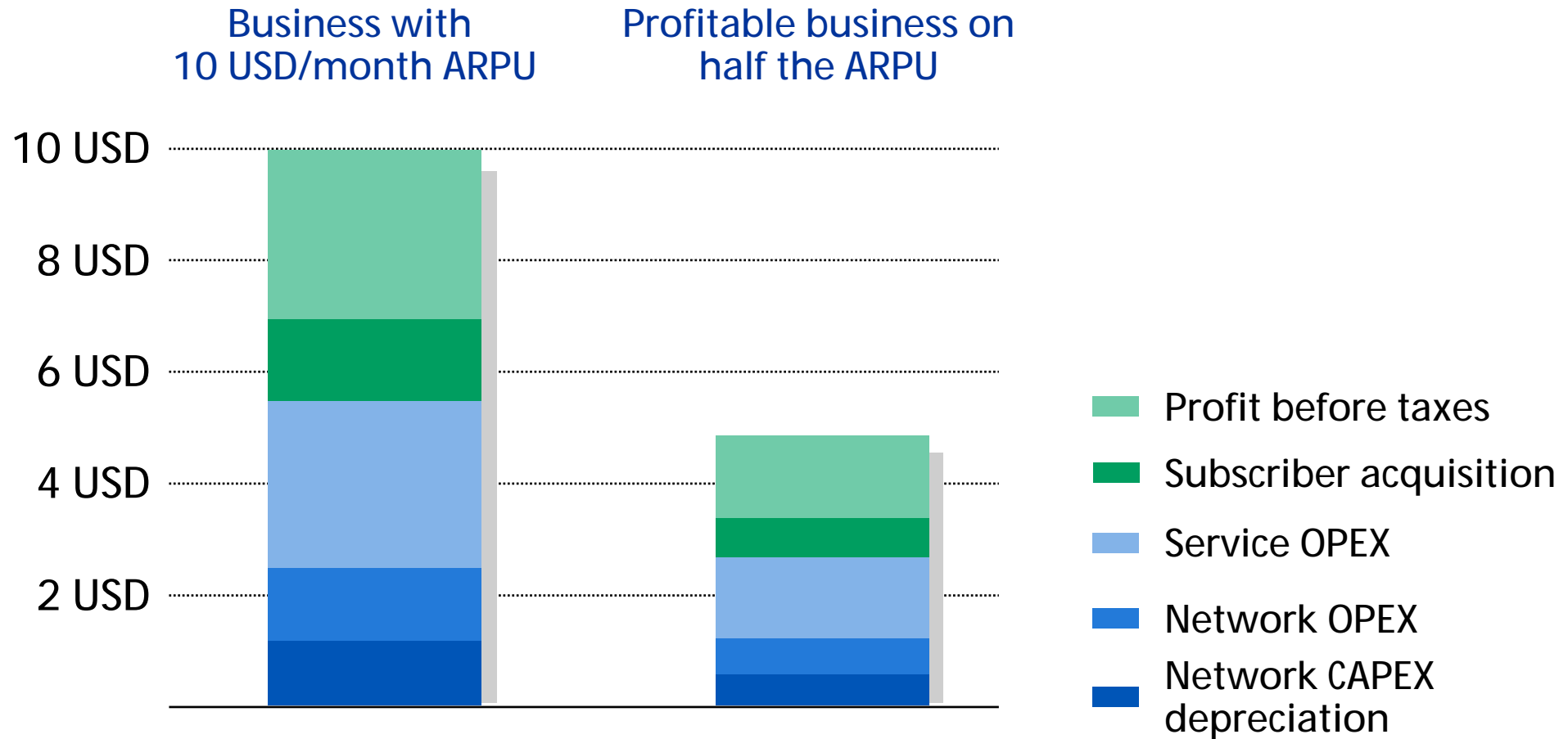
- customer care
- service creation and management



Network

- coverage cost
- capacity cost
- network OPEX

Challenge: turning new potential to profitable business



New business model enables reduced costs



Subscriber acquisition



Services



Network

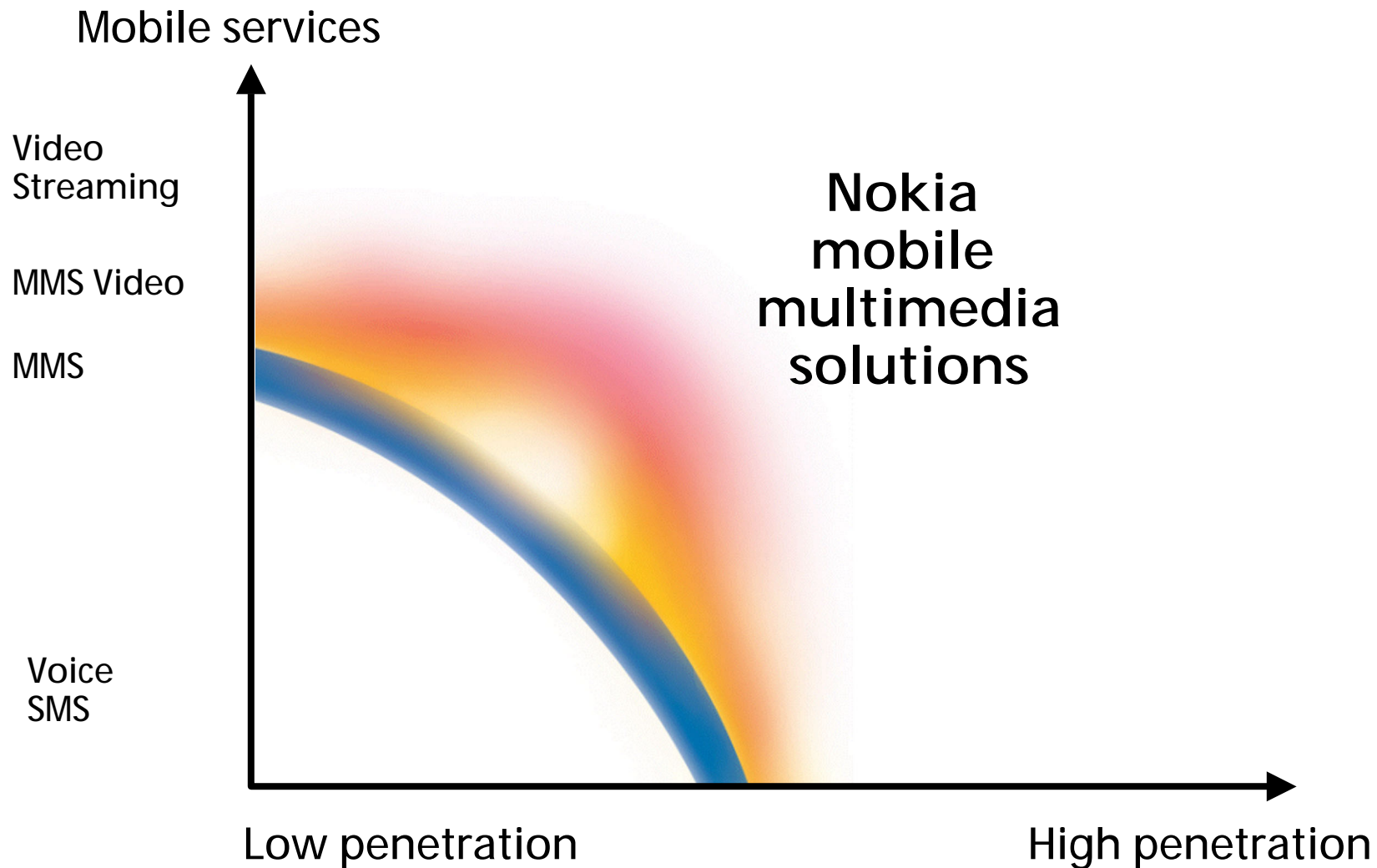
Nokia approach

- Develop a range of entry terminals
- Support operators to develop entry segment business models
- Provide network solutions to address subscriber growth potential in low-ARPU segments

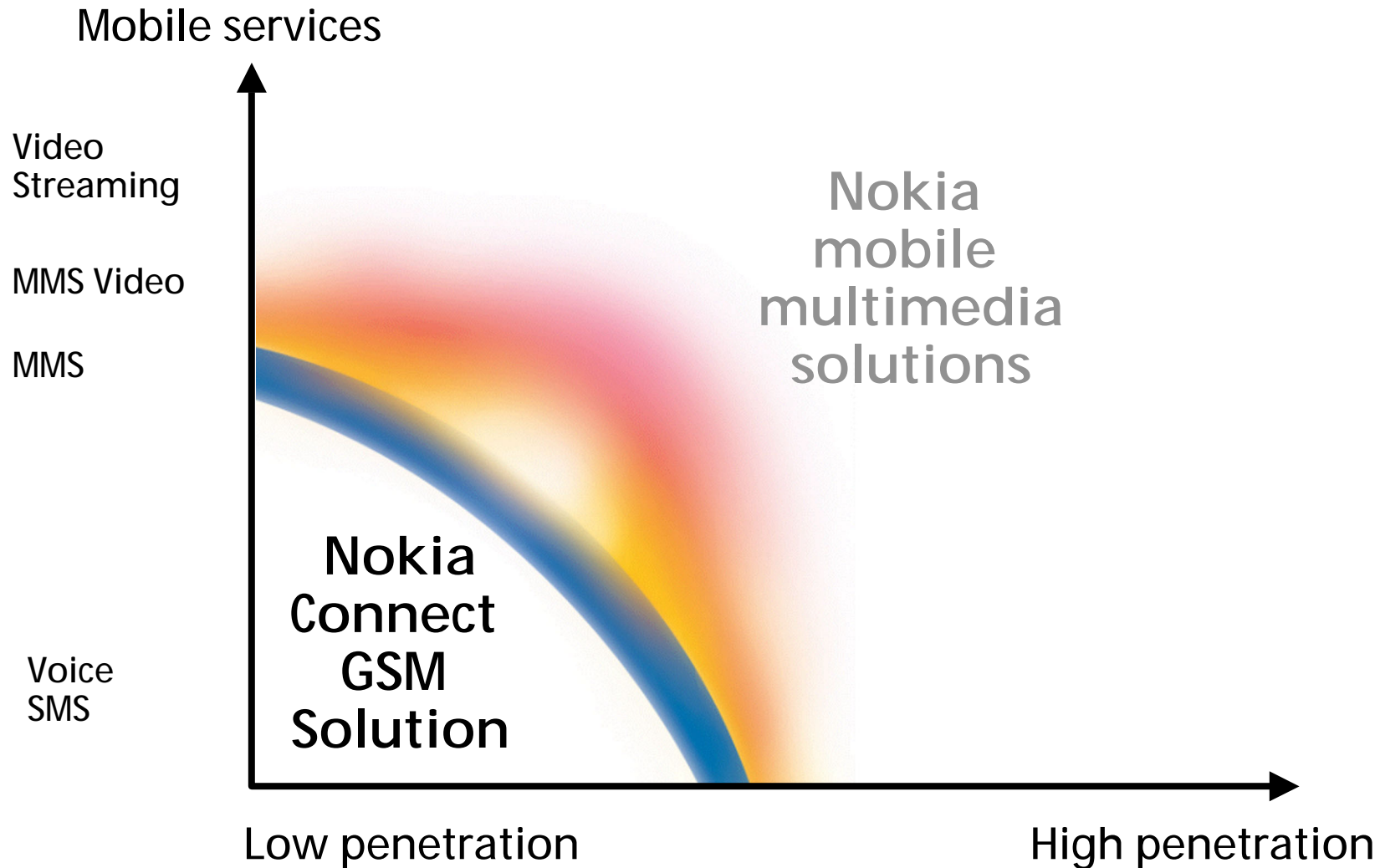


Nokia Mobile Entry Solution for mobile networks

Nokia Connect GSM Solution complements Nokia's portfolio for mobile networks



Nokia Connect GSM Solution complements Nokia's portfolio for mobile networks



Launching today: Nokia Connect GSM Solution

- Integrated solution including infrastructure, network management and services
 - Two new base stations: Nokia ConnectSite 10 and Nokia ConnectSite 100
 - Scalable Nokia GSM core network
- Halving total cost of ownership in investment and operations
 - Lower initial investment
 - Scalable hardware configurations
 - Simplified service set: supports voice, voice mail, SMS – possibility to add functionality and sophistication when needed



Nokia- focused to serve the new growth markets

- Building end-to-end offerings to enable fast time-to-market for innovative services
- Developing low-cost business models jointly with operator partners
- Implementing features, solutions and business model elements enabling lower cost per mobile user



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