

Breakout 2: For analysts

Digital freedom of movement with
MagentaBusiness Collaboration

Sourcing Advisors & Analysts Days 2023 //
Breakout Session, June 29

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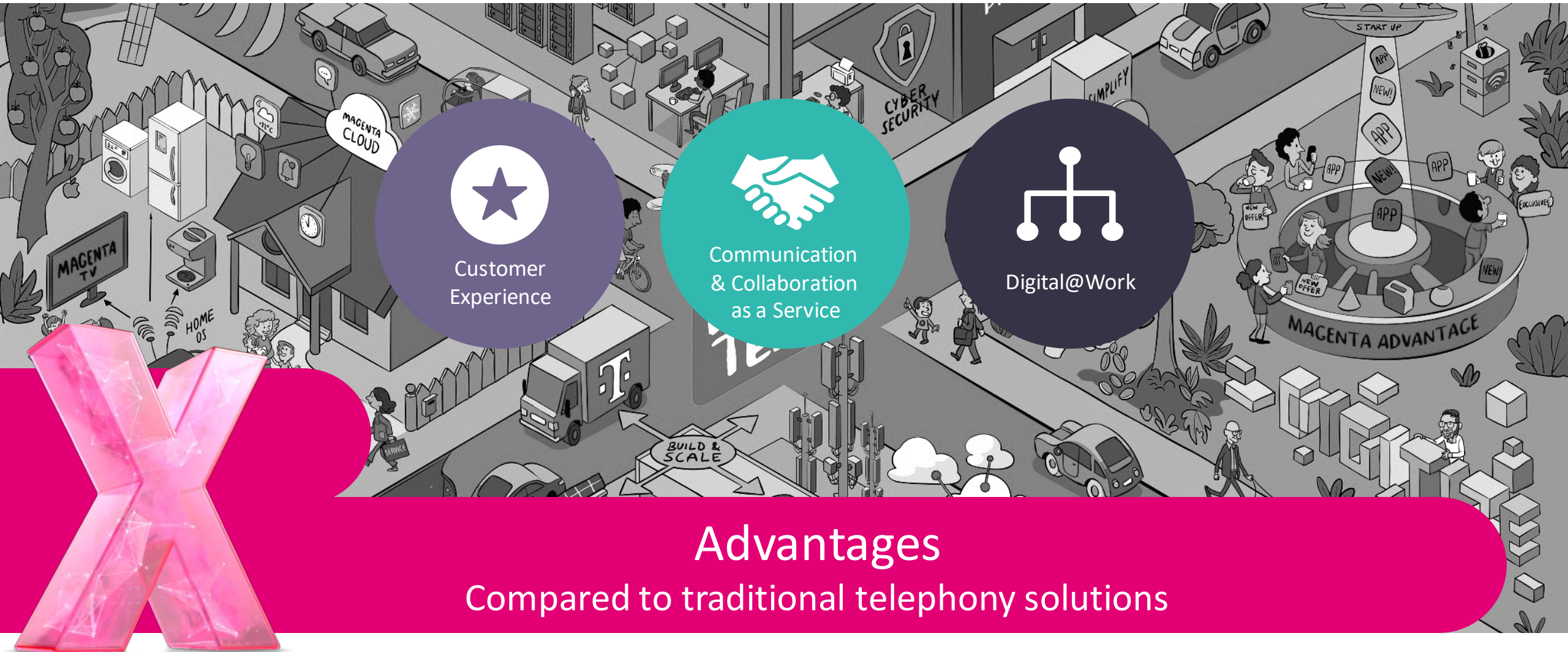


"Old ways won't
open new doors."

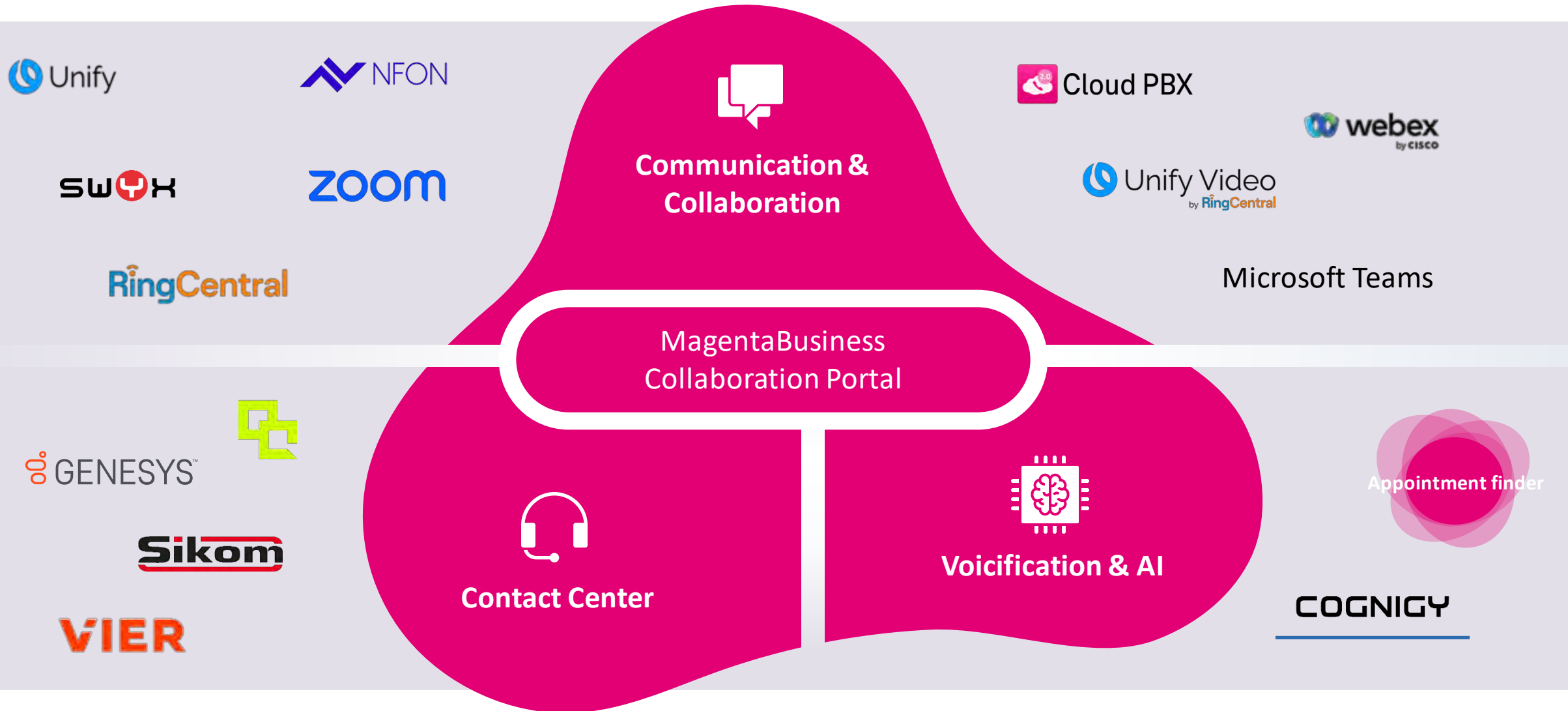
From trend to strategy

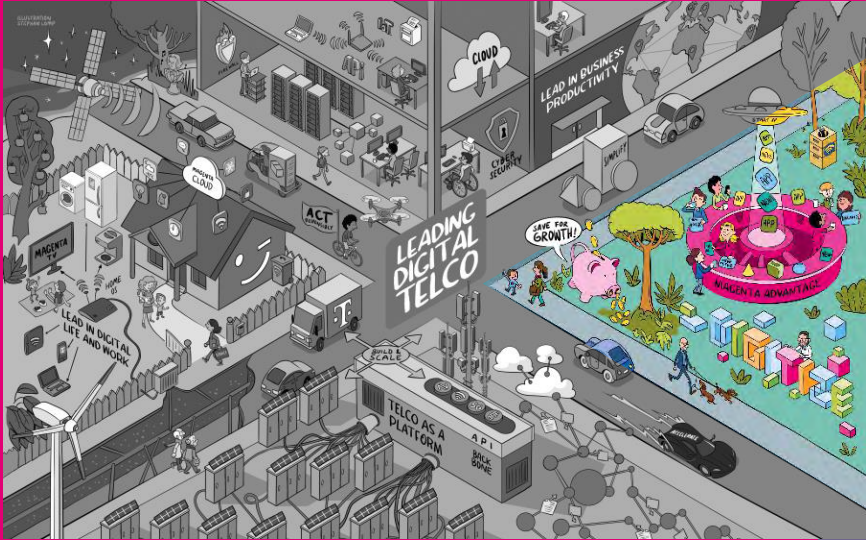


From strategy to MagentaBusiness Collaboration



Our portfolio





Customer Experience

Innovative solutions for customer interaction management

Our right to play:

Cloud deployment in the Open Telekom Cloud

- BSI C5 certification
- Information security made in Germany
- Dedicated instances for compliance with security requirements

Omnichannel contact center solutions

- Simple integration
- Flexible, scalable and future-proof
- Further use of individual interfaces

Managed services for contact centers

- Easy migration to the cloud by Retention of the technology partner
- Services according to desired SLAs
- Technician on site

Contact center

Scope

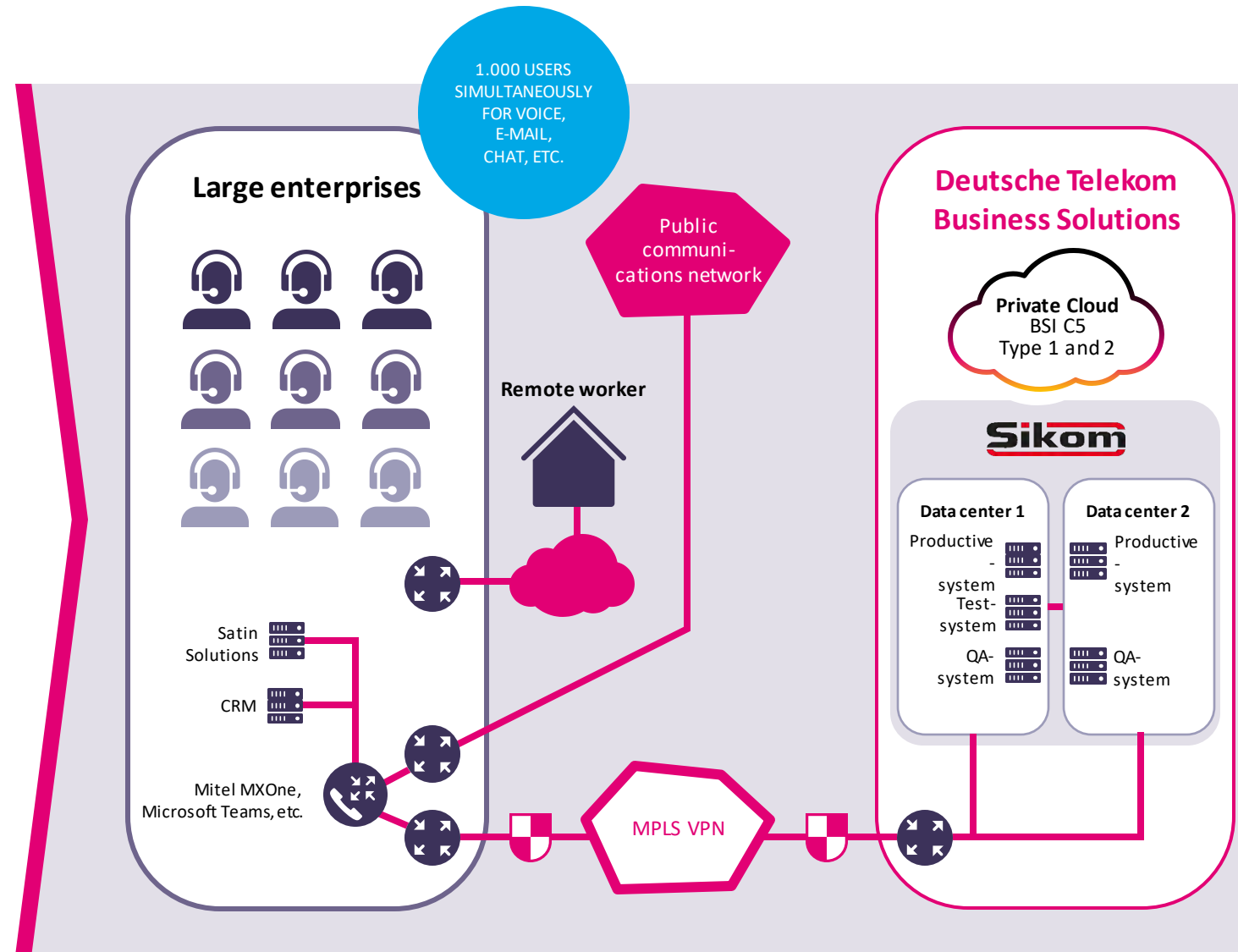
- BSI C5 certification
- Information security made in Germany
- Dedicated instances for compliance with security requirements

Solution

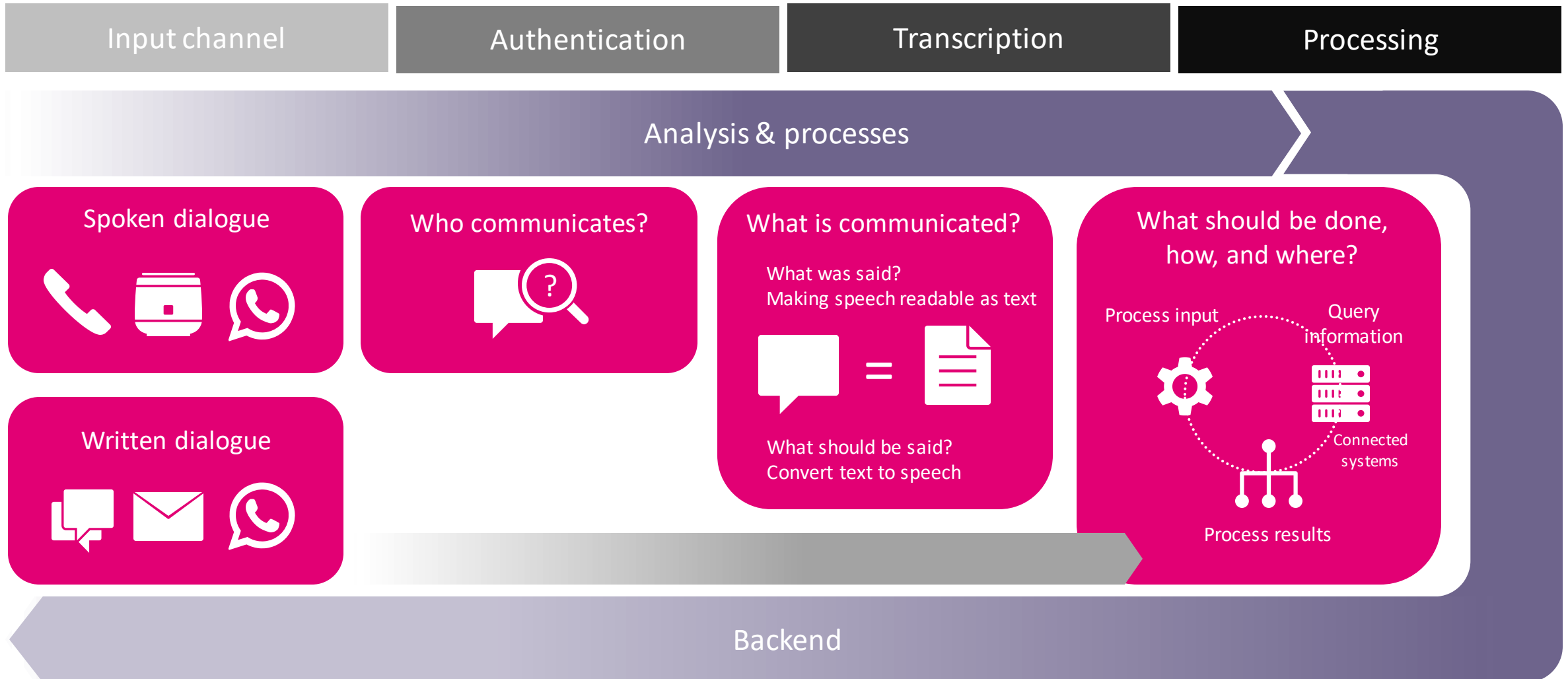
- Simple integration
- Flexible, scalable, and future-proof
- Further use of individual interfaces

Advantages

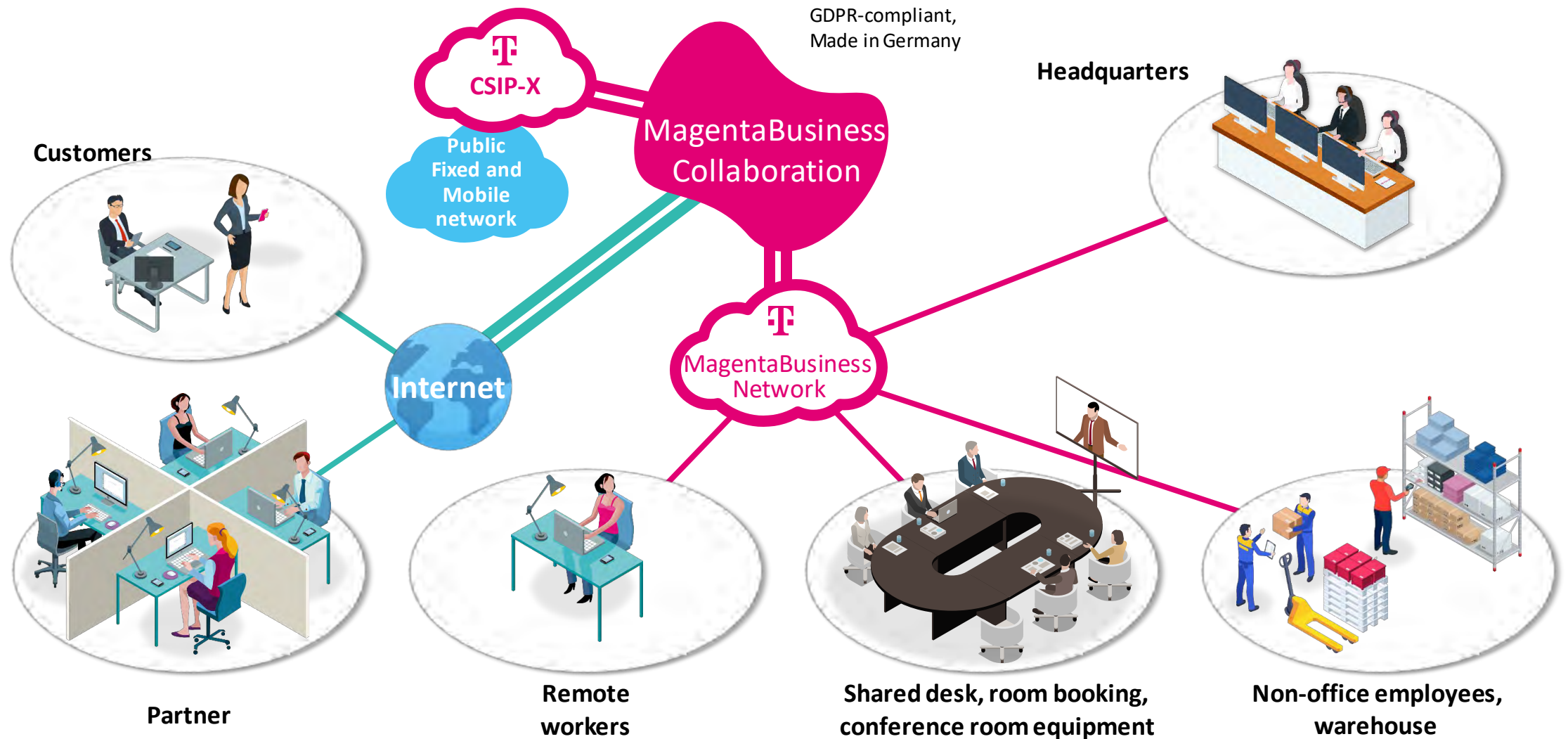
- Easy migration to the cloud by retaining the technology partner
- Services according to desired SLAs
- Technician on site



How AI simplifies customer communications



Customer scenario: hybrid collaboration



Innovative voice solution for the branch of the future

Scope

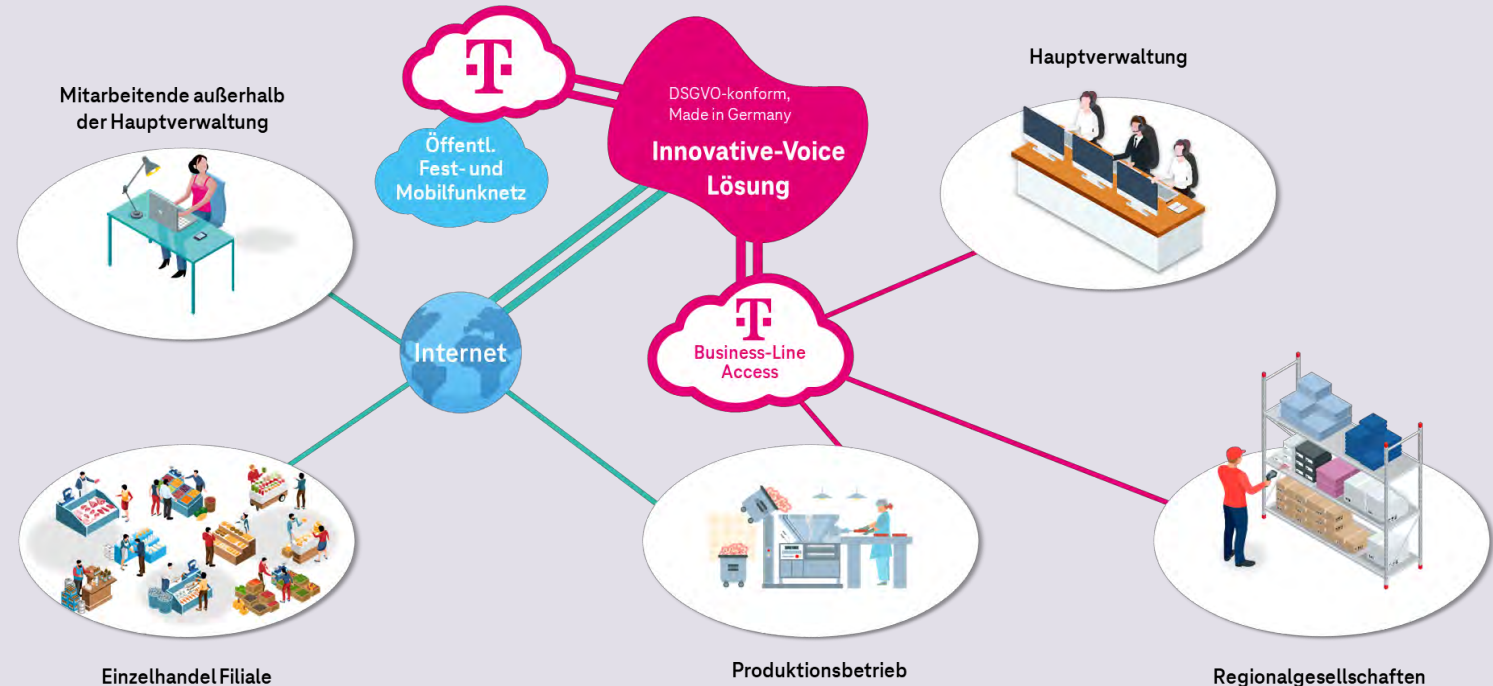
- Cloud-based communications platform in three German data centers
- Voice telephony based on corporate SIP Germany (via a central Telekom service platform)
- Business mobile access as SIM or eSIM
- Programming of the respective customer location (branch without extension)

Solution

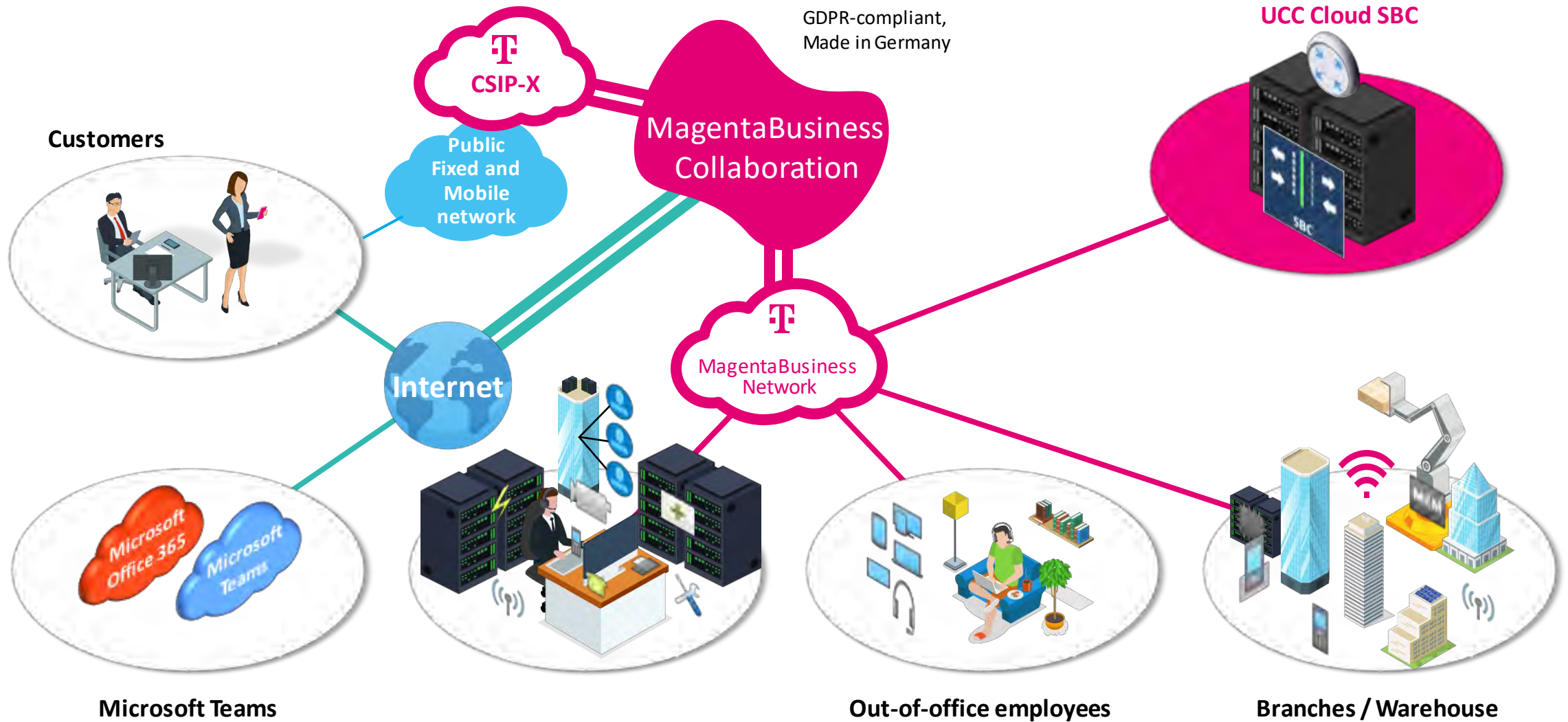
- Microsoft Teams telephony and mobile integration
- Administration and ordering portal and a card management tool
- Further use of individual interfaces

Advantages

- One partner, one contract, one solution
- Flexible scalable solution with full cost transparency
- Transparent billing on a per-port basis for all trades



Migration to Microsoft Teams



Act





Digital@Work

Work together intuitively and securely

Our right to play:

Connected everywhere

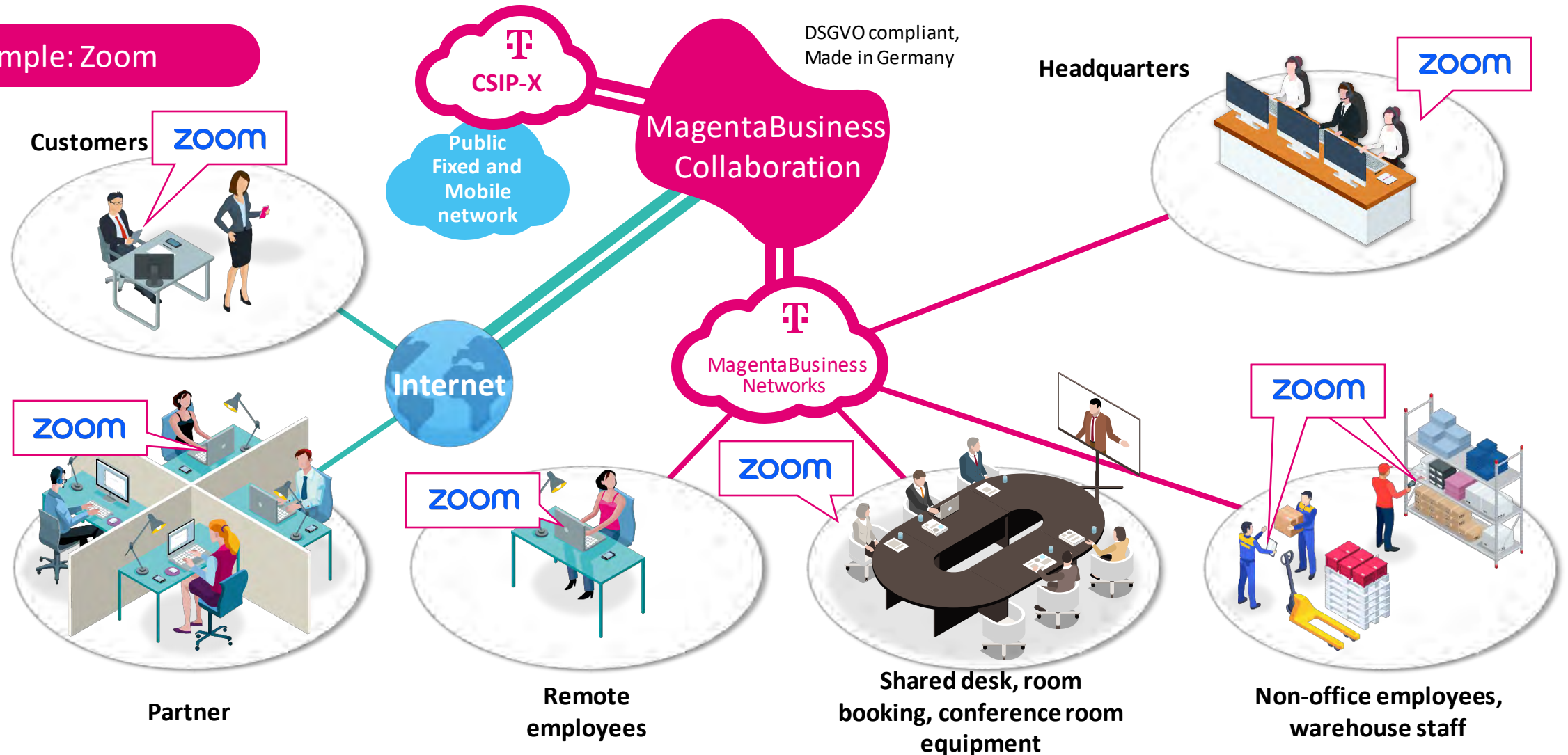
- Unique in Germany: Integration of fixed and mobile numbers
- Easy connection to the public telephone network via central SIP trunk and a Session Border Controller (SBC) hosted in Germany
- Solution can be operated in parallel with an existing telephone system
- Hosted in Germany: data centers in Frankfurt am Main and in Biere
- ISO 27001:2013 certified

Digital tools for device- and location-independent working

- Flexible adjustment of the number of workplaces
- Inexpensive license models with variable terms starting at 12 months
- Telekom add-on services with partners such as playbooks from Linkando and AI mood analysis from Jabra

Customer scenario hybrid collaboration

Example: Zoom



Zoom X complements Microsoft

Advantages in external communication

- AI ensures the best quality picture and sound, regardless of available speed or CPU load
- Connection of industry-specific applications possible through APIs, e.g. for telemedicine
- Manufacturer-independent connection of end devices via Conference Room Connector
- Telekom's add-on services with partners for business meetings, such as playbooks from Linkando and AI mood analysis from Jabra



When it comes to sensitive data, Deutsche Telekom's Zoom X is the ideal complement to existing collaboration solutions for secure meetings worldwide.

Zoom X Webinars

Online events
with up to 20,000
participants

Zoom X Phone

Cloud telephony
and integration
of mobile and
landline devices

Zoom X Rooms & CRC*

Harmonization of the
on-site and remote work
experience and remote
hardware included

Zoom X One

with HD video and audio
for up to
1,000 participants

*Conference Room Connector

Meeting place innovation

Innovation Center München

From the **idea** to **prototypes** to implementation - together with you we realize **innovation projects** here.



Virtual workshops with avatars also possible

Telekom Design Gallery, Bonn

A **stimulating showroom** where customer workshops are also held.



Hub:raum Berlin

Our **Technology Incubator**: Here we focus on **innovation transfer** and startup support.



Digital Co-Innovation Labs & T-Labs, Berlin

Together with scientists, we **research future topics and work with you in an agile manner** on your challenges.



Customer Experience Center, Bonn

Inspiration Stage & Meeting: Individual customer appointments with topics relevant to target groups, e.g. 5G or New Work.



Techboost Berlin

Telekom's **Startup Program** builds bridges between startups and customers.



We invite you!

Magenta
Business
Let's get started.



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