# Breakout 2: For analysts

Digital freedom of movement with MagentaBusiness Collaboration

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

Jens Krause | Michael Holz

"Old ways won't for open new doors."

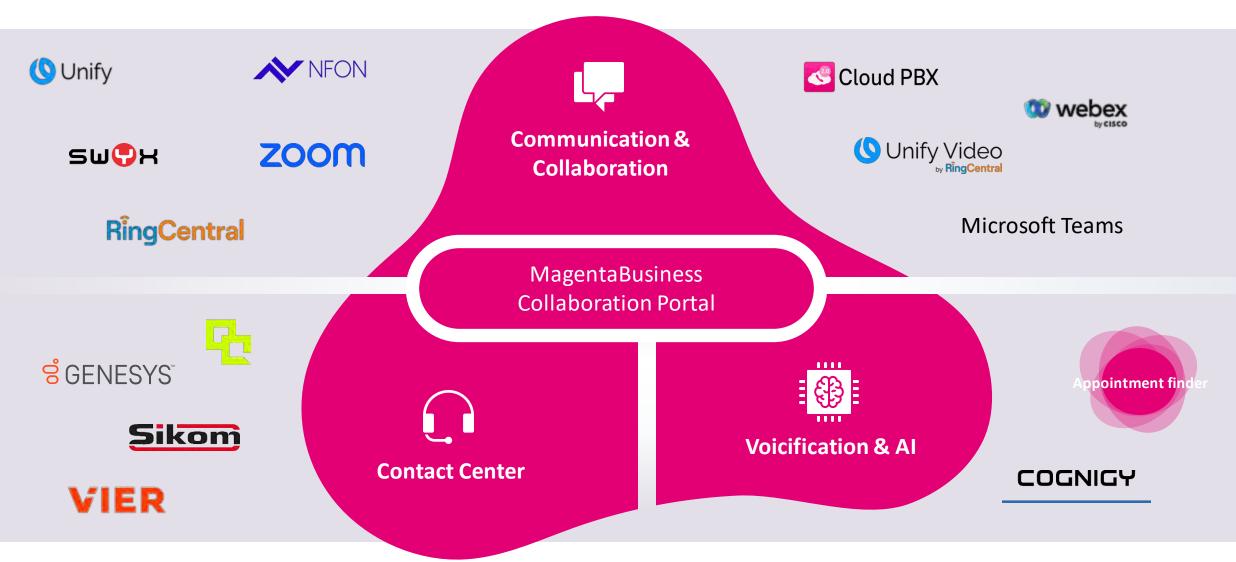
### From trend to strategy



### 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

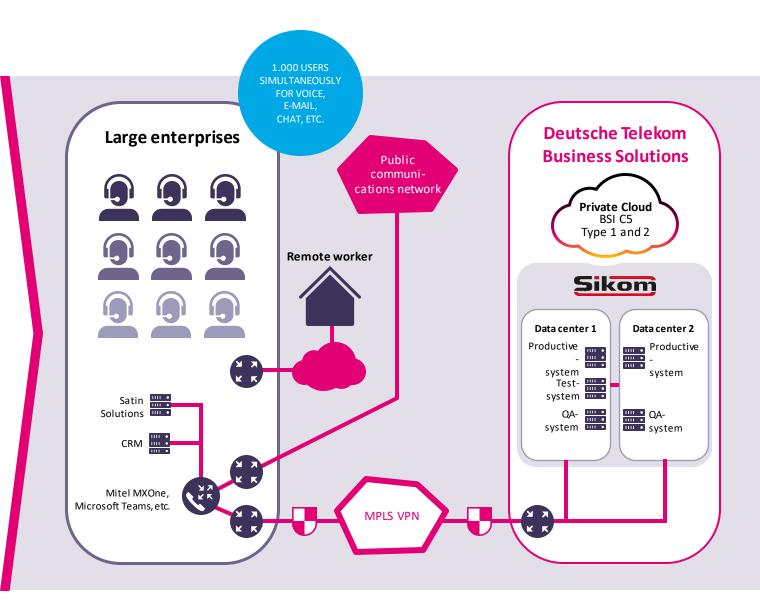
- BSI C5 certification
- Information security made in Germany
- Dedicated instances for compliance with security requirements

#### Solution

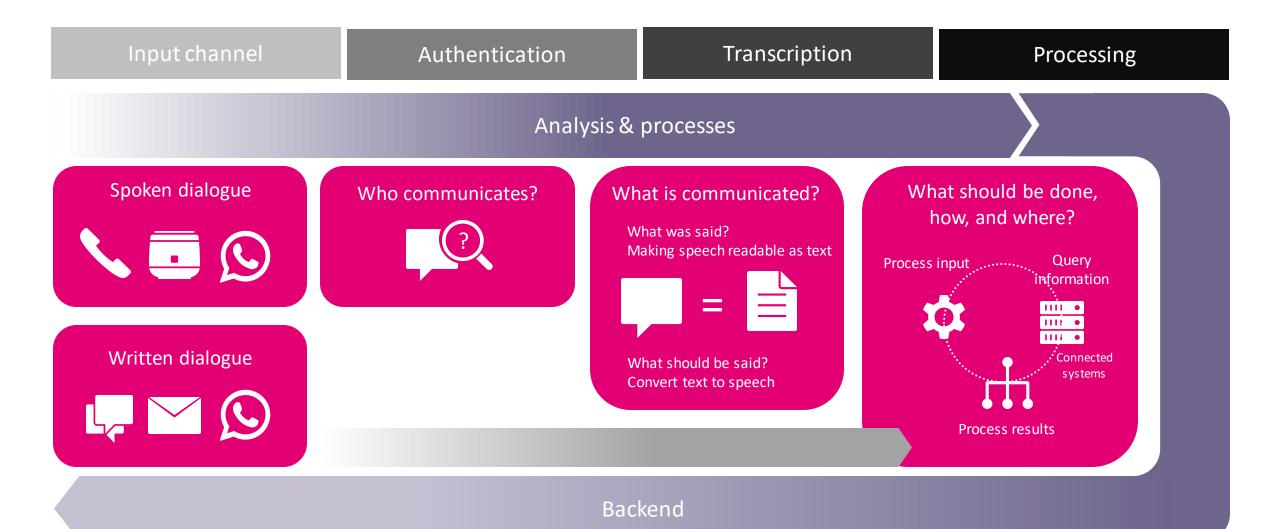
- Simple integration
- Flexible, scalable, and future-proof
- Further use of individual interfaces

#### Advantages

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



### How AI simplifies customer communications







### Communication & collaboration as a service



### - Variants for hybrid collaboration

Our right to play:

#### Manufacturer-independent consulting and integration

- Solutions from market-leading partners
- Manufacturer open consultation
- Implementation, secure integration with maintenance and service
- Interoperability guaranteed

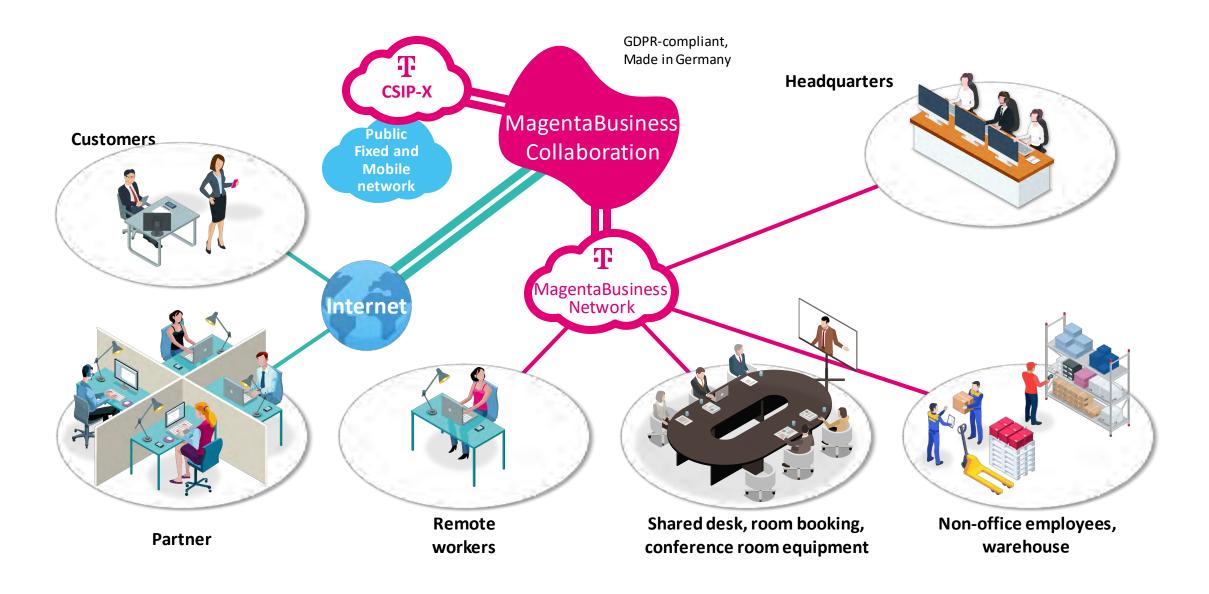
#### Digital tools for device- and location-independent work

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

#### DSGVO-compliant solutions hosted in Europe

- Dedicated instances for compliance with security requirements
- Hosted in Europe
- Including migration, operation, billing, and service

### Customer scenario: hybrid collaboration



### Innovative voice solution for the branch of the future

#### Scope

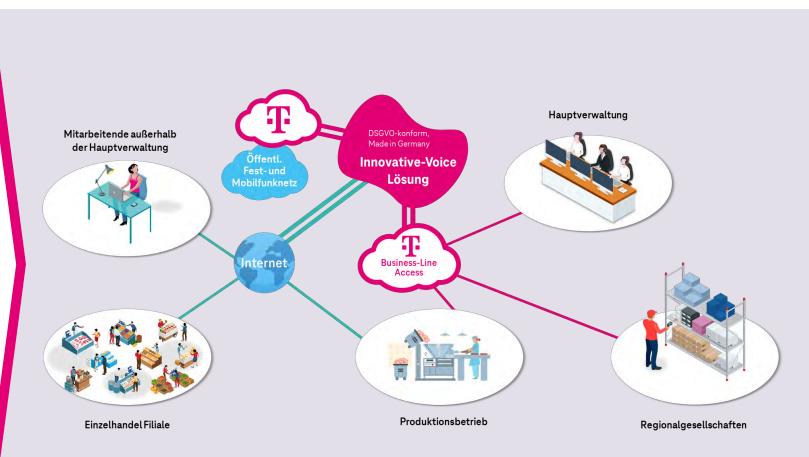
- Cloud-based communications platform in three German data centers
- Voice telephony based on corporate SIP Germany (via a central Telekom service platform)
- Business mobile access as SIM or eSIM
- Programming of the respective customer location (branch without extension)

#### Solution

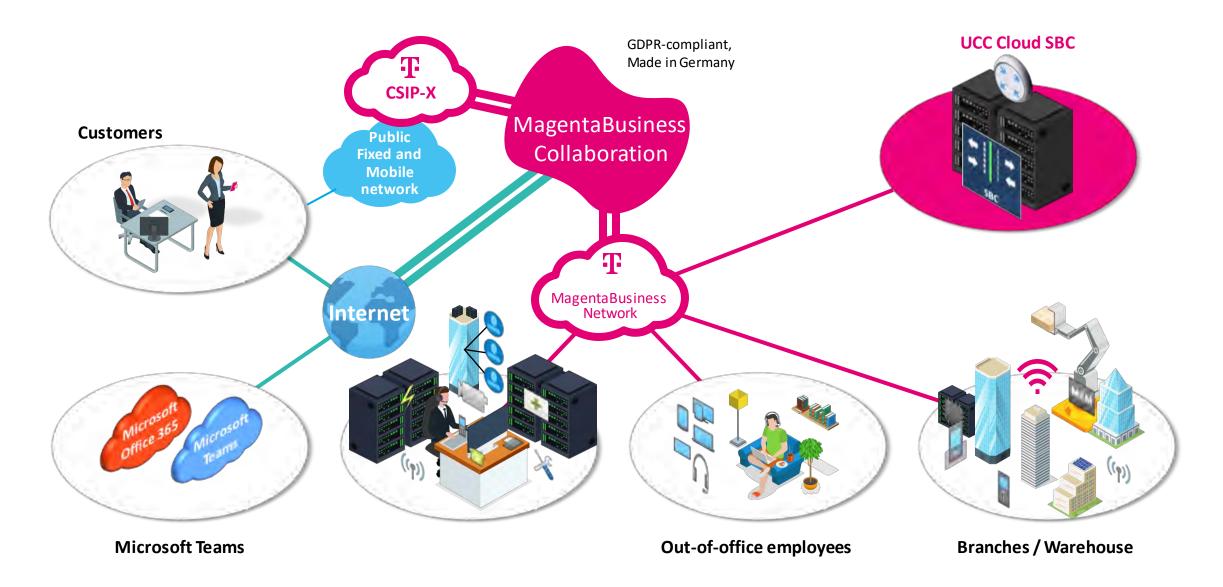
- Microsoft Teams telephony and mobile integration
- Administration and ordering portal and a card management tool
- Further use of individual interfaces

#### 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

### We configure and onboard



- Setup and commissioning of the entire solution
- Integration and migration of existing solutions
- Instruction and training incl. service documentation
- Operational setup, incident testing, and operational handover

## PLAN

### We advise and analyze

- Analysis of the CURRENT situation
- Review of the framework and preconditions
- Architecture and design
- Migration concept
- Provision of a test environment / demo system

### MagentaBusiness Collaboration

### RUN

### We administrate and operate

- End-to-end accountability
- Proactive professional operation including analysis and documentation
- Contractually agreed service level agreements
- Release and end-of-life management
- Further development of the solution in the lifecycle according to customer requirements



# Digital@Work

### Work together intuitively and securely

Our right to play:

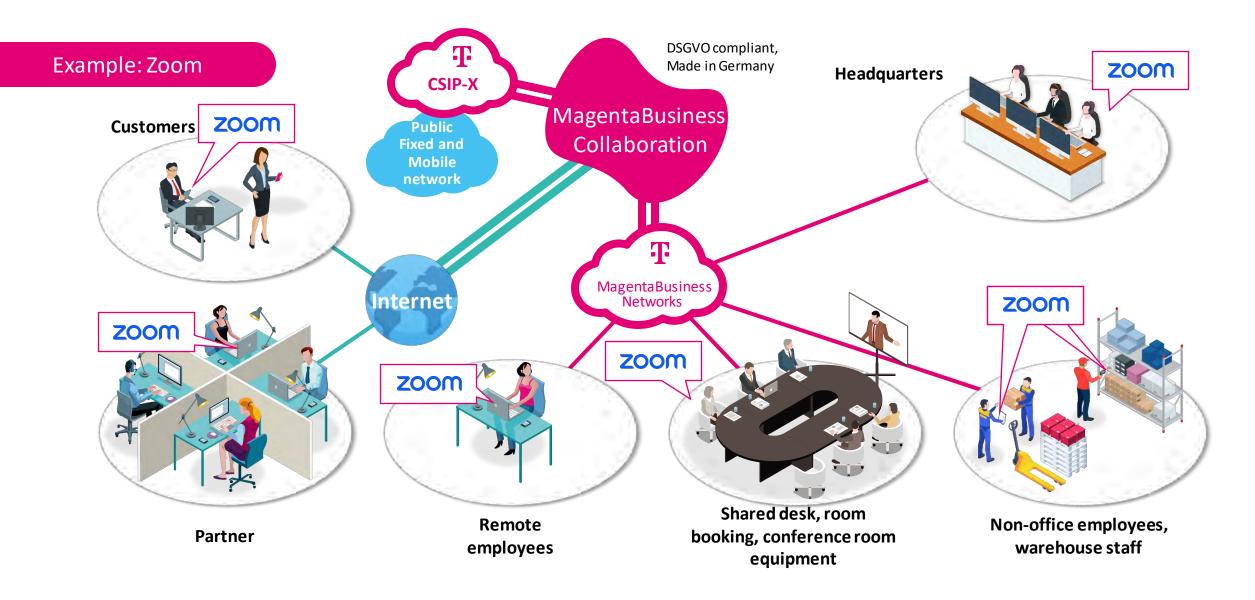
#### Connected everywhere

- 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



### 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 Rooms & CRC\*

Harmonization of the on-site and remote work experience and remote hardware included <sup>Zoom X</sup> Phone

Our solution

ZOOM

Cloud telephony and integration of mobile and landline devices

<sup>Zoom X</sup> One

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

### Meeting place innovation

also possible

Innovation Center München	Telekom Design Gallery, Bonn	Hub:raum Berlin	Digital Co- Innovation Labs & T-Labs, Berlin	Customer Experience Center, Bonn	Techboost Berlin
From the <b>idea to</b> <b>prototypes</b> to implementation - together with you we realize <b>innovation</b> <b>projects</b> here.	A <b>stimulating</b> <b>showroom</b> where customer workshops are also held.	Our <b>Technology</b> <b>Incubator</b> : Here we focus on <b>innovation</b> <b>transfer</b> and startup support.	Together with scientists, we research future topics and work with you in an agile manner on your challenges.	Inspiration Stage & Meeting: Individual customer appointments with topics relevant to target groups, e.g. 5G or New Work.	Telekom's <b>Startup</b> <b>Program</b> builds bridges between startups and customers.
Virtual workshops with avatars					

We invite you!

Magenta Business Let's get started.

### Contact



Jens Krause Leiter Fachvertrieb Communication & Inhouse Service XL Kunden j.krause@telekom.de +49 171 2219023 ar

LEAD IN BUSINESS PRODUCTIVITY

SAVE FOR GROWTH!

CLOUD

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#### Michael Holz

Head of Customer Touchpoints Portfolio Michael.holz@telekom.de +49 151 14249078