

Magenta Business Collaboration (MBC) Overview & Best Practice

Sourcing Advisors & Analysts Days 2023 //
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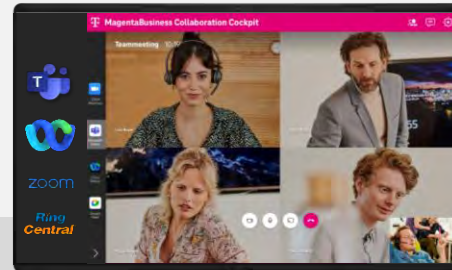


MBC is our response to changing market conditions

Application Layer

Origin of Demand

TO: Application-driven connectivity business



Infrastructure Layer

FROM: Traditional connectivity business

Origin of Demand

Past

Present

We offer a market-leading communication & collaboration portfolio integrated with our Telekom access & voice offerings



Our solution for a digital workplace

Market Leading Collaboration Solutions



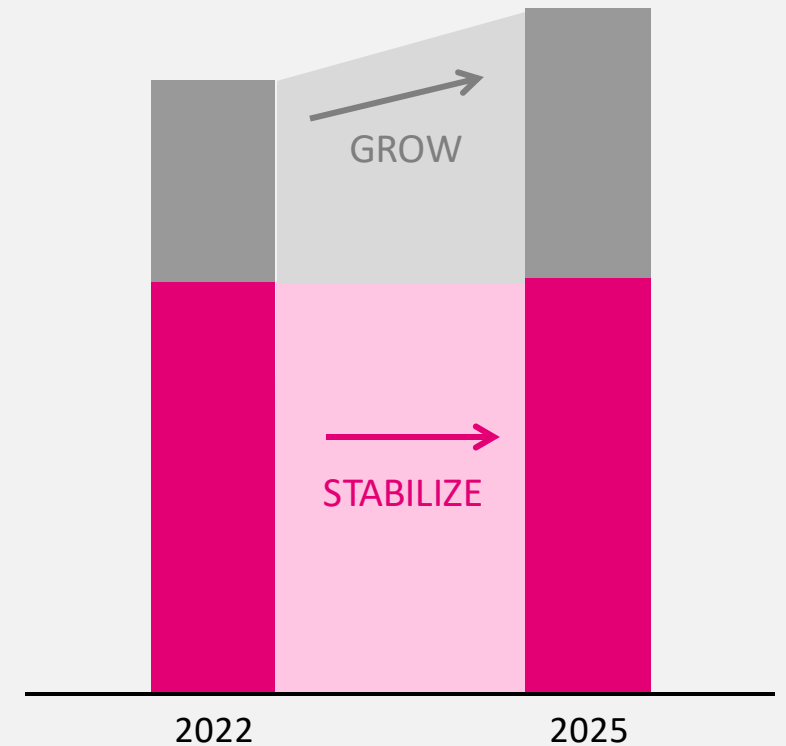
+ Commercial, Technical & Service Integration

e.g. Company Flex (SIP Trunk 2.0 + Cloud PBX)
SIP Trunk 1.0
DeutschlandLAN Connect IP (DCIP)
Business Premium Access (BPA)

Telekom Access & Voice

= MBC X

Growth Ambition



We offer holistic communication customer-solutions

Collaboration

(e. g. MS Teams)

Do you need a communication & collaboration solution from **a single partner** that is **tailored to your needs** and offers a **price advantage**?



+

Voice

(e. g. CoFlex)

Would you like your communication & collaboration **channels to seamlessly interact** with each other so that your communication becomes **more efficient**?



+

Access

(e. g. BPA)

Do you need **high availability** from your communication services with **zero outages** and **high bandwidth** for **more parallel calls**?



MBC in action — at a press agency

The Situation



- Already using Zoom due to Corona
- Voice solution via Colt

The Problem



The customer needed an improved communications solution (voice):

- More employees working remotely
- Existing telecommunications solution was not location independent
- Customer was looking for a centralized and holistic communications solution that could integrate Zoom



The Customer

- >100 Mio. EUR revenue
- Large enterprise

The Solution



All-in-one offer incl.

- Collaboration: **Zoom X Meetings/Rooms/Phone**
- Connectivity: Win back of voice with **Company Flex (SIP Trunk 2.0 & Cloud PBX)**
- **Managed Services**
- Data security: **Hosted in Germany**

The Differentiator

- Collaboration solution **hosted in Germany**
- **One integrated solution from one provider**



More insights
→ Break Out Session
Consultants

MBC in action — at a traditional brewery

The Situation



- Fixed line: local carrier “NetCologne”
- Mobile: Vodafone

The Problem



- Growth via automation of production
- Expand production capacities
- Relocation and expansion at multiple production sites
- The relocation sites are in a new telephone area code

The Customer

- Traditional brewery
- Beer available in >3.000 bars & locations
- Local, mid-size company

The Solution



360° consultative selling approach via **partner**

- Implementation of a **site connectivity plan including access pathways**
- Usage of **flexible phone number configuration scheme** provided by **Company Flex**
- Usage of **deep mobile integration in CloudPBX**
- **Communication & collaboration channel integration** via **Phone for MS Teams**

The Differentiator

- **One integrated solution from one provider**



MBC in action — at an international OEM

The Situation



- Client requested full-service for externalization of contact center solution

The Problem



- Existing contact center solution was in-house
- Needed to externalize to secure future growth



The Customer

- >10.000 employees
- Very large enterprise

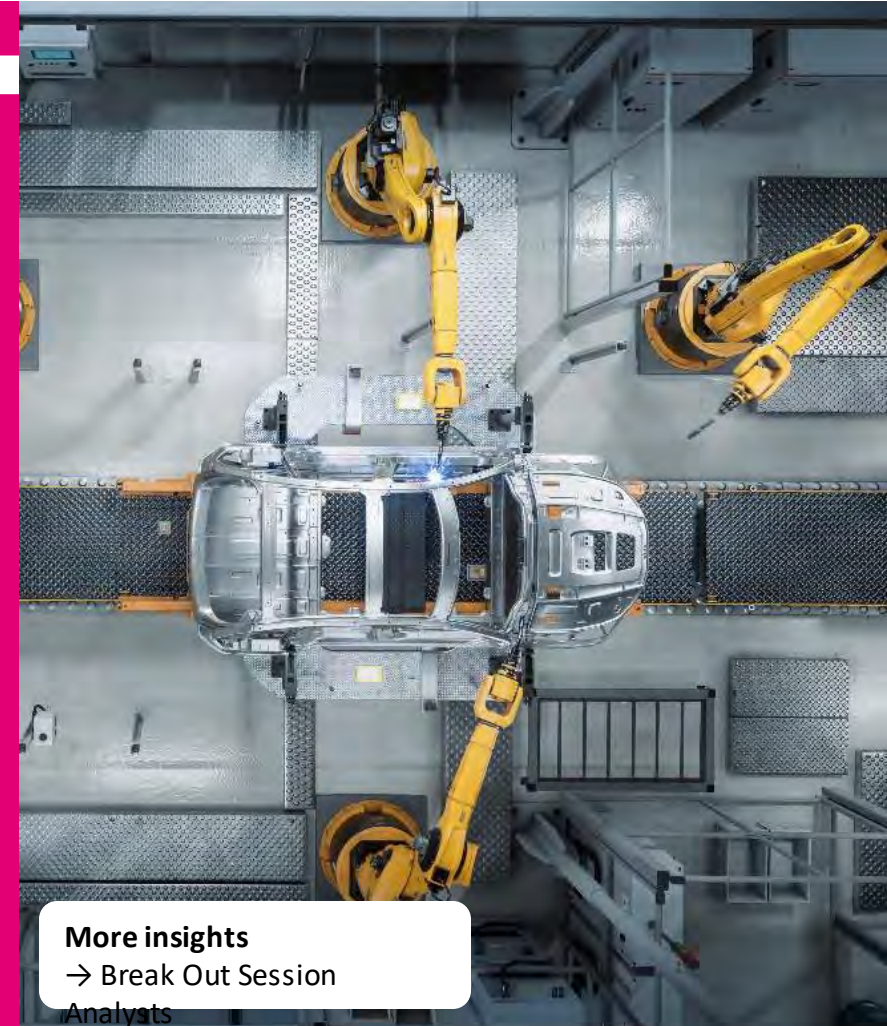
The Solution



- **Multi-channel contact center solution** with workforce management for 2,400 users
- Partner: **Sikom & Verint**
- Hosted in the **Open Telekom Cloud (OTC)**

The Differentiator

- Managed solution with **one point of contact**
- **Hosted in Germany (OTC)**



MBC in action — at a medical engineering firm

The Situation



- Mobile contract with Deutsche Telekom
- Connectivity & MSFT from other carrier

The Problem



- Mobile contract extension (not urgent)
- WiFi-based Microsoft Teams telephony has low voice quality at entire manufacturing site



The Customer

- Highly-innovative technology made in Germany
- Mid-size German company
- Worldwide acting, Branch offices in India, Singapore, USA

The Solution



360° consultative selling approach

- **Increase reach** across the entire site (by adding **Mobile for Microsoft Teams**)
- Attractive mobile contract extension including new devices

The Differentiator

- Mobile für MS Teams is a **unique offering in the German market**
- Combined usage with **Phone for MS Teams** possible



Thank you!



Erleben,
was verbindet.

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