

Dr. Petja Heimbach

Vice President Communication Products

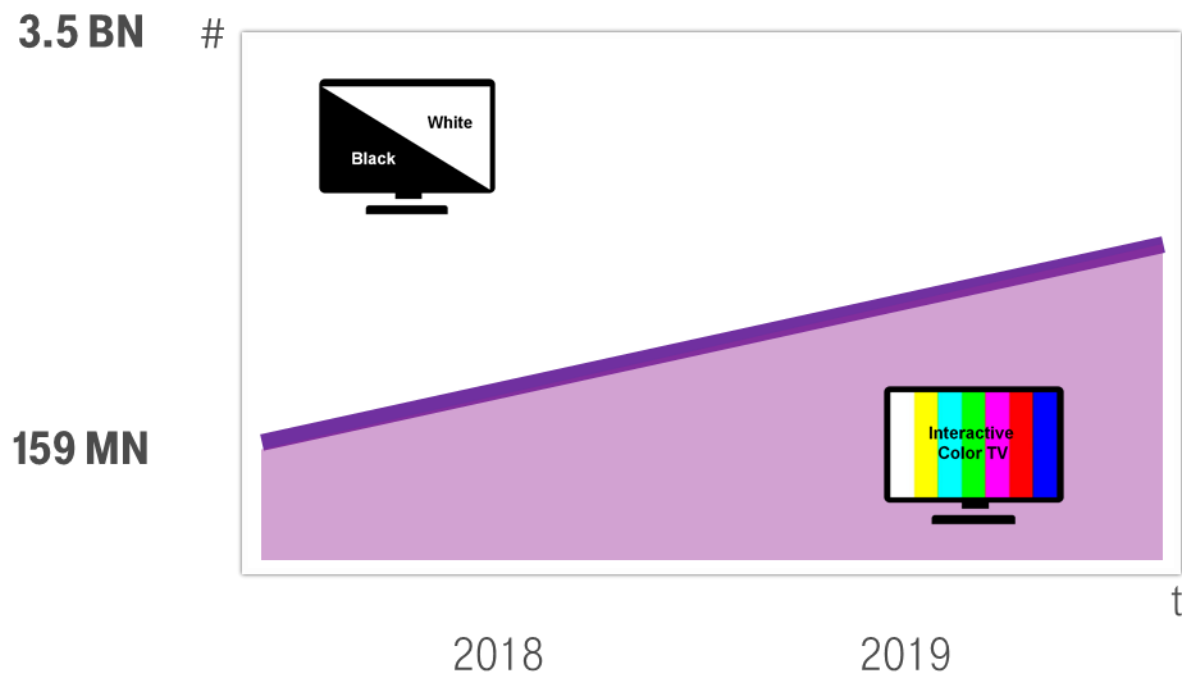
Deutsche Telekom

3.5 BN REASONS leading to TRUST and customer DELIGHT



LIFE IS FOR SHARING.

3.5 BN REASONS leading to **TRUST** and customer **DELIGHT**



We move **SMS** to **ADVANCED MESSAGING**, following its success story on

reach

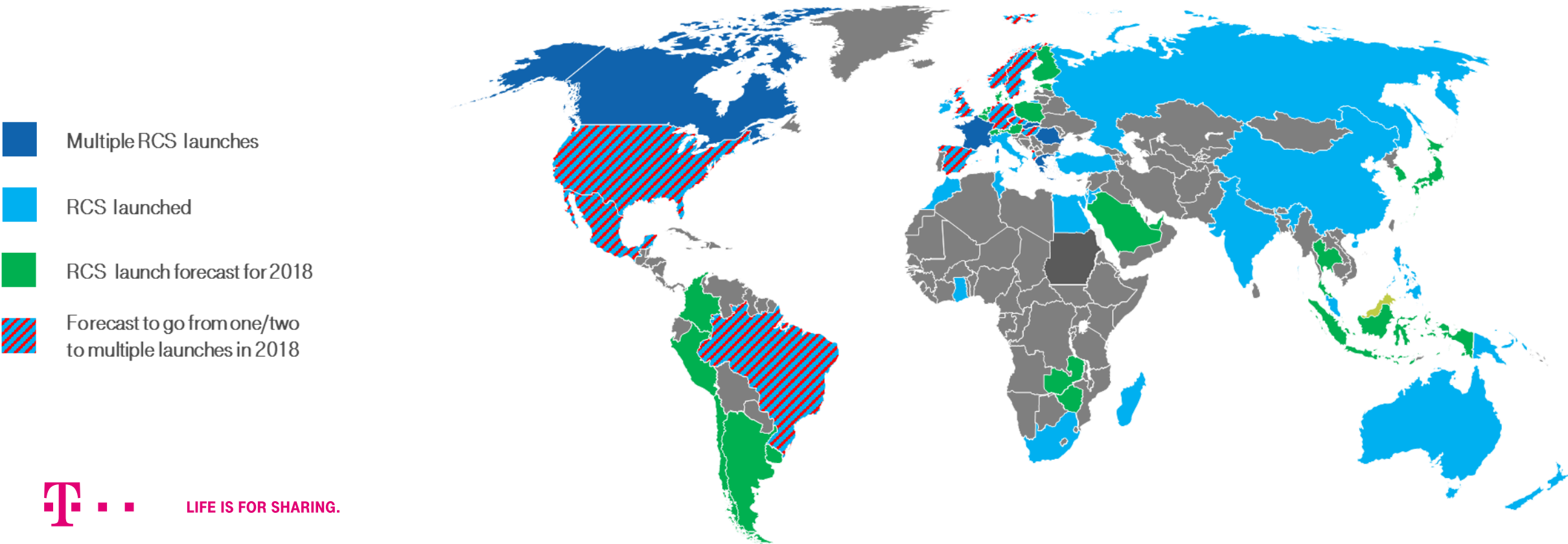
trust

universality



LIFE IS FOR SHARING.

Advanced Messaging – **55 NETWORKS LIVE, >40 ANNOUNCED**



LIFE IS FOR SHARING.

From a Green Button for **LIVE-TIME** ...



LIFE IS FOR SHARING.

... to a Green Button

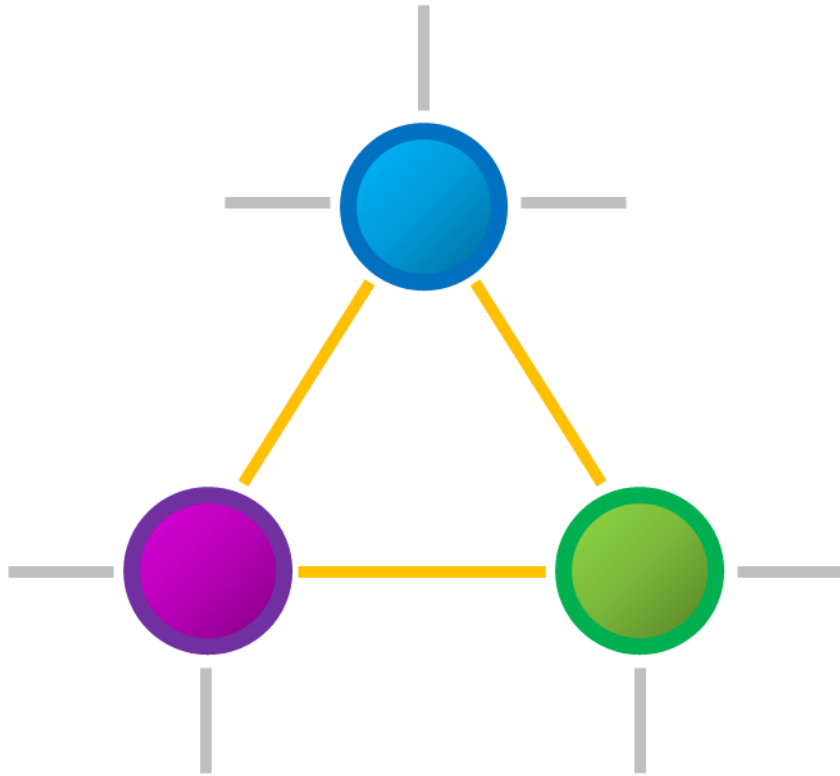
LIVE CYCLE.



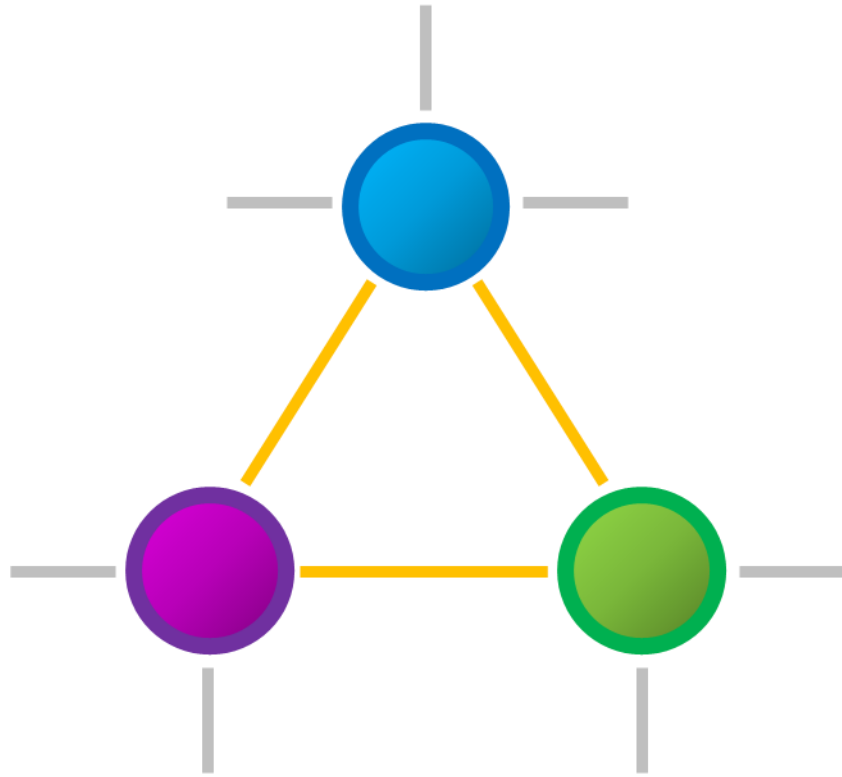
LIFE IS FOR SHARING.

HUB-AS-A-SERVICE

Acceleration
of Operator Interconnect



LIFE IS FOR SHARING.



HUB-AS-A-SERVICE

Proof of Concept started
for Hub-to-Hub Interconnect

3 CONTINENTS

3 HUB PROVIDER

Samsung, Syniverse, ZTE

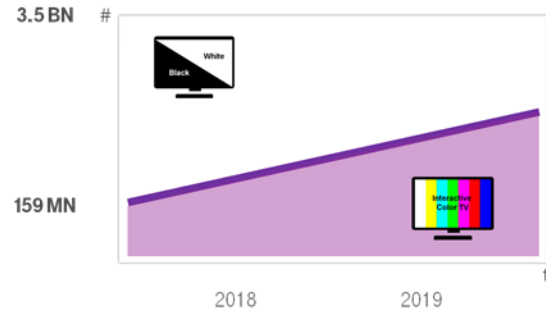
4 OPERATOR

Bell Canada, China Mobile,
Deutsche Telekom, T-Mobile US

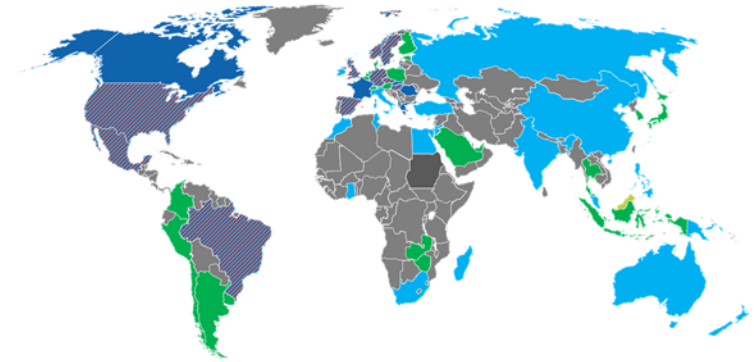


LIFE IS FOR SHARING.

We **START WITH 3.5BN** (not from scratch)



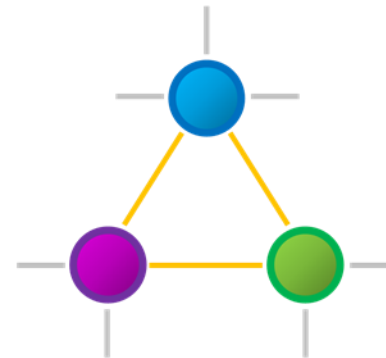
It's **GETTING COLORFUL** now!



CONTINUOUS EVOLUTION – like any app



RAPID WORLD-WIDE Interconnect



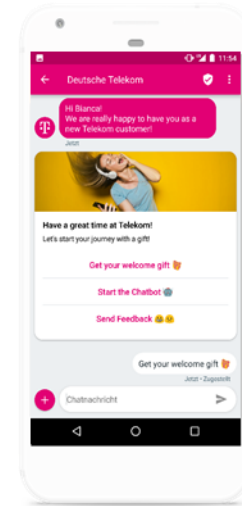
LIFE IS FOR SHARING.

DEUTSCHE TELEKOM

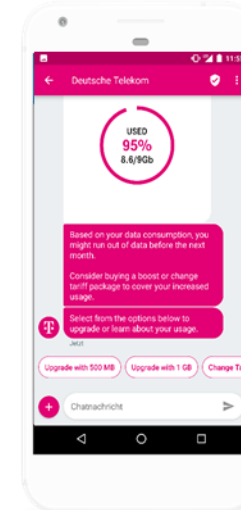
uses messaging-as-a-
platform to drive

CUSTOMER DELIGHT.

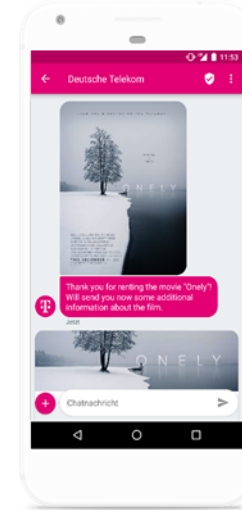
CUSTOMER
ONBOARDING



TELEKOM SERVICE
BOT



USE BOT AS A SECOND
SCREEN FOR TV SERVICE



LIFE IS FOR SHARING.