

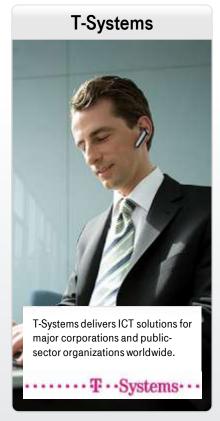
 $\cdots \mathbf{T} \cdots \mathbf{Systems}$

Deutsche Telekom. Partner for connected life and work.

Deutsche Telekom delivers one-stop services and solutions: for all customer communications needs – at home, on the move and at work.







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Deutsche Telekom. Facts and figures.

We make the right connections.

- Market position. No. 1 on German market (phone, mobile, IT)
- International. Presence in over 50 countries worldwide
- Revenues. €64.7 billion, more than 50% generated outside Germany
- Employees. 251,000 worldwide, more than 50% outside Germany
- Customers/connections. Over 180 million (broadband Internet, phone, mobile)

We run our business responsibly.

- Eco-friendliness. Driving force for sustainable climate protection through the development of energy-efficient ICT solutions, both for ourselves and our customers
- CSR. €100 million provided by Deutsche Telekom Foundation for improving German education system.
 - 11,000 trainees and apprentices, the largest number of any organization in Germany.

We think ahead.

- Innovation and cooperation.
 Member of over 50 international committees and more than 150 work groups
- Deutsche Telekom Laboratories.
 The company operates an R&D center affiliated to the Technical University of Berlin where 125 staff and 65 researchers from all over the world work in the field of IT and telecommunications
- Deutsche Telekom Laboratories at Ben Gurion University. Performs research into security solutions for telecommunications networks

Deutsche Telekom - an international market leader for connected life and work.

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Reference: Eye in the Sky. Innovation strategy.

The customer.

European Commission (FP7 Project). – Objective to validate intelligent transport infrastructures, with focus on the management of large-scale events, crises management and the specific requirements in urban areas.



The challenge.

- Emergency support during largescale events
- Fleet Management
- Customized mobility information

The solution.

- Use of low-altitude flying platforms (helicopter, zeppelin) and floating car data.
- Establishment of a service platform, that can also perform as backup for communication needs during natural disasters.
- Consortium involving Universities, Research Centers and Industry.

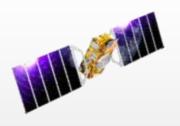
The benefits.

- Consolidation of user requirements resulting from Athens and Sydney Olympics, Hannover Fair
- Successful pilot and validation during Athens Olympic Games (2004).

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T-Systems – what we support today.

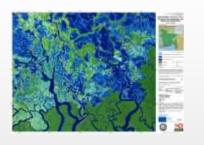
Galileo – Global Navigation Satellite System.

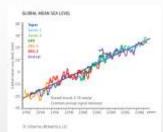




- Building and operating a professional infrastructure for Galileo services
- Support Disaster Management e.g. for Maritime,
 Earthquakes, Floods, Landslides and Forest Fires
- Coordinated Emergency Response
- Real-time information even when basic infrastructures fail

GMES – Global Monitoring of Environment and Security.





- Distributing Earth Observation Data in realtime over high-speed networks
- Supporting development of large-scale computing facilities, distribution networks and archives
- Supporting development of real-time downstream services for end-users

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T-Systems accelerates innovation through its international research network.

Open innovations (sources).

- worldwide systematic identification, development and implementation of new ideas
- collaboration with universities and research institutions
- future-oriented partner management (co-innovation)
- customer requirements and pain points
- participation in standardization and similar bodies
- involvement in industry associations
- market trends
- analysts
- Deutsche Telekom Labs (R&Dprojects focusing on time-to-market of less than three years) > knowledge-transfer projects



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T-Systems – Examples of innovation potential.



- Who, What, When and now Where!
- One of the fastest growing mobile apps (e.g. Facebook, Foursquare, Gowalla)

How to exploit geo-location for disaster management?

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