



Information Technology

*Analyst & Investor Day
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IT Mission – External and Internal

- **Support Strategy Implementation**
 - **Enhance Customer Satisfaction and Loyalty**
 - **Support future Offers of new Generation Added Value Products and Services**
 - **Create competitive advantage with Time-to-Market solutions**
- **Improve Productivity**
 - **Establish long-term work flow efficiency**
 - **Provide complete information for Group Management Decisions**
 - **Support Group planning and control**

A three-year revolution

2001: Development

- **New Billing, Customer Care and ERP applications developed**
- **Roll-Out Program completed:**
 - **3,000 new users trained**
 - **8,000 users Intranet**

2002: Maturity

- **Customer service and support:**
 - **CRM modules**
 - **"Hot" Billing**
 - **Group products and services**
- **Change Management**
 - **Business Processes**
 - **IT capabilities**

2003: Revolution

- **Achieve 100% Customer-orientation**
- **Create Group Information Architecture**
- **Deliver IT services for third parties**

Billing as a marketing tool

- **Advanced Billing System Platforms (5.6 million customers)**
 - **Flexible Rating, Billing and Customer Care**
 - **Special needs-oriented billing for Corporate Customers**
 - **Completeness of Group product and service support incl. IP, ADSL**
 - **Interconnection settlement and third carriers management**

ERP catalyst to change

- **Comprehensive Enterprise Resource Planning Systems**
(> 2,500 users)
 - **Complete Business Process support**
 - **Information Transparency and Decision Making**
 - **Business-To-Business operation**
 - **Web-enabling Technology**
- **Group Business Intelligence Modules**
 - **Management Information Systems**
 - **Costing Accounting**
- **IT Technology**
 - **Establish ORACLE e-business suite in the Group**
 - **Consolidate Data Centers**
 - **Use most advanced technologies for billing future services**

Presentation Structure

- **OTE's Strategic Focus**
- **Fixed Line**
 - **Commercial**
 - **Technical**
 - **Information Technology**
 - **IP Services**
 - **Wholesale / Key Accounts**
- **International Investments**
 - **Overview**
 - **RomTelecom**
 - **Globul**
- **COSMOTE**
- **Group Financial Insight**
- **Closing Remarks**