



IFS APPLICATIONS™ FOR

TELECOM



OUR SOLUTION'S DNA

When we first set out to create IFS Applications over 25 years ago, our goal was to make the most usable business software on the market. And to help us achieve that ambition, we put simplicity at the forefront of everything we did.

We still do.

We decided that we would make only one product, which can be easily configured to match the specific requirements of a broad range of industries.

We still do.

We decided that we would build IFS Applications on standards so our customers would not be locked into any particular technology.

We still do.

We decided to design IFS Applications as a component-based structure so it can be easily extended and updated.

We still do.

We decided that each software component must be totally compatible with every other, yet capable of running independently.

We still do.

We decided to build a product that could handle change and long-term evolution.

We still do.

And, that we would make the most user-friendly business software on the market.

We still do that, too.

SPREADING THE WORD

Never before has an industry made its presence felt so profoundly in such a short space of time than the telecommunication industry. In little more than 25 years mobile phone ownership has grown to over 5 billion, and it is still climbing!

Among the many reasons for this phenomenal growth is the way in which manufacturers are continuously looking for new ways to increase the performance of their product and operators looking to expand their range of available services.

The effects of globalization have re-enforced the need for reliable multi-function mobile communication. With the disappearance of trade boundaries and the emergence of new markets many businesses are keenly seeking the support of telecommunication operator who can fulfill their entire communication requirements at a reasonable cost.

Only operators that deploy telecommunication-specific EAM and ERP software supplied by vendors with in-depth industry knowledge will have the level of operational efficiency that enables them to compete successfully in this highly lucrative market.



MASTER THE PRESENT AND THE FUTURE WILL TAKE CARE OF ITSELF

As the industry grows in maturity so the battle for market share intensifies. Only companies with the capability to meet these challenges head-on can guide their business to the next operational level and look toward the future with confidence.

COST CUTTING AND OPTIMIZATION

To help combat market saturation many telecommunication businesses engage in price wars. A deduction of customer tariffs is used not only to win new customers, but is also a powerful incentive for eliciting subscriber migration.

In addition to offering the quickest return on your investment IFS Applications provides you with a full range of fully integrated functions that enable you to control all aspects of your business in real time. This means you are able to introduce aggressive new business strategies with the minimum of disruption to your business.

STANDARDIZATION

A customized approach is not economically feasible in today's market conditions. It can be overly costly and leave a company in an isolated position. Standardization provides companies with the

opportunity to reduce overheads without diminishing their service offering. It also reduces operational costs and makes management a good deal easier.

IFS has partnered with industry leaders in standardizing their deployment strategies covering both new implementations and migration from legacy solutions. Proud of a long history of working directly with industries ranging from defense and enterprise asset management IFS appreciates the value that standardization brings to a project.

SHARING

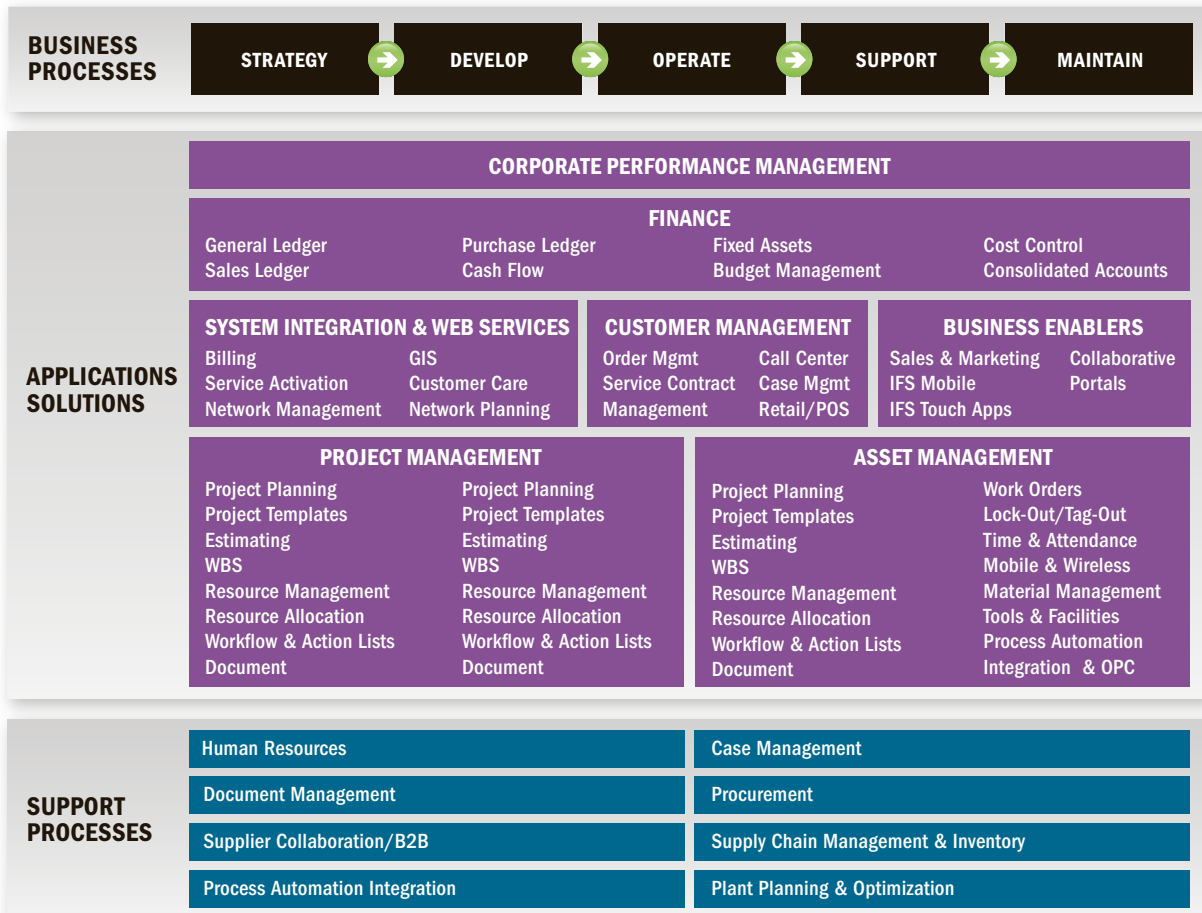
To help reduce the high operational cost structure many of the larger operators have implemented an external sharing program. This includes outsourcing their networks and sharing network sites. This idea is proving popular with both international and national operations and is a powerful influence in proving the case for standardization.

By placing a greater emphasis on integration IFS Applications enables you to engage in sharing projects. The ease of integrating with third-party vendors assures that you don't encounter expensive and time-consuming issues concerning integration and that you are free to consider sharing with a wider range of potential partners.



COMPONENT ARCHITECTURE GIVES YOU MUCH GREATER AGILITY

With IFS Applications you are able to deploy a solution that has the innate agility to be molded to fit your business requirements perfectly. Should you wish to extend or redirect your efforts in the future, with IFS Applications you simply add the appropriate functionality and because every component is already fully integrated you can do so without requiring any lengthy and costly upgrade programs.



GROWTH IN TRAFFIC

As smartphones and mobile devices become cheaper and more accessible so the growth of mobile traffic soars. To tap into this opportunity and expand existing revenue streams, operators must continually introduce intelligent applications that provide their customers with a practical new service at an affordable price.

As a component-based solution IFS Applications provides you with the freedom to expand your business capabilities by simply adding the appropriate component. This means you are far better placed to initiate your own new business strategies and to respond to changes occurring within the market.

CONSOLIDATION

Consolidation of the industry is inevitable as service providers look for growth via acquisition. But software incompatibility can prove a decisive factor due to its additional impact on costs and timing.

IFS’ deployment strategies together with the ease of application configuration permit a far smoother integration path between different solutions than can be found with most other solutions. IFS places the very highest priority on making sure its solution can be easily integrated with other vendors’ products.

FUNCTIONALITY THAT WILL

In an industry that is prone to rapid change it is absolutely crucial that your solution can adapt to new circumstances with the minimum of downtime and upheaval. IFS' total integration and component architecture give your business the most precious of business benefits—agility.

IFS Applications provides you with the opportunity to deploy a high-end business solution that has been specifically designed for telecommunication companies. Using first-hand experience gained in the field provides IFS with a unique business insight into creating an ERP solution that enables you to perform competitively.

INTEGRATION AND SOA

Integration between business solutions will play an increasingly important role as companies continue to merge. Only companies that deploy highly compatible business solutions will be able to make the transition without incurring highly undesirable additional costs.

When IFS pioneered component-based architecture it soon became aware of the tremendous benefits it provided to customers. Unlike other vendors IFS made it possible for customers to buy only what they required to meet their immediate needs. And because IFS Applications is a totally integrated ERP solution, if the customers wanted to reconfigure their solution, they could simply add

IFS Applications gives you the agility to establish a well-informed mobile workforce



TRANSFORM YOUR BUSINESS

the new components to their existing set-up. And the good news is that they still can.

BUSINESS INTELLIGENCE

Operators will rely more and more on business data from multiple systems such as billing, charging, delivery and stock to gain the necessary intelligence to make informed decisions.

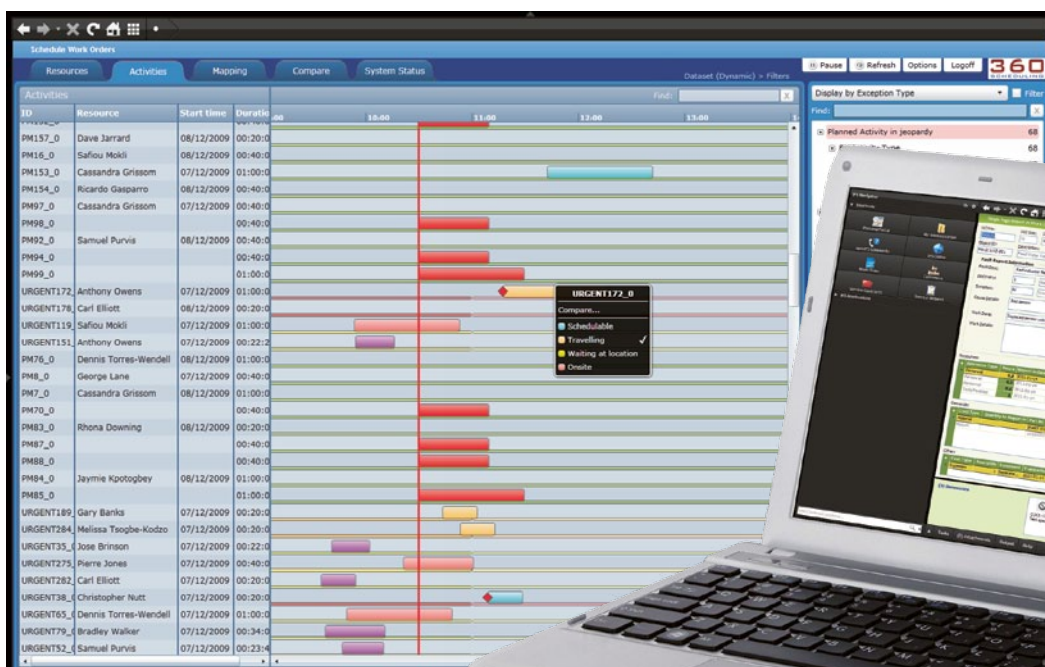
IFS Applications' well-integrated Business Intelligence solution enables the user to access and evaluate all relevant business data and to compile reports or perform advanced business analysis.

MOVING NEARER YOUR GOAL

This brochure provides a brief overview on how IFS Applications can help your business to move positively forward. And shows how with IFS Applications you are ideally placed to successfully meet the industry challenges that lie ahead.

But the best way to appreciate IFS Applications is when you get up close and personal. So with that in mind IFS would like to extend an invitation for you and your team to join with IFS representatives and experience first hand how our business solution can help you to shape a profitable future.

Give your local IFS office a call and arrange an informal meeting to discover how IFS Applications can give your business the agility to succeed.



Clear, logical screens enhance the user experience



ABOUT IFS AND IFS APPLICATIONS

IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on agile businesses where any of four core processes are strategic: service & asset management, manufacturing, supply chain and projects. The company has more than 2,000 customers and is present in 50+ countries with 2,700 employees in total.

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