

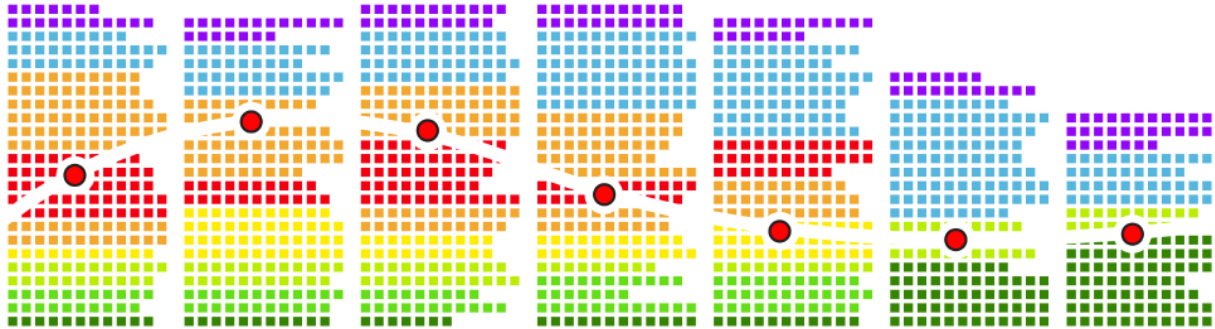


Business in Motion

Alexander Kalkman
03-03-2010

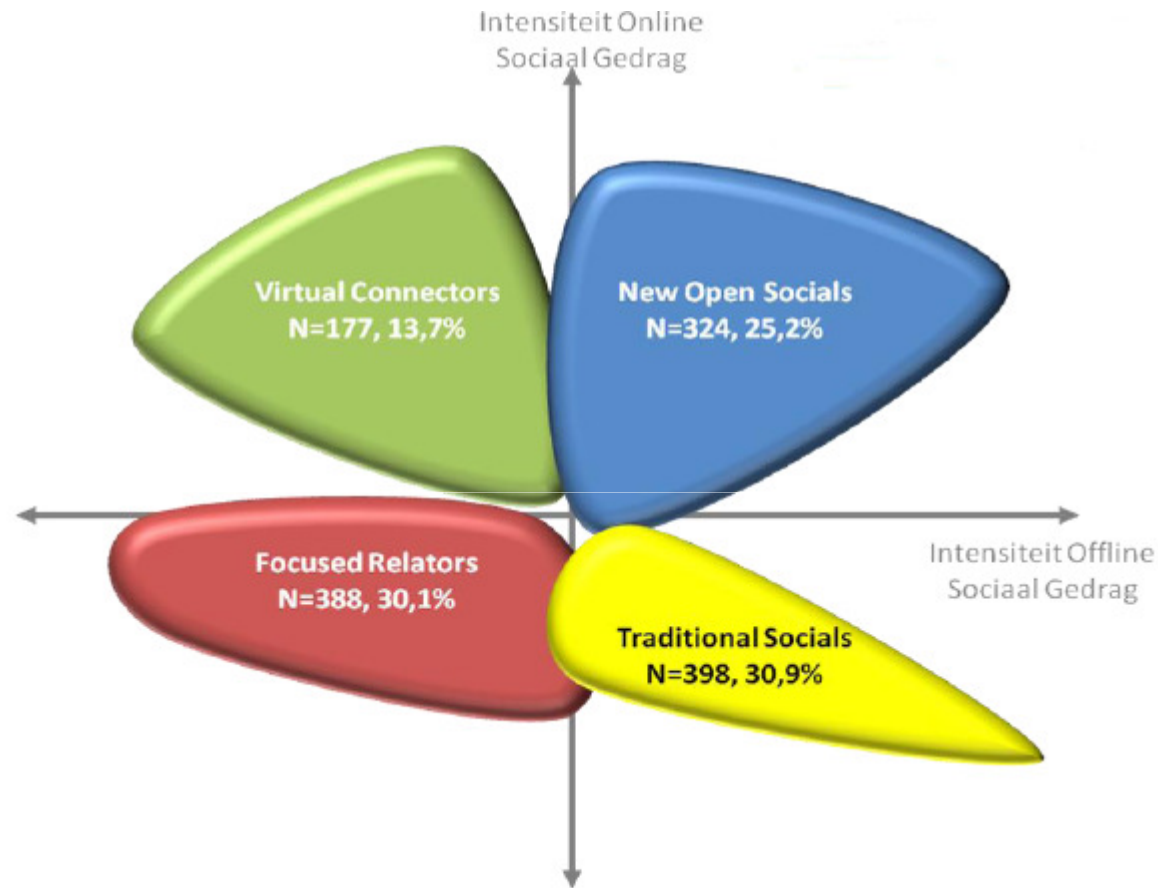
HAPPY
AGENDA CAREER KIDS
BALANCE WORLD
PHONE HAPPINESS FRIENDS CAR
DRUK/DRUK/DRUK SATISFIED
BEAT PLANNING COMPROMISE WORK
CONTROL COMMUNICATE TIME COMMUTE
INTERNET DEADLINES ORGANISE
TASKS PERFORM FAST FREEDOM
LIFE 24/7 MOBILE RHYTHM

Dutch life rhythm



- Life goes too fast (85%)
- Life rhythm is satisfactory (70%)
- Desire more control (54%)
- “Time tears me apart”
- Youth desires more time for themselves
- Elderly more time spent with others
- If they had more control
- Personal planning (37%)
- Tougher on myself and make choices (34%)
- Tools (internet, agenda, navigator, planning)
- Car as life rhythm optimiser (63%)
- Avoid traffic jams (65%)
- Work from home and mobile to manage life rhythm (49%)

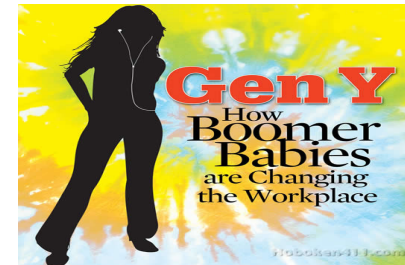
BFF becomes BFE...



Figuur 1 2: 4 types naar gelang de intensiteit van online sociaal gedrag en de intensiteit van offline sociaal gedrag.²¹ Hoe meer naar rechts op de tabel, hoe meer men offline sociaal gedrag vertoont en hoe hoger op de tabel, hoe meer men online sociaal gedrag vertoont.

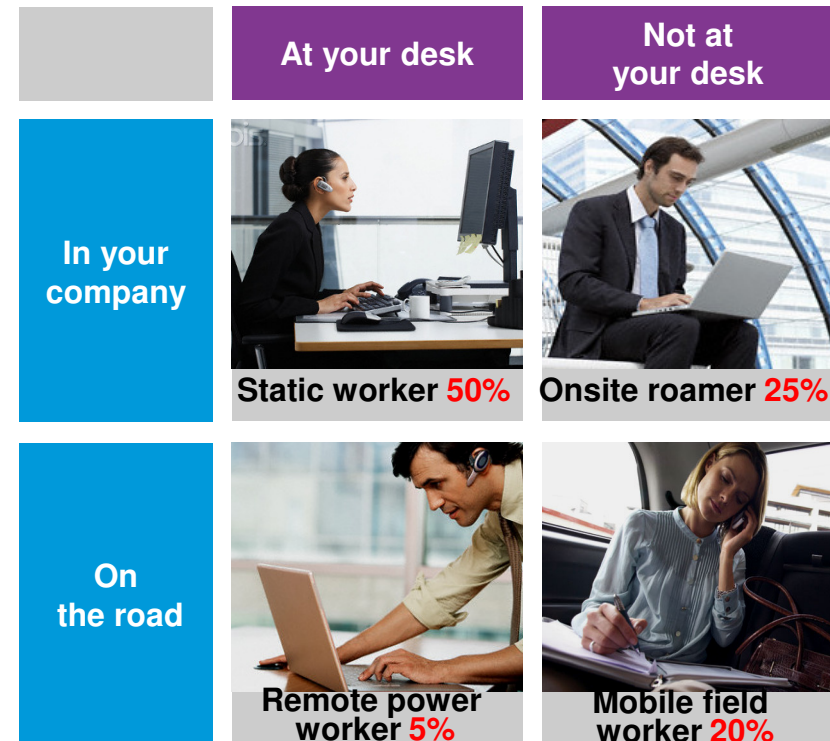
Changing landscape

- Mobility and Motion
- IP technology
- Cost
- Customer interaction



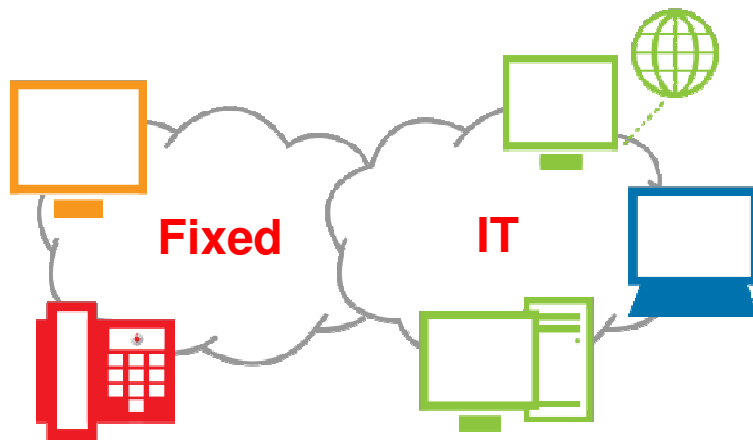
Mobility and Motion

- Organisations in motion
- User profiles
- Flex/home working
- Work integral part of life
- Traffic jams
- Life rhythm



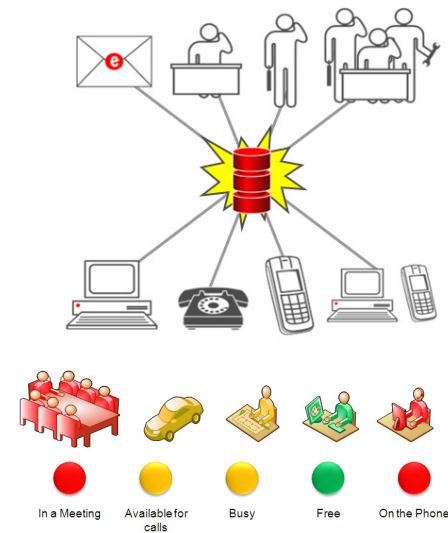
IP technology

- Data voice integration
- Mobile fixed convergence
- Networks and applications



Cost reduction

- Less providers
- Optimised processes
- Combination of services
- Efficiency employees



Customer interaction

- 'Bereikbaarheid'
- Communication = the killer application
- Real-time automation
- Collaboration



One communication facilitator

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Vodafone Business in Motion



What Vodafone can do for you...

Mobilise

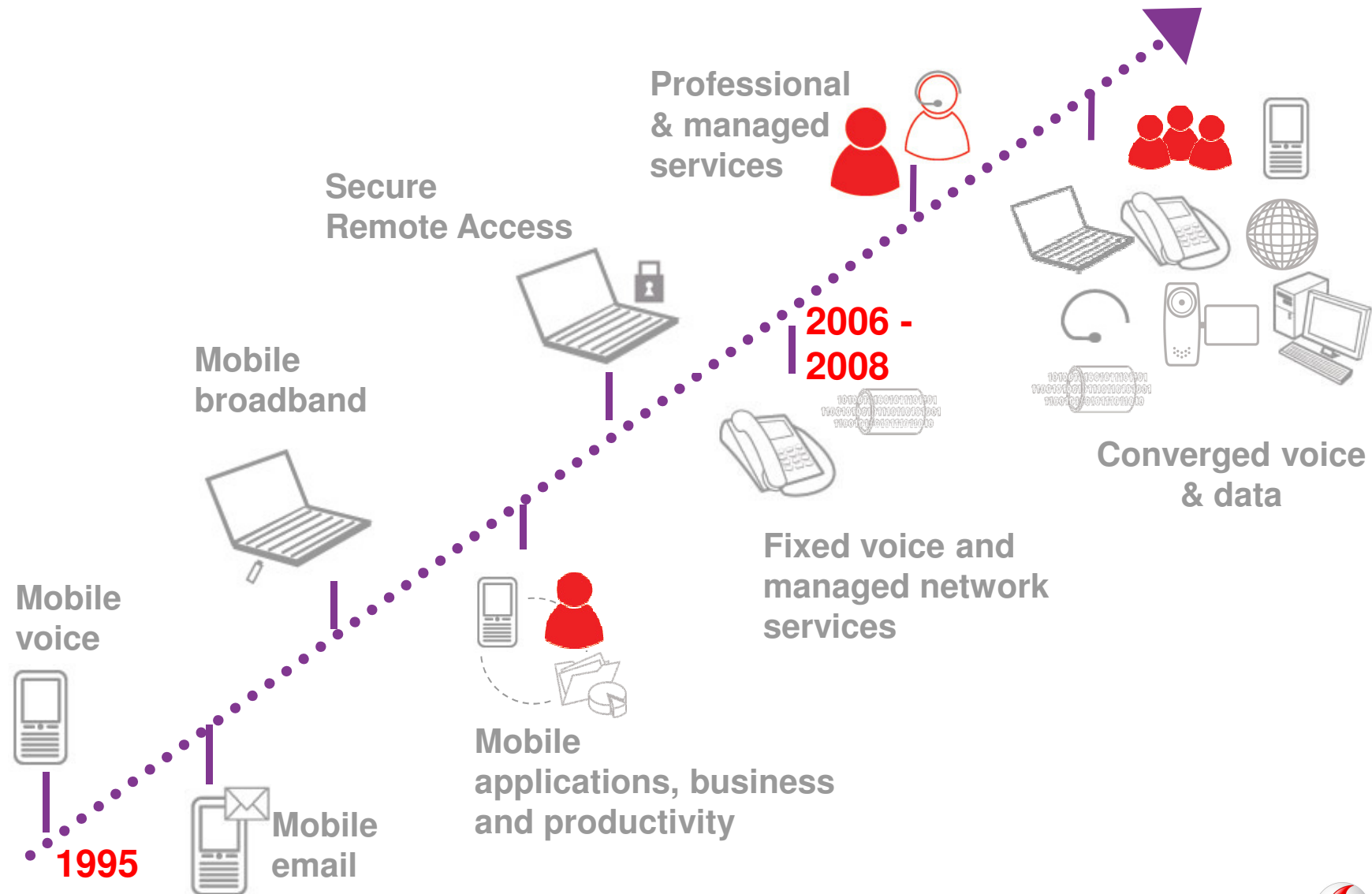
Integrate

Manage

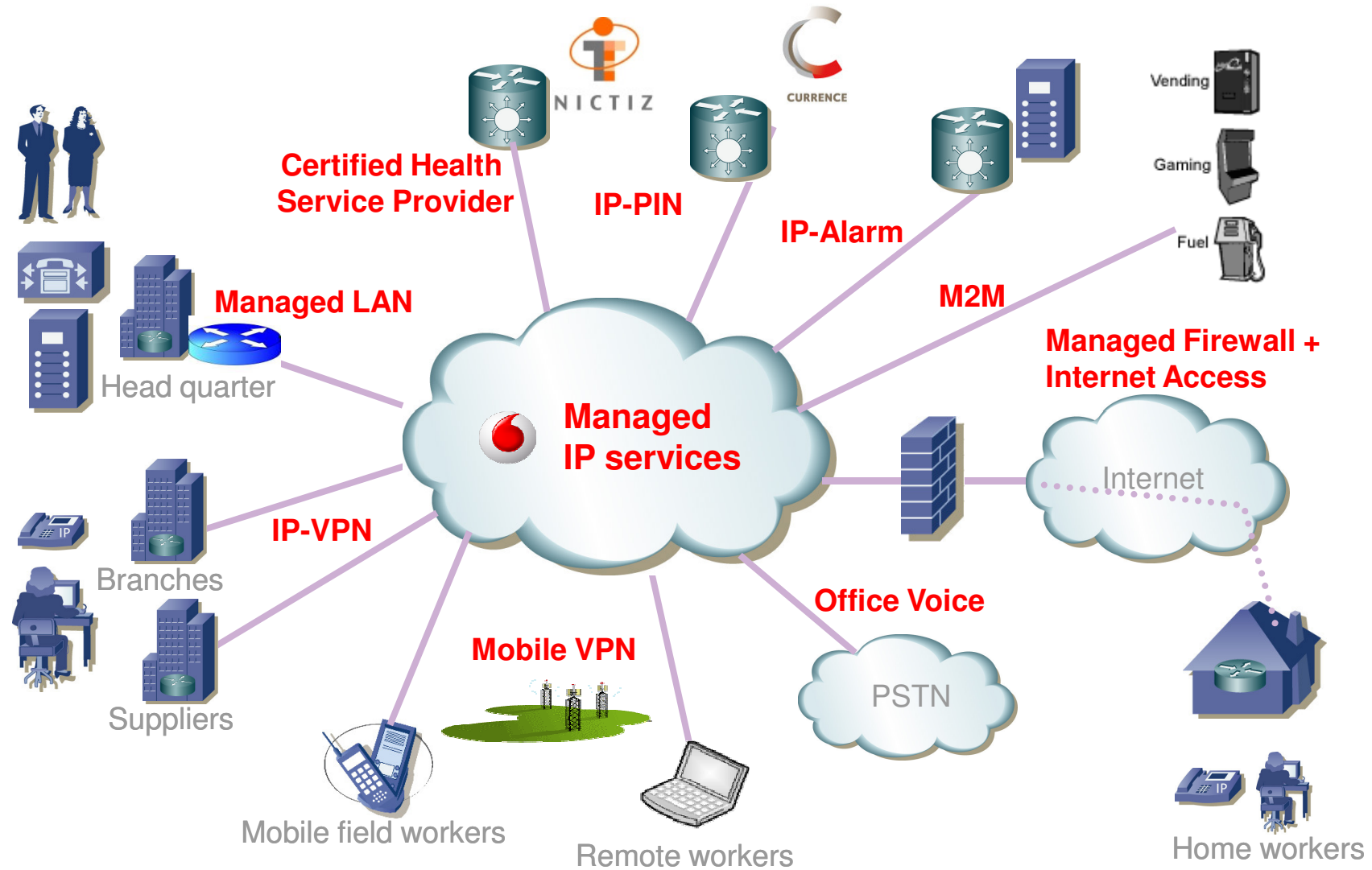


Vodafone Business in Motion

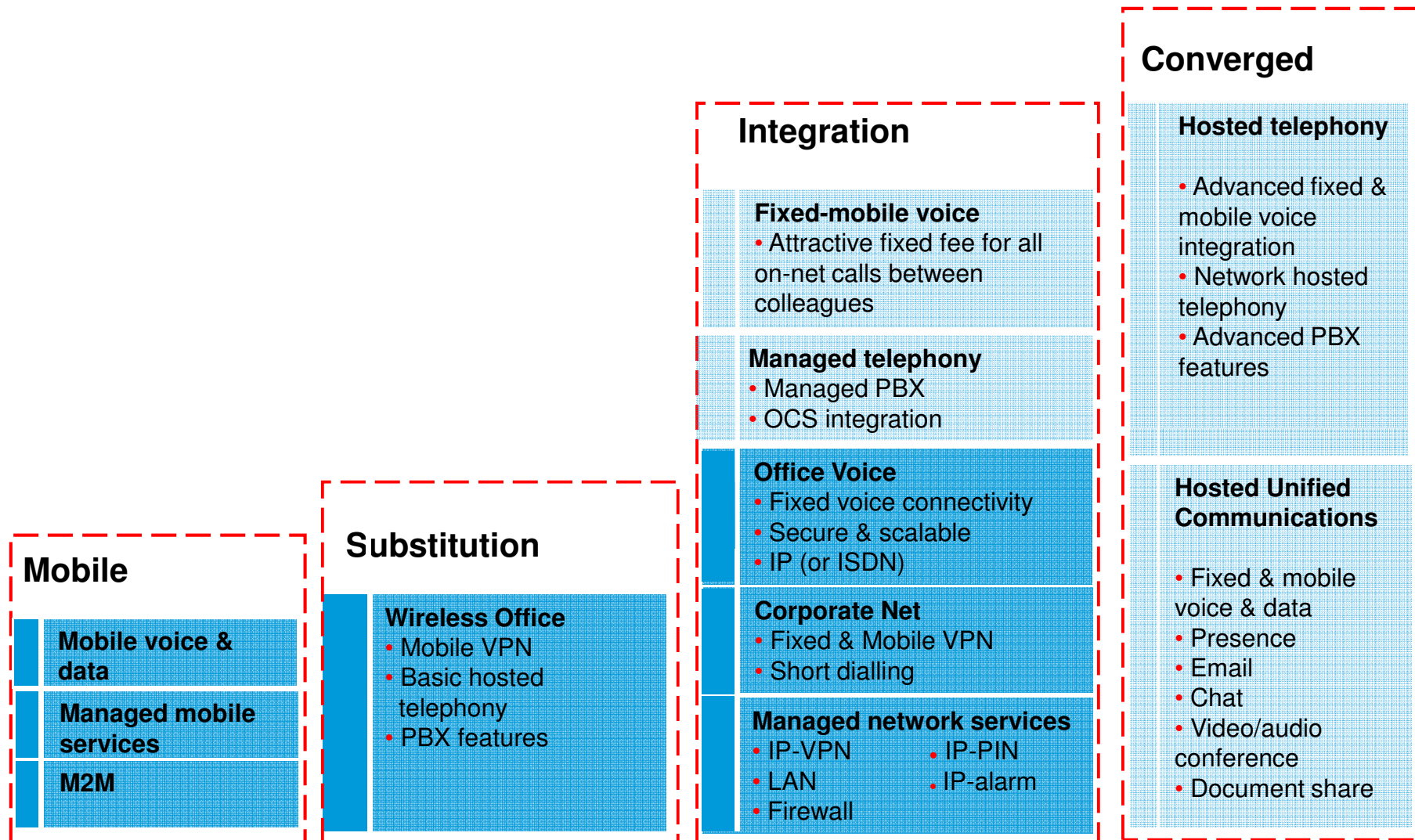
Vodafone Enterprise Solutions journey



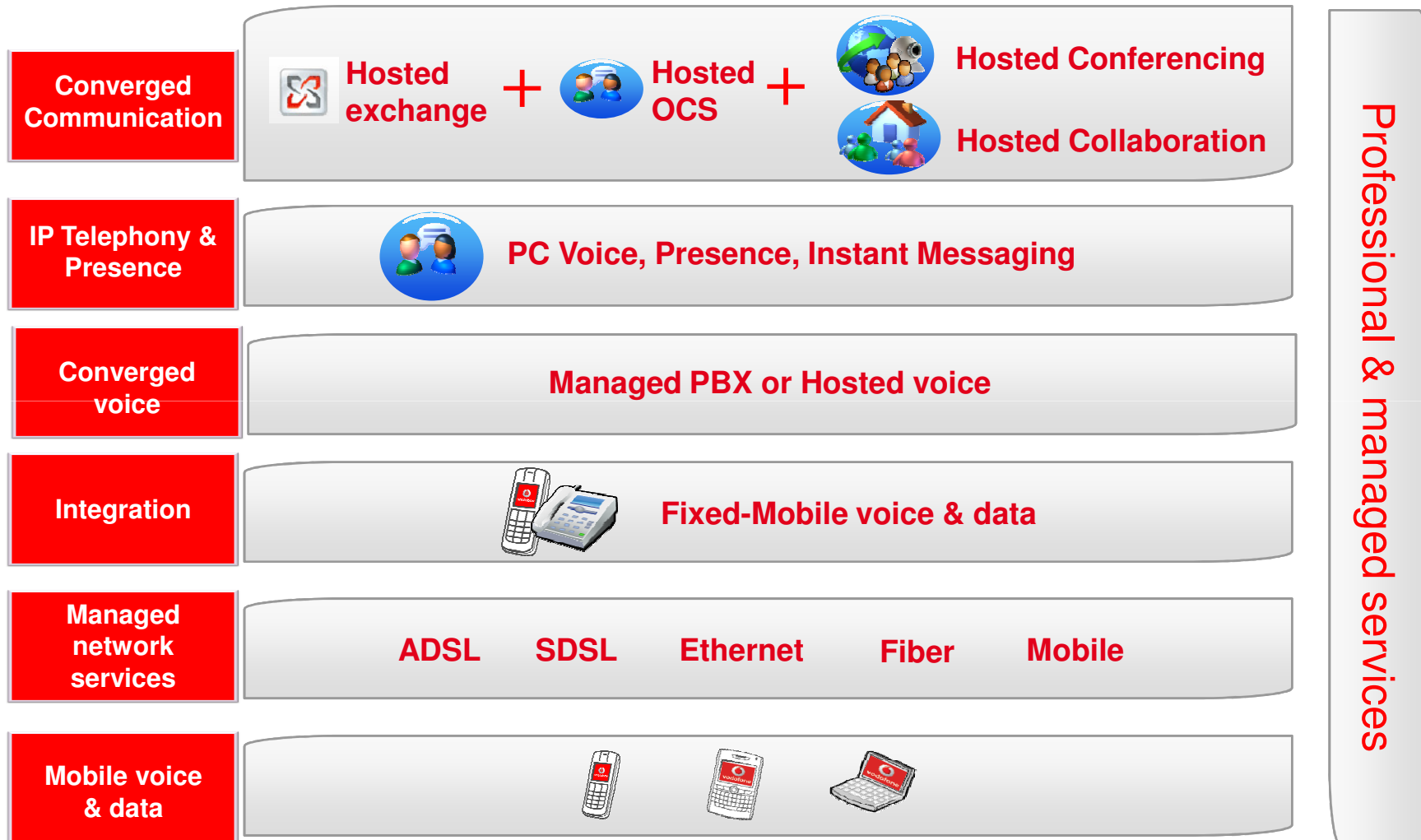
Integrated Communications



We go step by step...

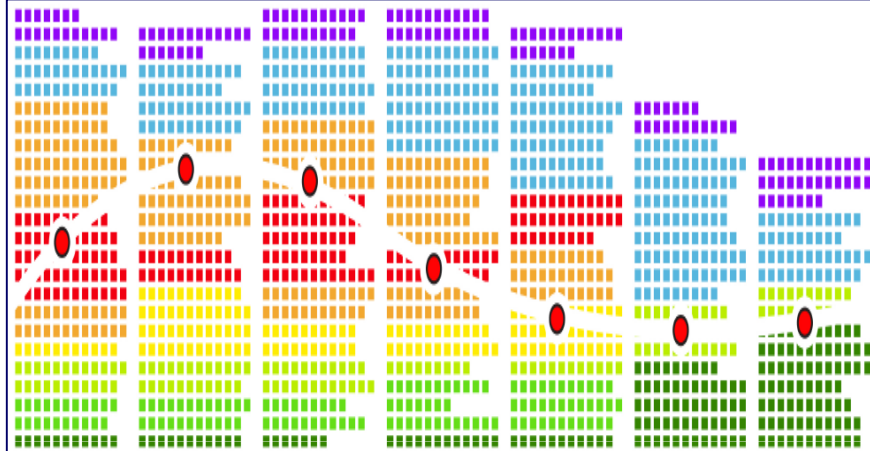


Modular services and solutions



In summary

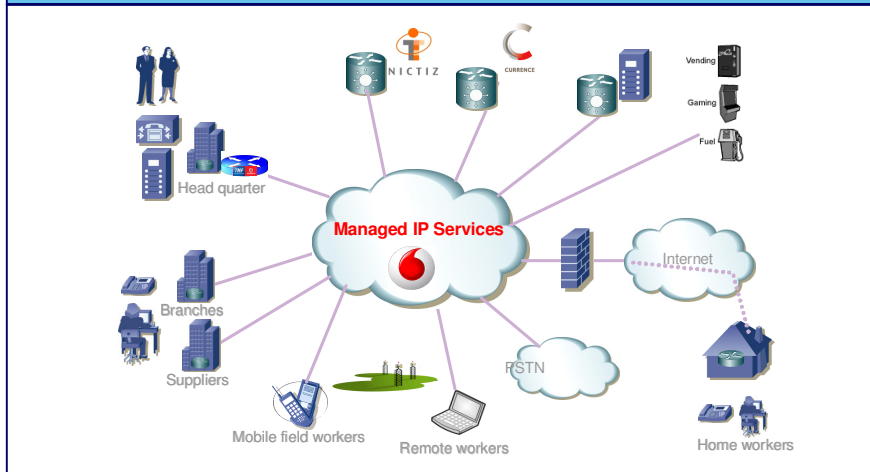
Business and People in Motion



Why Vodafone

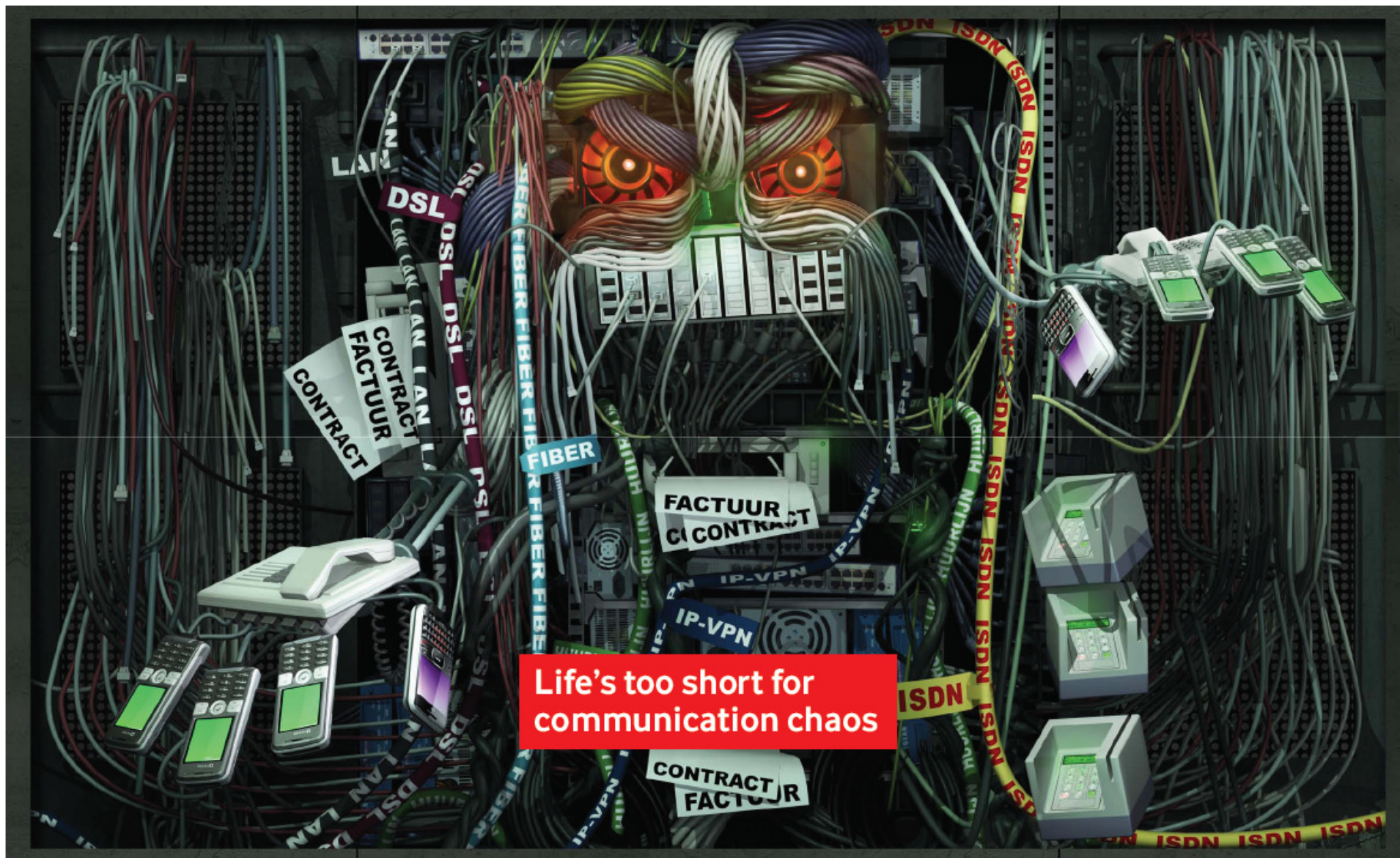


Integrated Communications



Our company

- We live and breathe mobility
- Flexible
- Our brand
- Our people
- Innovative
- Global network
- We partner



Life's too short for
communication chaos

