

Prevalent **myths** in the industry

Scale = Efficiency
&
Quality = Cost

Traditional model

Traffic
Cost

The Uninor logo, consisting of a stylized blue 'u' shape followed by the word 'uninor' in a lowercase sans-serif font.

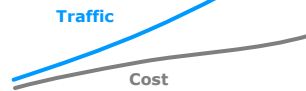
Uninor had to think different

Decoupling traffic & quality from the costs

"Offering agnostic" CORE

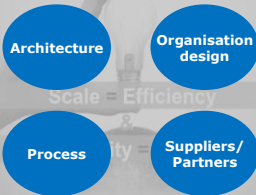
Geographically independent

Target model



Innovating the "CORE"

Conventional Way



Innovation in offerings

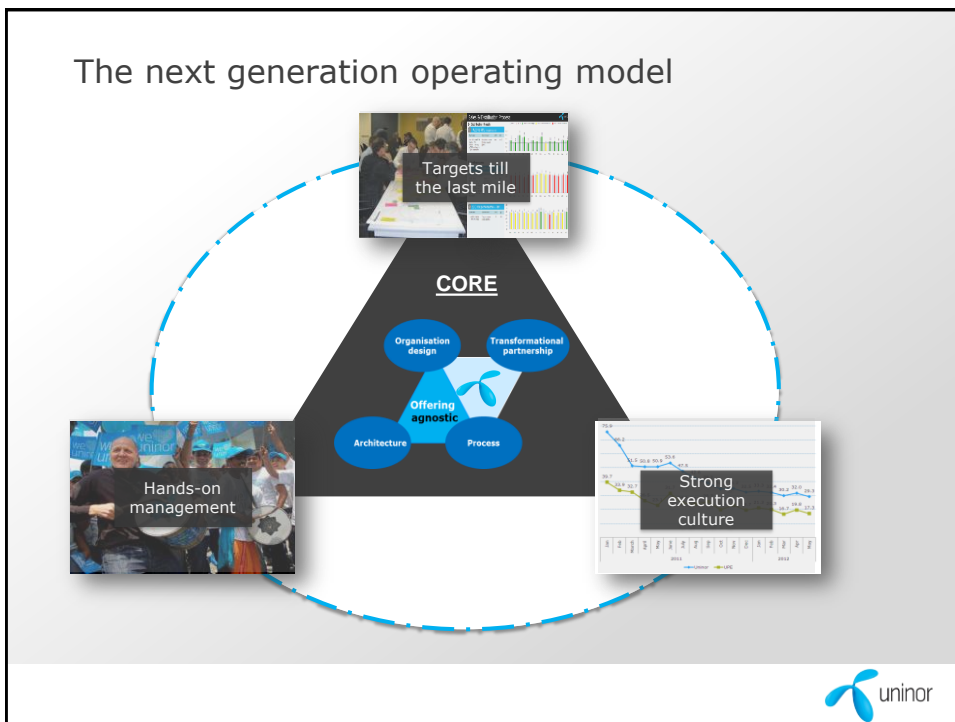
Uninor Way



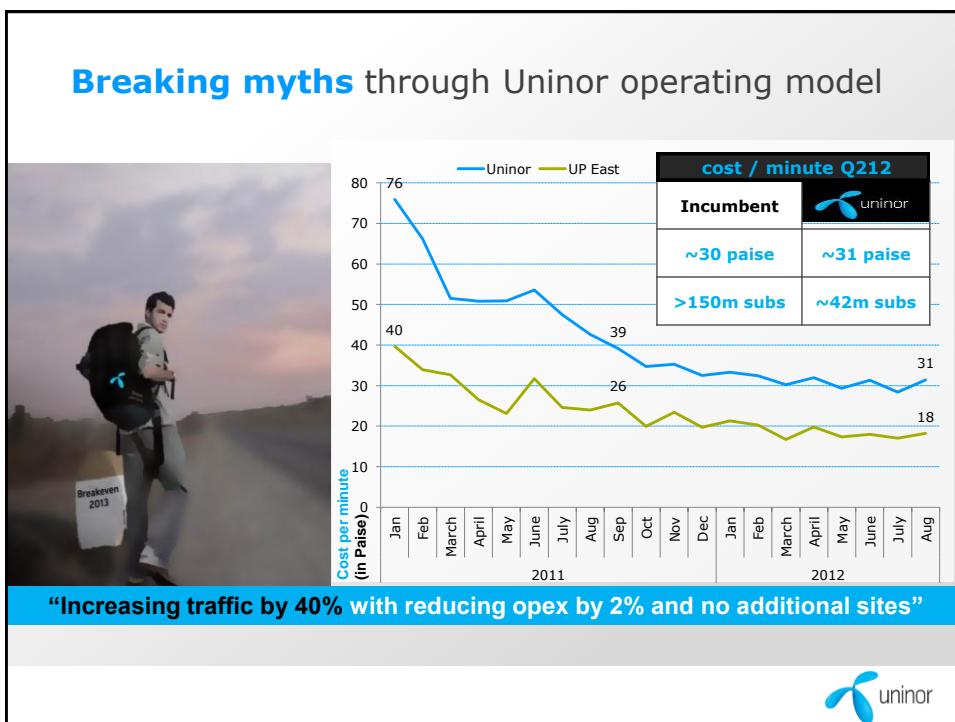
Dynamic model allowing continuous innovation



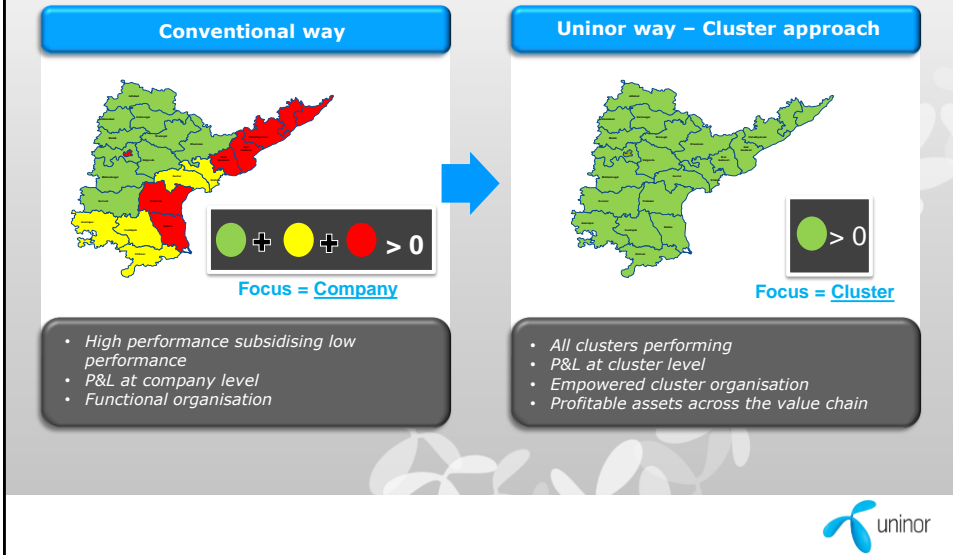
The next generation operating model



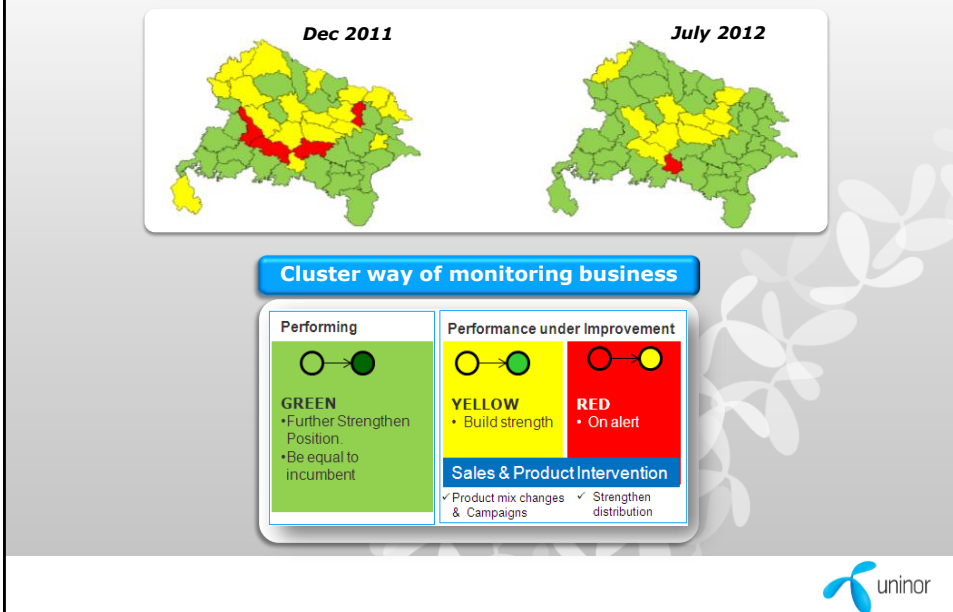
Breaking myths through Uninor operating model



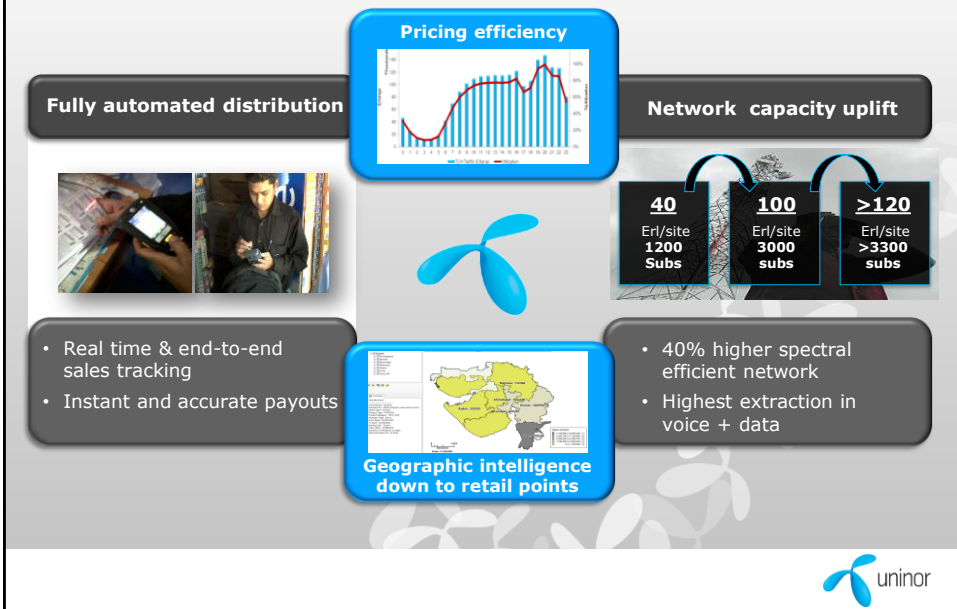
Uninor operating model in execution – Cluster approach



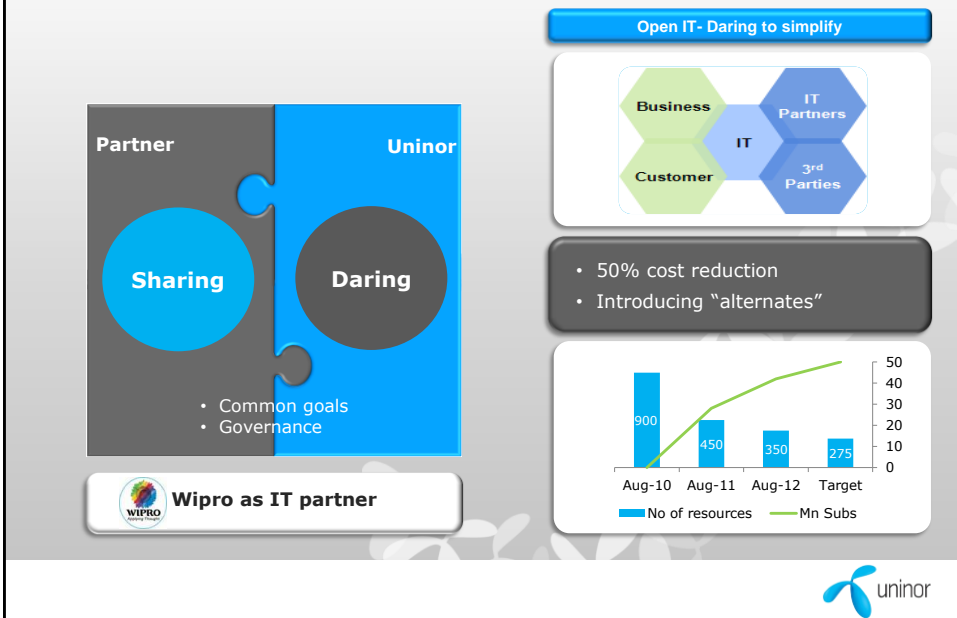
Cluster approach – Example from UP East



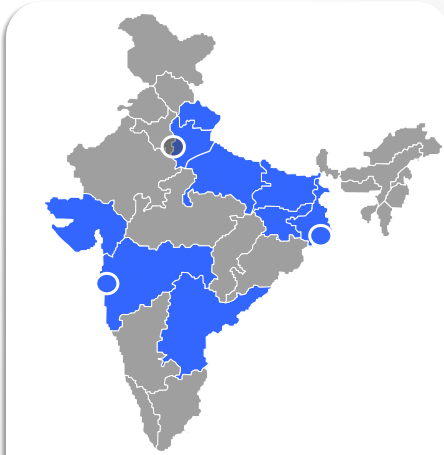
Delivering on cluster profitability



Transformational partnerships delivering results



Beyond managed services



Ericsson and Alcatel-Lucent as partners

Areas of joint focus



Cost per minute reduction

Customer experience

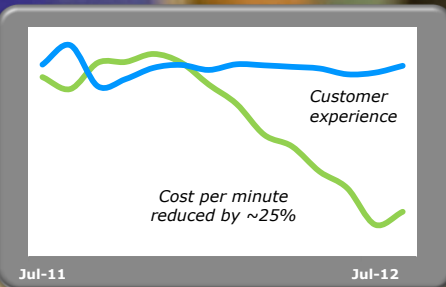
Price efficiency

ERICSSON

Alcatel-Lucent



Decoupling quality and cost – Example call center



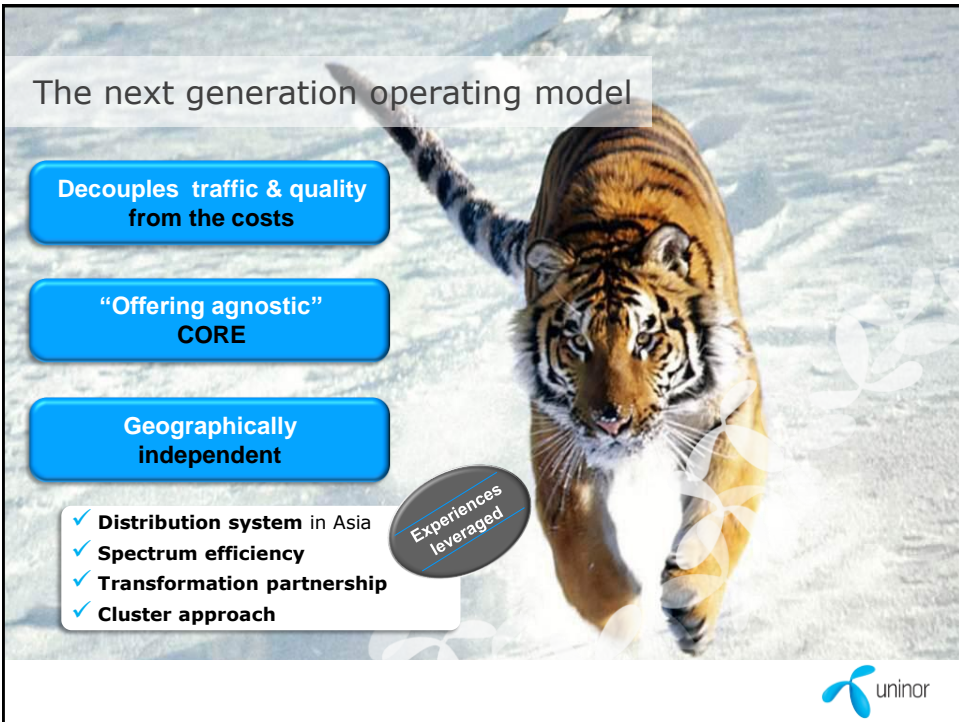
Getting right the First Time

Partner construct

Business process simplification

Reducing reason to call



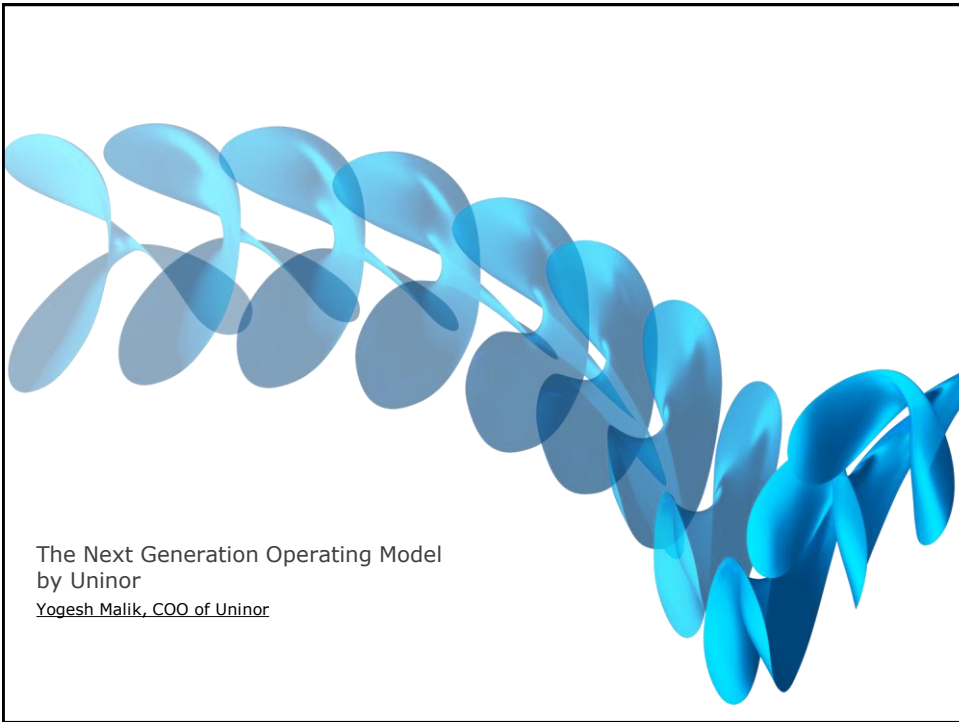



The next generation operating model

- Decouples traffic & quality from the costs
- “Offering agnostic” CORE
- Geographically independent

- ✓ Distribution system in Asia
- ✓ Spectrum efficiency
- ✓ Transformation partnership
- ✓ Cluster approach

Experiences leveraged



The Next Generation Operating Model
by Uninor
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