

Chapter Case Study

Listening Siemens **

In light of the constantly growing global market and a heritage of more than 150 years of providing quality products in 160 countries, Siemens Communications globally has focused on success with strong partners in a dynamic market. It has kept pace setting challenging goals as a competitive edge, driving innovations and customer-focused business strategies. With emerging technologies fast stirring the feet of global satisfaction, keeping customer satisfaction as priority, **Siemens Communications** is one of the largest players in the global telecommunication industry. Siemens is the only provider in the market that offers its customers a full-range portfolio, from devices for end users to complex network infrastructures for enterprises and carriers as well as related services. Siemens communication is the world's innovation leader in convergent technologies, products and services for wireless, fixed and enterprise network. It is the largest Group within Siemens and operates in more than 160 countries around the world. In fiscal 2004 (year-end September 30), its 60,000-strong workforce posted sales of approximately 18 billion euros.

Unlike other players in the industry, Siemens differentiates itself with a broader portfolio with presence in all three sectors of the trade namely Mobile Networks, Fixed Networks, and Enterprise Networks. Siemens is known as the world's innovation leader in convergent technologies, products and services for wireless, fixed and enterprise networks. Propelled by innovative power, Siemens worldwide delivered products, solutions and services bring value-added advantage to the customers. Siemens product portfolio is varied and diversified with features to accommodate emerging technologies.

The comprehensive portfolio of products, solutions and services as well as strategic

partnerships and alliances with leading enterprises, covers all key segments of voice and data communications providing all products and services required in Core networks, Base Station Subsystems, Microwave, Fixed Networks, Circuit Switches, Packet Switches, Access Networks, Transport Networks, Application solutions including Intelligence Networks, Mobile Data Applications and Services including Site Preparation, Installation, Commissioning, Integration, Operation, Maintenance, Repair- Replacement and professional services to excel operation of our customers. They have full range world-class products for fixed carrier and enterprise segment. Their EWSD switch is the world's highest selling carrier switch and designed for incremental expansion in processing power, connectivity and services. With more than 300 million ports installed worldwide, they support one call out of three calls at any moment in the world through their switching technology.

Siemens delivers a complete set of revenue-ready solution for building the Next Generation Network. Their solutions are based on state-of-the-art products and provide guaranteed carrier-grade reliability and scalability.

The onset of the 21st century is forcing the world of telecommunication to consider voice and data convergence seriously. Their **Media Gateways** are designed to face this challenge. They are the media allowing data and voice to come together to merge the advantages of packet-oriented, multimedia-capable networks with the complete voice intelligence of traditional real-time networks. State-of-the-art protocols allow transport of real-time voice and data traffic in the bandwidth-efficient packet network, assuring minimized delays.

The **SURPASS hiQ Soft switch** is the brain of all SURPASS solution, providing feature-rich Voice

over IP applications for Next Generation Networks. It implements control of access equipment, media gateways and resource servers and coordinates the network intelligence present in different members of the SUPASS hiQ product family. It includes multi-protocol signaling gateway functionality. Their **Open Service Platform** is the key platform for Next Generation Applications. In combination with the SURPASS his soft switch it delivers open programming interface via several application building blocks. This lets operators implement new and innovative end-user applications quickly and flexibly, thus generating new revenue. Their Access Network comprises a broad portfolio of products that support voice, data and broadband services across a wide range of deployment scenarios. They include legacy TDM and ATM access as well as next generation, multi-service access solutions and guarantee a smooth and flexible migration from today's into tomorrow's networks. They can offer all types of narrowband and broadband service way from the same platform. By offering remote deployment options, operators can bring multi-service access technology even closer to the subscriber, making the most of the state of the art technologies such as VDSL to offer voice, data video and entertainment services and capitalizes on revenue opportunities. By means of open, vendor-independent interfaces while supporting full CLASS 5 services, our SURPASS hiX 5500 can be integrated into any vendor's control platform via TDM or IP-based protocols. Siemens Broadband Access products employ DSL technology to deliver broadband services over exiting copper and fiber access networks. They provide various flavors of DSL (ADSL, SHDSL, VDSL) to support a wide Varsity of high-bandwidth application, such as high-speed Internet access, telecommuting, virtual private networking, and streaming multimedia content.

Siemens is very strong in optical technology. Carriers expect optical networks to offer the

bandwidth that they need coupled with the ability to offer revenue rich services that can be cost effectively deployed. All of which will contribute to a profitable network. They have major market share in SDH transport segment in Bangladesh.

Their open, multi-service platform for voice offers leased lines and broadband services featuring open interfaces to connect to any switch in a multi-vendor environment. Highly modular indoor units and outdoor shelter units effectively support distributed Fiber-in -the-Loop network scenarios. Their combined, compact Multi-Service Access flexibly offers all types of narrowband and broadband services in a cost-effective way from the same platform. It fits into both existing networks and the Next Generation Network of the future.

The communication industry today is still largely divided between fixed network and mobile communications. Carriers found this strict separation to be a successful approach as long as the two technologies experienced steady and strong growth. But now both fixed and mobile carries are faced with declining margins, while the lack of unique selling points encourages users to switch brands frequently. Carriers are in a tight spot. The way out is to bring landline and wireless network technologies together to form something called fixed and mobile operators to get the best synergy of present investment and make the future investment protected with our solutions.

"We work for our customer's success and we sharpen our innovation every day to make it happen", a statement made by Mr. Klink, CEO of Siemens Bangladesh.

"We have all the products, we have all required support from our HQ in Germany and we have a work force of 200 people in Bangladesh, we are fully equipped to serve our customers" stated by Mr. Shams head of Communications for Siemens in Bangladesh. "with rapid expansion of present mobile operators in one side and one million fixed subscribers from BTTB, we believe chances are

much higher for new PSTN operators if they deploy a PSTN network with fixed and wireless combination and value added services compared to the present trend of fixed wireless CDMA deployment" mentioned by Mr. Shams where he repeats "we at Siemens are ready to support those approaches with Siemens solution".

**** Source: *The Business Bangladesh. Volume-2, issue-9. June-2005.***

Questions for discussion:

1. Show product line, product mix and brands of Siemens.

2. Which level of product is offered by Siemens in Bangladesh?
3. What types of products (Consumer, industrial) are delivered by Siemens in Bangladesh?
4. Can we consider 'Company Siemens' as an individual product? Why or why not?
5. Which product and service decisions made Siemens successful in Bangladesh?
6. Which brand development strategy is followed by Siemens? Argue.

Next: Case study for the students. Waste Management and Marketing in Dhaka City.