

Press Release

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Building the industry's mobile broadband specialist #MWC12

On the eve of Mobile World Congress 2012, Rajeev Suri outlines the transformational changes Nokia Siemens Networks is making to pave the way for the gigabyte revolution

Speaking in Barcelona on the eve of Mobile World Congress 2012, Rajeev Suri, chief executive officer of Nokia Siemens Networks, said the company was transforming fast to meet the accelerating pace of change in the mobile telecommunications industry. Suri said that driving innovation and efficiency would be the key to success in an industry facing challenging economic times.

"We believe that the future of this industry is mobility, and that is why we are building the world's mobile broadband specialist, with the resources, expertise and investment necessary to lead our customers into the gigabyte revolution," Suri said.

Suri said the pace of change in the mobile telecommunications industry was accelerating as the industry moved from a phase of ubiquitous mobile broadband to a new economic model over the next five years, characterized by near-field communications, mass gaming and mobile money, all tied in to location services. He predicted that this would be followed by the "era of sensors", that would embrace artificial intelligence, machine to machine communication and intelligent applications that connect to each other and interact autonomously.

"These society-defining trends are fuelling the gigabyte revolution that we believe will take us to one gigabyte per user per day by 2020, downloaded at speeds more than ten times those we have now," he said.

Suri said that these changes required operators to balance continued investment in their networks and tools with the need to remain efficient to protect profitability. This in turn has an impact on infrastructure vendors, including Nokia Siemens Networks.

"The result is a constant drive to lower costs. And so operators have consolidated – both in terms of the number of operators out there, but also in the way they do business – sharing network infrastructure and developing joint procurement organizations," he said.

"All of these trends add up to a huge challenge for vendors who must maintain their relentless pace of innovation while finding their own share of the industry's profit pool. And so the transformation of the past five years has been mirrored by a wrenching series of changes for those of us building the networks. These dramatic changes, and the new economic reality demand fast and fundamental change for vendors like Nokia Siemens Networks and we are transforming to meet that challenge."

Suri also outlined the breakthroughs Nokia Siemens Networks continued to make with its Liquid Net architecture, which have enabled the company to secure an industry-leading 52 commercial LTE contracts, and Customer Experience Management tools.

“Liquid Net seamlessly integrates all network components and technologies – from 2G to 3G to WiFi and LTE Advanced – but also liberates those network elements from the rigid structures of traditional architecture to allow capacity to flow freely to where it is required,” said Suri. “Our Customer Experience Management solution is a platform that is able to collect, process and analyze customer data in real-time and turn it into instantaneous insight of both customer behaviour and technical issues that might be damaging user experience. They are increasingly recognized by operators as a direct and vital link to consumers – and as tools that can have a positive effect on their top and bottom lines.”

About Nokia Siemens Networks

Nokia Siemens Networks is the world’s specialist in mobile broadband. From the first ever call on GSM, to the first call on LTE, we operate at the forefront of each generation of mobile technology. Our global experts invent the new capabilities our customers need in their networks. We provide the world’s most efficient mobile networks, the intelligence to maximize the value of those networks, and the services to make it all work seamlessly.

With headquarters in Espoo, Finland, we operate in over 150 countries and had net sales of over 14 billion euros in 2011. <http://www.nokiasiemensnetworks.com>

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