

Introducing the first edition of IBM's Telco Monthly Newsletter that aims to provide thought leadership on industry developments in the context of telecommunications.

This newsletter will be sent to you on the second Friday of each month and will focus on key topics that, we believe, are of interest to you, our valued client.

In order to ensure that topics presented are of relevance, please provide feedback to either:

Sara Philpott > sara.philpott@ie.ibm.com

Mobile +353 (0) 86 814 5347

or

John Lyons > john_lyons@ie.ibm.com

Telephone +353 (0)1 815 4677

Mobile + 353 (0)86 806 2488



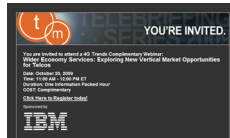
Telecom TV

Sponsored by IBM, Telecom TV is a new series of 10 minute podcasts that discuss current industry developments and focus on how service providers can improve performance and increase their revenue opportunities even in these tough economic conditions. To view and listen into The Bottom Line podcast, please click [here](#).



Centre Stage VAS (Value Added Services)

A white paper explores the welcome growth of data services for operators and the associated emerging challenges in terms of new business models and new players. This White Paper can be found [here](#).



NEW! 4G Trends Webinar

One of the key strategic imperatives for Telecom Service Providers across the globe is to innovate on and adopt new retail and wholesale business models. This imperative serves two main purposes: a) drives new revenue opportunities in adjacent markets and b) improve and enhance customer experience. We are calling these adjacent market opportunities wider- economy services. For more on this & an invite to the Webinar click [here](#).



IBM's Global Telecom Consumer Survey

Conducted across 9 countries with over 7000 participants that provides an analysis of the impact of the global downturn on consumer behaviour in relation to their communication spend. It also demonstrates how cost has become the number one criteria for operator selection in most markets, followed by network quality and customer service. Please click [here](#) for the document.

If you are interested in discussing the consumer survey results, please contact either John or Sara.

Other links of interest:

[Telecommunication Solutions](#)

[Telecommunications Services: Literature](#)