



evaluate equip e-volvetm

A fast-moving world...

Today's businesses don't just have to understand their customers - they must be built around them. That's because customers now drive businesses to deliver the products and services they want. Technology is simply the enabler.

To gain the advantage, you need to know your customers better than your competitors do - and market to them more effectively. You need to interact with them across an increasing number of channels - the Internet, digital interactive TV and mobile WAP services are just the start.

e-volvetm, from International Consulting Services (ICS), gives you this capability. Specially devised for telecommunications companies, it provides a detailed roadmap for your transition to a new, more interactive customer relationship.

It doesn't turn your business upside down. It offers a way of building on your expertise - and your legacy systems - to evolve into a key player in exciting new markets.

e-volvetm evaluates your business goals and equips you to achieve your vision. It's your path to the future.

...demands innovative solutions

e-volve™ offers an end-to-end, best-practice solution which encompasses business integration, process management, technological infrastructure (hardware and software) and organisational transformation. Here's what e-volve™ can do for you:

Carrying out legacy integration

Ensuring that your existing processes, data and technology are integrated into a convergent architecture that supports all your different market channels - wireline, Wireless and Internet - and the increased revenues they generate. Not just your back-office operations, but all your customer-facing systems too.

Going to market

Implementing all your new e-business products and services - from portals to an extensive e-commerce offer. For instance, enhancing your services through additional content or building e-commerce revenues by selling added-value services

Forging partnerships and alliances

Building on your e-capabilities to establish new business-to-business relationships that boost your attractiveness to customers - and strengthen your competitive edge. For instance, allowing partners to sell their services through your channels in return for commission.

e-volve™

With today's business world changing rapidly, it is vital to reassess where your business stands once the initial change period is over. Based on your key business drivers, market forces and technological infrastructure, how will you evolve to the next stage of your development? e-volve™ is about continual reassessment for a changing world.

Realising your business strategy

Reaffirming your business priorities, and setting the roadmap for achieving your strategic vision. This includes deciding what new products or services you want to be able to offer customers - and through what channels.

Designing a blue print

Setting an architecture and timetable for your principal e-business goals. How do you want to interact with customers - and what people, systems and process do you need to put in place to achieve this?

Establishing a foundation

Putting the technology in place that will make you operative across your chosen channels - setting up your own portal, for instance, as the start of a major Internet presence; and preparing you to exploit forthcoming technologies such as GPRS and UMTS.

e-volution... not revolution

Our solutions are tailored to your needs, and no-one else's. With our invaluable expertise, we don't have to reinvent the wheel. That means you can get to market quicker.

risk/reward basis - for example, implementing it at cost and then taking an agreed share of the revenues it generates for you.

We are so confident in what e-volve™ can do for your business that we're offering it on a

Let us support your e-evolution while you concentrate on adding value across your business.

e-**volve**



International Consulting Services

e-volve[™] is the latest innovation from International Consulting Services (ICS), the leading independent telecommunications consultancy.

Since we started over ten years ago, we've worked with many of the biggest names in the business. We're a dedicated telecoms practice, which means our expertise is both focused and comprehensive.

As a dynamic company that concentrates on relationship management, we make every effort to understand your business and your people. We come armed with experience, not business speak.

And as an independent consultancy, we're able to recommend the systems that best suit a particular client - rather than being tied into partnerships with suppliers.

At the same time, we recognise that building new markets isn't just about technology. It's about new ideas, skill-sets and cultures.

Quite simply, we understand better than anyone the demands of telecoms companies today. More to the point, we know what their future demands will be too.

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