

Zamro at a glance

- *Established in 1998*
- *Over 20 people*
- *Unique 'end to end solution' model*
- *Operations in Australia & Asia Pacific*
- *Certified Integrated Management System*

Zamro's business is to provide professional, market development, technical and change management services to the information, communications and telecommunications (ICT) industries.

Our key value-add is our ability to provide end-to-end solutions ranging from strategic advice, professional services and business case development, through to designing and implementing business processes and technical solutions to our clients needs.

At Zamro, we take pride in our commitment to understanding and exceeding our clients' requirements. We have achieved a solid track record working with multi-national vendors, major carriers and enterprise customers throughout Australia/ New Zealand and across the entire Asia Pacific region.

Through establishing long-term and trusted partnerships, Zamro has delivered both innovative and flexible solutions giving our clients a competitive edge in the marketplace.

The dedicated team at Zamro is evolving and growing; offering our clients best-of-breed solutions to keep ahead of today's business trends and proactively address their needs.

Our Company

Zamro is a professional services company and has 3 operating Divisions:

- Professional Services – end-to-end solutions
- People Solutions – the right people at the right time
- Perpetual Networks – management of Legacy Networks

Another unique capability that Zamro provides is that of mentoring and facilitating development of ICT oriented businesses that are new to the region or looking to reinvent their market engagement mechanism. Zamro's "Agency" services range from facilitating relationship development; regional Market engagement strategy development; executive search; through to providing engineering and support services in the post sale environment.

Management Systems

Zamro is committed to delivering quality solutions and achieving customer satisfaction. Accordingly, Zamro was the first ICT Company in Australia to gain triple certification of its Integrated Management System (IMS). This system incorporates ISO 9001:2000 (Quality Management), AS4801: 2001 (Occupational Health and Safety Management) and ISO14001: 2004 (Environmental Management).



Zamro Divisions

1. PROFESSIONAL SERVICES

Zamro's Professional Services Division offers organisations advice on strategy/tactics, marketing and product management, competitive services development, business and technical process engineering, operations and organisational evolution. Through these services, Zamro assists executive teams and companies to generate value-add propositions and strategies to better their competition, improve market position, increase margins and to create win-win outcomes.



The process affects all areas of the business involving; service development, innovation, structure, processes, systems, skills & behaviour.

Typical strategic and management services offered by Zamro include:

Strategic Services	<ul style="list-style-type: none"> ▪ Marketing & market entry strategies ▪ Market & Services analysis & positioning ▪ Competitive analysis ▪ Strategic planning & analysis ▪ Partnership development ▪ Training, learning & development ▪ Sales agency (outsourced sales teams) ▪ Outsourcing ▪ Mergers & acquisitions
Management Services	<ul style="list-style-type: none"> ▪ Bid/offer positioning & management ▪ Product & Change management ▪ Program & Project management ▪ Next Generation Networks ▪ Business/Operations Support System evolution ▪ Telecom/Cable/ISP planning and engineering ▪ Business and technical process evolution and change management

Each assignment is unique and may be addressed through recruitment of dedicated staff; provision of dedicated contractors for a specified task; or through consulting services for an outcome based assignment.

Examples of recent projects include:

- NGN services and products consultation in both Fixed and Wireless carriers, including:
 - Network Auditing and traffic analysis
 - Network Optimisation
 - Fixed-Mobile Converged Services strategy, planning and solution evaluation

Benefits for your business:

- Innovation
- Targeted services deployment
- Improved profitability
- Expanded prospect base
- Exposure to new opportunities
- Injection of expertise
- Effective resource utilisation
- Engagement of experienced industry professionals
- Significant savings in time and money
- A total solution, business partner offering
- Intimate knowledge of the industry and trends
- Strategic value add services

- Network Performance analysis and reporting process definition and implementation;
 - Network transition analysis: optical Transport (core & access); Data networking (access and core) and optical integration; Backhaul analysis and implementation planning; TDM to IP migration; etc.
- Performance improvement for existing Mobile Network Operators (MNO); including:
 - RF Optimisation;
 - 3G base-station backhaul evolution planning and business case development;
 - Etc.
- End-to-End 2G and 3G service and product design, implementation, included are:
 - Market & Service Analysis (demographics; distribution; value-based requirements definition & market segmentation);
 - regulatory concerns & constraints;
 - market to service/ application mapping;
 - service modelling;
 - traffic modelling;
 - network analysis and growth scenarios;
 - optimised network design;
 - Business Case analysis;
 - service/ network implementation management; etc.
- Marketing and Customer service health checks and improvement strategy;
 - Market trend analysis
 - Service auditing
- Value-based pricing strategies and services profitability analysis:
 - Customer Application Value research
 - Pricing strategy analysis & development

At Zamro, we pride ourselves in working closely with clients to ensure that we continually deliver solutions that are innovative, competitive and flexible. These solutions translate in client benefits through reduced costs, increased productivity and alignment to business strategy.

Benefits for your business

- An current, large and best ICT talent pool
 - Responsiveness to client needs
 - On-demand access to specialist pools of pre-qualified matched candidates across hard to find skill-sets
 - Quality and timely solutions
 - A wide ICT professional referral network
 - One seamless service partner relationship nationally
 - Consistently exceptional quality of hire ratings
 - The confidence that we can deliver whatever the size of the assignment
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2. PEOPLE SOLUTIONS SEARCH, RECRUITMENT & CONTRACTING SERVICES

Zamro offers a full suite of outsourcing services, including executive search, recruitment, contracting and learning.

Our aim is to help companies with their staffing needs and assist them to achieve their resourcing goals. We provide a full range of integrated services that cover the talent lifecycle. From planning and selection, hiring and on-boarding, learning, we help our clients source the best people for the job.

We focus on the permanent and contract placement of ICT professionals, across Telecommunications, IT Services and Professional Services.

We have a blue-chip client base that boasts many of Australia's leading companies. Among them are NEC, Ericsson, Nokia-Siemens, Alcatel Lucent, ANZ, UeComm and Telstra. In addition, Zamro is specialising in finding the key individuals for our "Agency" services customers or new-to-the-region group of companies looking to establish themselves in the region. Part of this function is our hosting of these organisations during their formative stage in region.

OUR TEAM

Our experienced and passionate recruitment professionals choose to work and stay at Zamro, in a high performance and partnership focused culture.

We have a proven commitment to; and an on-going investment in; attracting, developing and retaining the best talent.

Our client receives continuity and consistency - long term relationships with the one Zamro Manager and access to specialist best-practice recruitment, talent management and industry knowledge and expertise.



ZAMRO EXECUTIVE SEARCH

Our Search process concentrates on helping clients achieve a human resource advantage through the identification, assessment and recruitment of the most talented people.

Zamro's needs assessment begins with a rich discussion of the critical business issues that the recruitment will address and the essential requirements of the position.

Our team also review critical incidents as well as the competencies required to successfully navigate through the situations the candidate will most likely encounter on the job. The same consultants that receive the brief handle every aspect of the search through completion.

We identify the best people through our own professional networks and relationships database, those of their colleagues, and systematic research.



Benefits for your business

- more quality candidates... faster than other recruiters can deliver
 - being able to trust Zamro to consistently and accurately communicate, promote and protect their employer brand and employee value proposition
 - instant on-demand access to specialist pools of pre-qualified, skills and culturally
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Our consultants working on the engagement are best prepared to present the opportunity in a compelling way, articulating the nuances of the position and commenting meaningfully on the cultural aspects of the client organization. Our commitment to managing long-term candidate relationships further strengthens a bond and enhances our access to top talent for our clients.

When interviewing candidates, our consultants steer away from narrative interviews that simply retrace a person's achievements. Instead, consultants focus on the "open" questions, following our competency-based interviewing model.

Our consultants invest in the relationship with candidates through every step of the search process, they are better able to monitor and address concerns about the job minimizing barriers to closure at the final stage of a search.

ATTRACTING CANDIDATES

Our innovative approach to candidate attraction is unmatched. Our team has access to the industry's latest range of candidate attraction tools and strategies.

3. PERPETUAL NETWORK SERVICES

Perpetual Network Services is a unique offering from Zamro focused at the major telecom vendors and secondarily at their carrier customers.

All telecoms vendors are continually developing new and evolving network systems and service solutions. This doesn't mean that the network services (or network technology) that have been in use by the carriers need to be replaced - simply that the underlying technology is being evolved. For example the X.25 data services initially introduced in the 1970s is still widely deployed despite that there are many newer vintages of replacement services – the end-customers just don't need any more capability than was initially configured; and the carriers are still enjoying the considerable revenues from these services.

Perpetual Network Service is Zamro's offering to vendors for outsource the management of these legacy, but still useful, networks allowing the telecom vendors to reassign their limited and valuable resources from end-of-life vendor technology to the newer portfolio systems.

By focusing on managing/ outsourcing the vendor management and support of this legacy networks Zamro has created a Win-Win-Win situation for the Vendors and Zamro as well as the carriers (and their end-user customers).

The Business Model for Perpetual Network Services has been constructed in a flexible manner to account for the different situations of the various telecom Vendors; ranging from Zamro completely replacing the Vendors in supporting the legacy networks (with the Carriers contracting directly with Zamro) to providing outsourced resources to the telecom vendors (with the vendors retaining



Benefits for your business

- Better prioritization of limited resources
 - Cost effective way of maintaining support of products through to end of the life cycle
 - Indirect retention of prized technical skills
 - 100% enjoyment of the revenue stream
 - Carrier to Vendor relationship can be retained
 - Management of older networks
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the actual contract/ revenue relationships with the Carriers).

A key client benefit of Perpetual Networks is that the Vendor's critical resources are engaged on priority programs rather than legacy networks. This can be achieved while still supporting their customers during the final stage of the service life cycle.

For Zamro, Perpetual Networks is a growth business; there are always going to be a progression of legacy networks from all the vendors; by focusing on the significant efficiencies in managing a broad range of legacy networks spanning multiple vendors the cost per network services will be dramatically lower than any single vendor could achieve.

Perpetual Networks approach to resourcing the various support roles will also assist vendors in managing staff during the evolution of a network into the last stages of the life cycle.

While providing the outsourcing of the management of these older networks, Zamro's Perpetual Networks will also look to assuming the Vendor support resources. The Perpetual Networks approach to resourcing is to embrace the senior, mature experts, providing them a home that values their expertise and is able to use these skills across similar vintages of technology. With a flexible approach to employment, Perpetual Networks has fully engaged the part-time and flexible workweek and work place locations allowing the senior experts the ability to optimally structure their jobs.



As an extension to Zamro's "Agency" support services for new to the Region organisations, Zamro can also provide the required engineering and post sales management and support services thereby speeding the market entry into the ANZ and Asia-Pacific region.

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