

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.

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

Zamro Professional Services Portfolio

 <p>Start-up</p> <p>Quick and cost-effective entrance into business</p> <ul style="list-style-type: none"> • Market Entry and Business Planning • Network Planning and Design • Operations Consultancy • Regulatory Support 	 <p>Build</p> <p>Rapid deployment to ensure early service launch</p> <ul style="list-style-type: none"> • Network Design, Engineering, & Integration • Business Readiness Support • Service Realisation • Sales Strategy & Support 	 <p>Operate</p> <p>Maximise operating efficiency and reduce costs</p> <ul style="list-style-type: none"> • Operations Management • Enhanced Support • Frontline Support • Network Operation • Warranty and Extended Support • Training and Documentation 	 <p>Enhance</p> <p>Successfully introduce innovative new services</p> <ul style="list-style-type: none"> • Business Analysis • Service Delivery Partnership • Custom Services Development • New Technology Support • Whole Lifecycle Support
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Typical strategic and management services offered by Zamro include:

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| <p>Strategic Services</p> | <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 |
| <p>Management Services</p> | <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/ engineering ▪ Business/ technical process evolution/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
 - 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.

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