



**HP CMETV: Solution Consulting Services**  
**Featuring: Andras Pali, CTO, TUS TELEKOM**

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<b>Guy Daniels</b>	Andras Pali you're chief technology officer with TUS Telecom. Tell me more about the market in which TUS Telecom operates?
<b>Andras Pali</b>	We are from Slovenia. Our owner is an entrepreneur, the most successful one in Slovenia in fact, he owns the third biggest retail company. He owns Movie House; actually we are now the biggest one in the market. He owns Energetic Petrol Stations, bowling, big supermarkets, whatever you can imagine. And from the last two years we are building telco as well as one pillar business.
<b>Guy Daniels</b>	What services do you offer in terms of telecommunications?
<b>Andras Pali</b>	Whatever you can imagine today, we have mobile business, GSM in fact at the moment but we get to empty a slice and so we are rolling out that network. We have ISP, where we offer radius services. We have IPT TV, video on demand, network PBI, we offer IP telephony, we offer fixed telephony.
<b>Guy Daniels</b>	How competitive is the market and what percentage shares of the market do you think you currently have?
<b>Andras Pali</b>	Currently the market is full; its mobile is close to 100% penetration. ADS aligns are pretty much reaching everywhere, where it's feasible or financially makes sense to invest into it. We have started with the operation 1 <sup>st</sup> of November in the mobile and since then we get almost 3% of the market. On the fixed we have a little bit less market share but there we have completely changed the infrastructure, we are investing heavily into completely new solutions and we hope that during the summertime we will come out with a brand new offering.
<b>Guy Daniels</b>	So there's a lot of challenges obviously that your company faces. Which ones are prioritised, what are your main challenges?
<b>Andras Pali</b>	Our main challenge is to build a correct land between telco and retail. We have a retail background some of us have a telco background and we look at things completely differently. And one of the biggest things we need to find is how the telco people with all the services can bring it through to all the retail channels and final the users.
<b>Guy Daniels</b>	What are the key challenges that TUS Telecom currently faces and which of those did you approach HP Solution Consulting Services to assist with?

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<b>Andras Pali</b>	<p>The main challenge at TUS Telecom is to merge and to blend the culture of retail with the culture of telecom. We have experience staff from both sides but there is no such thing as common sense when you mix these technologies business from businesses. What we are doing and what we have figured out from the very beginning that we have a really big issue trying to find the same meaning of the simple word. Therefore need to put everything what we do into processes. We have to simply define it, define who's responsible for what and how we do things. We have no resources for it and we needed an outsource partner. HP approached us at the beginning and we have responded positively we have made two different projects, one of them was fulfilment and the other one was product development. And we went through on the whole area in these two parts and we defined everything. All the requirements, all the inputs all the responsibilities, all the task that needs to be done and how we can follow up what we are doing.</p>
<b>Guy Daniels</b>	<p>What do you think were the specific advantages of HP to provide this service to you?</p>
<b>Andras Pali</b>	<p>Their experience. Clearly the experience they have helped us a lot because they are not really learning by doing in this project, they delivered their vast experience which they had from other operators and they tell us what to do, they tell us how to do and they advise us how to do it better.</p>
<b>Guy Daniels</b>	<p>Does it help in regards to delivery time for new services?</p>
<b>Andras Pali</b>	<p>Indeed. The main problem with product development was that we had completely different ideas how we do things, in the retail you decide the next Monday you have it then you just sell it while in Telco, you need to have some planning you need to have some networks and this was a problematic area for us. But now we are pretty much on tract, we know who should identify the new service, who should work with the new service, how long it will take for us to implement the new service and who in fact is responsible for implementing it. And from now on its just business as usual.</p>
<b>Guy Daniels</b>	<p>What about the importance of customisation as opposed to standard best practice?</p>
<b>Andras Pali</b>	<p>I don't really believe that door side of a company needs customisation. We have 240 employees and we simply do not have resources to sit down on our own and dig up all the experiences and make something magical. For us what works is a</p>



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	company coming like HP and delivers what already works in bigger operators we take it and put it in use.
<b>Guy Daniels</b>	If we look ahead, what do you think are the main challenges for TUS Telecom going forward?
<b>Andras Pali</b>	For us the main challenge is actually to keep the pace of it growing. We are quite on track at the moment. What was the original idea to take at least 30% of the market in the next five years.
<b>Guy Daniels</b>	You want to get more market share, it's a competitive marketplace, these seem to be external influences are there anything internally within the company that's a challenge as you grow that you've got to focus and look inwards?
<b>Andras Pali</b>	Indeed the same thing which we did with fulfilment and product development we will have to do on all the other areas. We already started the 3 <sup>rd</sup> project with HP which is revenue assurance when we go from the beginning where the money goes and where the money is get lost. We are going looking into financial issues with them and pretty much at the end which is the ideal plan for us, in about a years time we will have a complete operational binder where everything is defined and we know who is doing what.
<b>Guy Daniels</b>	How have you found the service from HP?
<b>Andras Pali</b>	We are very happy with the services from HP. I believe they are on the level which we require and for the future we will use them because we trust them.
<b>Guy Daniels</b>	Andras Pali thank you very much.