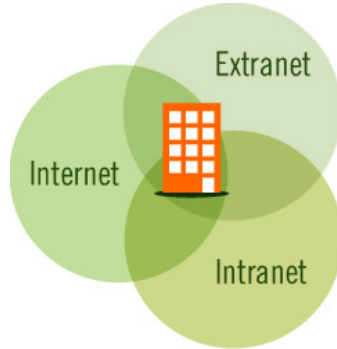


HOW TO MAKE TWO BECOME ONE



Our solution provided **an online platform for Nokia Siemens Networks to work as a unified company**, with a suite of productivity tools that enabled collaboration and growth.

“Prospect have been an absolutely essential part of our team from Day 1. They have been innovative, practical, flexible, responsible, focused, down-to-earth and visionary. Together, we’ve conceived, designed, launched and tuned our online channels. Through this process, we have developed a deep respect for Prospect’s ability to help us through change.”

Graham Honeywill, Head of Online, Nokia Siemens Networks

Problem

The networks divisions of Nokia and Siemens announced their proposed merger in September of 2006. By January, they would need to demonstrate a new brand and a unified online presence that would position Nokia Siemens Networks as a legitimate contender for the top spot in the industry. Once launched, the online presence would need to provide that platform for global collaboration.

Solution

Analysts had to believe from day one that NSN was able to work as a single company. NSN employees needed to be provided the framework and the online tools that would allow them to do so. The 3net strategy of internet, extranet and intranet was executed to blend two very different working cultures, align working methods and equip employees with effective productivity tools such as:

- support forums
- performance monitoring
- strategy prediction tools
- collaboration tools
- ticket and order tool

The online brand experience reflects NSN’s multi-sensory corporate brand, encompassing movement, sound, interaction and emotion. The interfaces are adaptive, contemporary and positive and reflect NSN’s fresh approach. The productivity tools, such as “Customer Care” enabled NSN employees to deliver on their responsibilities more easily and quickly.

Prospect brought together leading agencies in user insight (Flow Interactive) and content (Sticky Content), to deliver a complete package of strategy, design and innovation.

Impact

The 3nets have proven to be an indispensable working and marketing tool for NSN and customers alike. Over three years of collaborative work with NSN has helped bring the company into a leadership position in their sector.

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See casestudy online
Nokia Siemens Networks



HOW TO MAKE 2 BECOME ONE

- Develop an integrated "3Net" strategy
- Create engaging communications channels
- Adaptive, positive and fresh experience
- Provide useful, efficient productivity tools
- Build in thought leadership capability



Nokia Siemens Networks

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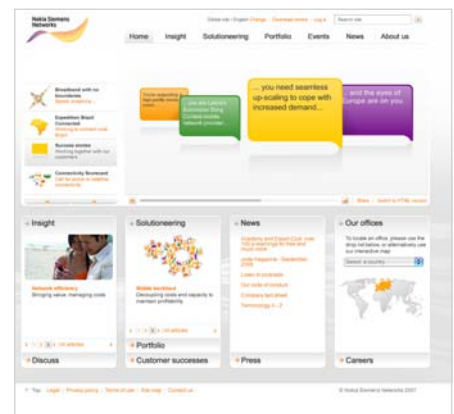
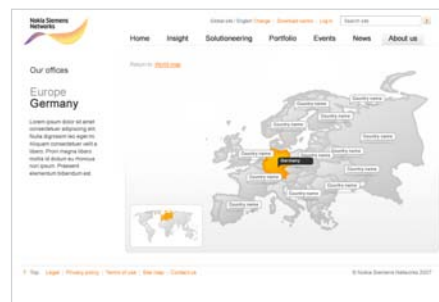
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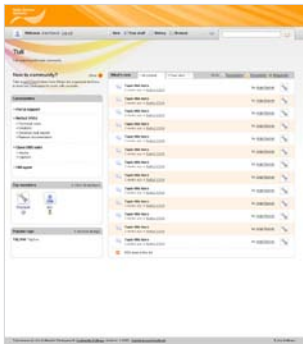
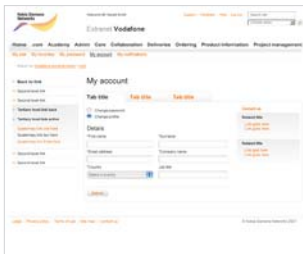
INTRANET & EXTRANET

Design effective information architecture, seamless journey

Develop complex productivity and support software

Develop effective collaboration tools

Develop complex search & browse tools



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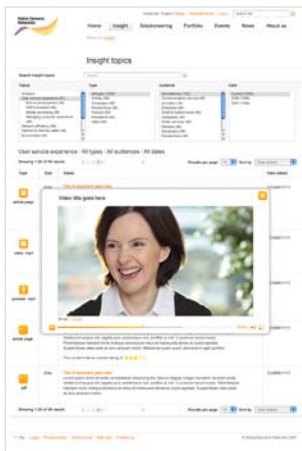


3-NET

Develop collaboration, productivity and support tools & software

Online brand guardian ship

Online, editorial and technical guidelines



Nokia Siemens Networks

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Erskine Majja	+44(0) 207 369 258	name.sumame@nsn.com
	+44(0) 07962 2369 856	Human resources

Erskine Majja

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Assistant: Melanie Sykes

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Direct number: +44(0) 207 369 258
Current status: In a meeting

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2.1 Overview of online CI elements

Key brand elements

- Nokia Siemens Networks logo
- Arial font
- Rich media
- Structural elements
- Interface elements

Pictograms

- Listen to the Connectivity Scorecard podcast
- Watch the Connectivity Scorecard video
- Additional brand elements
- Information graphics

Improve efficiency

Interface elements

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2.8 Pictograms

Information graphic pictograms

- Pictograms can be used to illustrate complex concepts or intangible products
- These can be shown in static and animated states to help customers understand content more easily

Portfolio hub page

Solutioneering sub hub page

Example of graphic pictograms used to visualize software or other intangible products and services.

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