

CINTEL CONSULTING

A tailored support for your projects completion

CINTEL, Consulting and Engineering company, is being supporting the telecom and medias markets players since 2001.

CINTEL helps its customers, in France and abroad, in understanding their markets, creating their business development plans and in carrying out their infrastructure, IS or product launch plans.

During each assignment, CINTEL aims at implementing a customer centric approach focusing on problem solving and competencies transfer.

Our areas of expertise :

- ✓ **Project management & Marketing** : operational and strategic marketing , marketing of innovation
- ✓ **IS & Infrastructures** : optimization of processes and resources, project implementation
- ✓ **Audience & Advertising** : cross-media audience management, Web/TV/Mobile

Our Fields of activity

Marketing & Projects

Helping telecom & media companies to improve their operational and strategic marketing efficiency and create or optimize value: coaching, design, and roll out of new products and services, analysis of performance.

- ▶ **Strategic marketing**: market analysis, business planning, positioning, innovation marketing
- ▶ **Marketing of the offer**: market and technologic benchmark, modelization, products and services functional design and mix marketing
- ▶ **Operational marketing**: commercial launch, Time to Market project management, project management, processes, indirect sales management
- ▶ **Business Development**: partnerships, due diligences, mergers and acquisitions (qualification, modelization, integration)

Our experts and partners are all issued from NTIC area. Their marketing skills cover the whole product life cycle, whatever be the market maturity.

Early Phases

- ▶ Opportunity review
- ▶ Concept and innovation research
- ▶ Products and services design

Roll-outs

- ▶ Green field operators
- ▶ Telecom Products and Services
- ▶ Products and services redesign

Mature markets
Developing markets

Operation

- ▶ Products and Services management

Audit / Analysis

- ▶ Due Diligence
- ▶ Market watch and Benchmarking
- ▶ Performance measurement, Value analysis

Business Development

- ▶ Partnerships
- ▶ Mergers & Acquisitions

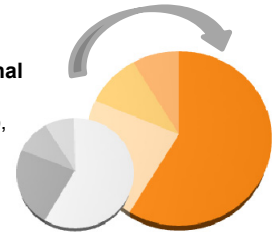
Consulting, design and integration of new services

Audience & Advertising

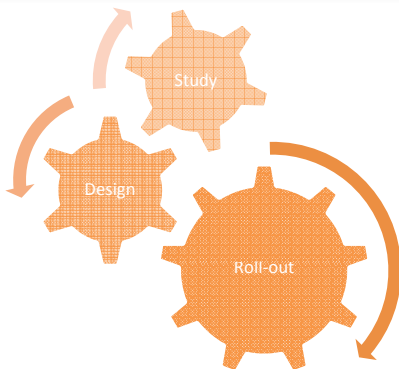
Our missions focus on helping our clients to manage and improve their single- and cross-media audience, maximizing traffic and advertising ROI on Web, Mobile and TV media

- ▶ **Audience measurement and analysis:** KPIs definition, ROI strategy, visitor-centric intelligence, optimization of traffic generation
- ▶ **Business development and monetization:** players economic modeling, market research and analysis, research, screening and negotiation of partnerships, mergers & acquisitions (vertical analysis, due diligence and support)
- ▶ **Services audit and design:** functional and performance analysis of Web and mobile services, «customer centric» design of services, economic modeling of online services, multi-scale / multi-players project coordination

Traditional media
TV, radio, press, cinema



New media
Mobile
Internet
Video
games



Information System & Infrastructures

Our missions focus on design and implementation of operational Information System and dedicated infrastructures: optimization of process, resources, and efficiency

- ▶ **Infrastructures :** audit & analysis, master plan and deployment, project management and RFI/RFP support
- ▶ **IS :** audit & analysis, provisioning, billing, revenue assurance, supply chain, project management and RFI/RFP support

References

Innovative services Telcos & Media

- ✓ Design and marketing of new e&m-payment
- ✓ Deployment and monitoring of audience measurement on triple play (TV, PC, mobile screens)
- ✓ Set-up of partnerships and acquisition for «Audience and online advertising» projects files
- ✓ «online cause marketing» concept studies
- ✓ Market intelligence on social networks and blogs
- ✓ Opportunity study for the launch of an XVNO
- ✓ Services design for rural telephony
- ✓ Financial and technical audit of mobile operators

Telcos infrastructures & IS

- ✓ Launch of an iTTM program evolution of mobile backhauled for 8 European subsidiaries of a major mobile operator
- ✓ Network audit
- ✓ Design and deployment of data centers
- ✓ IS integration of a workforce and data processing management solution
- ✓ Audit and re-design of IS
- ✓ Audit and deployment of Revenue Assurance tools and processes
- ✓ Long distance radio link (voice and data) for a marine emergency center