INFORMATION TECHNOLOGY

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The project for the replacement of the existing (IVR) and Call Center Solutions, with new consolidated IVR and Call Center, was successfully completed and deployed in production in mid of June 2016. The system brings together the core capabilities of customer service, collections, blended interaction and workforce optimization in a unified enterprise-class solution stack. The new system will dynamically adjust to the business conditions, it improves productivity and increases customer satisfaction by providing a rich, consistent customer experience across multiple channels.

Project for implementation of new OSS system based on NetCracker solution has been successfully finished and deployed in production in mid of July 2016, together with the new CRM solution for fixed services. Newly implemented modules for Fulfilment, Inventory, Work Force Management and Outside Plant, brings the new benefits for the company by:

- Increasing automation of Fixed B2C Service Fulfilment processes
- Improving inventory data quality via automated network data reconciliation
- Improving Outside Plant data access to improve data quality and new regulation rules and
- Improving Workforce operations, works and human resources optimization

As part of the implementation of a new OSS system, there was big improvement of the material management process by integration of the BSS and OSS systems with the SAP system.

Project for Consolidation of Systems of MKT and TMMK for Data Warehouse and Business Intelligence (DWH / BI) in a single system is in progress and it is planned to be finished in the second half of 2018.The new system will aggregate the data from the complete company portfolio and strengthen the company's possibilities for advanced analytics and data driven decisions to respond quickly to the market changes.

Besides the implementation of big transformation projects, we were successfully and efficiently supporting the business by means of the improvement of the operational activities and the implementation of

changes in the IT systems, as well as the efficient implementation of a new fixed portfolio and new Magenta 1 products.

The project for redesigning the existing Customer Care system, based on the open source SugarCRM and JBPM platforms, was successfully finished and deployed in production in mid of July 2016, together with the new NetCracker OSS system for fixed services. The new web based CRM system, together with the all in one 360 degree view of the customer brought flexibility and swiftness in serving the customer needs in all the Sales Channels and for the first time a CRM system was used within our company for provisioning Data and ICT products for the Top customer segments.

The newly implemented modules for the Sales Product Catalogue Configuration brought flexibility in the product offer definition, as well as independence from the other Billing and Provisioning platforms running in the background. Compared to the old Customer Care system, the Order Capture process has been decoupled from the Order Provisioning process which brought flexibility in the complex provisioning processes within our company. The newly defined Order Provisioning processes which are implemented on an open source JBPM platform enable easier integration with other ICT platforms besides the NetCracker OSS system.

TOP IT SOLUTIONS FOR A HIGHER PRODUCTIVITY AND A CONSISTENT CUSTOMER EXPERIENCE

In 2017 the system will be further enriched with SFA functionalities for the Top customer segments which will take us a step forward in having a unified CRM system for Fixed and Mobile customers.

The consolidation of the two Fraud Management Systems after the legal merger (one for fixed customers and one for mobile customers) is almost finished. Nearly all the streams for fixed and mobile are merged into one system and there is a new Customer Data import for all fixed and mobile subscribers. The migration of the alarms is in progress before the final end-to-end tests. After finishing the project, there will be only one Fraud Management System in MKT IT infrastructure.

The Project for consolidation of the business critical revenue management systems Net Cracker's Raiting&Billing Manager 5.3 and Ericson's BSCS iX R2 in one billing system was also underway in 2016. The purpose is to have all lines of business consolidated in

a single billing system with the current functionality. The expected benefits are:

- OPEX reduction: the support contract with one supplier will be terminated. OPEX related to database, hardware etc., can be reduced.
- The utilization of IT resources will be much better for operations and development activities.
- Future CAPEX reduction for upgrades of the systems, because only one system will be in production.
- The convergent customer database gives opportunities for new bundle services (fixed-mobile convergence).
- The IT security standards have been improved by implementing several security relevant systems that decrease the operational risks and improve customer and personal data protection.