

# AWARDS AND ACKNOWLEDGMENTS 2016



LIFE IS FOR SHARING.

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### WITSA Award for the “Smart City” Project

Makedonski Telekom won a prestigious award for the “Smart City” Project from the World Information Technology and Services Alliance – WITSA. The important global recognition was handed in at a ceremony within the World Congress on Information Technology which was held in Brasilia (Brazil) from 3 to 5 October.



Makedonski Telekom won the award for the “Smart City” Project in the Sustainable Growth category. In this category, solutions were nominated that promote sustainable economic growth which is

defined as the ability to improve the financial and the social situation in the country. The “Smart City” Project was nominated for this year’s WITSA awards, as one of five winning solutions at the local competition which was organized by the Macedonian ICT Chamber of Commerce - MASIT.

A GOOD IDEA KNOWS NO BOUNDARIES, IT IS VALUED EVERYWHERE IN THE WORLD!

Using the innovative approach of Makedonski Telekom, through the “Smart City” Project, a modern integrated system for automatic vehicle location and smart ticketing in the public transport was implemented, with a single central database that enables real-time monitoring of the traffic network and the movement of the passengers, as well as control and regulation of the transport service. It is the first project by means of which Makedonski Telekom started the transformation of Skopje into a modern and smart city, following the examples of the world metropolises. That improved the quality of the public transport, provided faster and more efficient transport for the citizens and the tourists in the capital, thereby increasing the attractiveness of the public transport on the long run. “Smart City” is not only a project for improvement of the quality of the bus transport, but it also marks the beginning of the era of Internet of Things in Macedonia.

Driven by our innovative spirit, we transformed our metropolis into a modern and smart city, following in the footsteps of the world’s great metropolises. Makedonski Telekom firmly believes in the new, growing era of connected smart technology aimed at creating a modern city. The smart city potentials are great, and we will continue to be focused on using the modern technology in the advancement of our life. Therefore, the award received at the WITSA World Congress is a confirmation that we are moving in the right direction.

The World Information Technology and Services Alliance (WITSA), a leading consortium of the members of the Association of the ICT Industry from over 80 countries around the world, was founded in

1978. The members of WITSA represent more than 90 percent of the world ICT market. At the WITSA Congress, which is held every two years, ICT awards are awarded to organizations that present outstanding IT achievements at global level.

### Another Award for the Telekom Shop in GTC

The Telekom Shop in GTC won the best commercial shop award for the second time. This shop met all the high criteria set by the mystery shoppers from the Agency of the City of Skopje and SWOT Research and won the first place in the category “Computer, Audio, Audio - Video and Telecommunications Equipment.”



This award is a recognition of the previous work and the excellent attitude of the entire team towards the users. The recognition came at the right moment as the crown of the efforts aimed at achieving the planned company goals for 2016. The team from the Telekom store in GTC, together with the superiors and the colleagues from Marketing, with their exceptional dedication, contributed to the success of the shop. The award is certainly an incentive for the entire team to continue the good work, but also a motivation to keep the first place the following year as well.

Makedonski Telekom, as a customer-oriented company, constantly improves its portfolio which has been created exactly in order to meet the needs and the requirements of the users who know what they want and do not make any compromises.

Certainly, in addition to the excellent portfolio and the innovative services and solutions, what definitely distinguishes us from the

CUSTOMER SATISFACTION IS OUR GREATEST REWARD!

competition are the excellent relations we have with our customers. The shop in GTC looks almost impeccable and it is equipped with the latest technology which is the responsibility of many colleagues who, with their back office work as well, provide a huge contribution so that everything would work smoothly.

