

"The best way to anticipate the future is by understanding the present"
- John Naisbitt

ISON CONSULTING

ISON

An Introduction

Introduction

- ISON was founded in 2008 by the people who redefined Business Models of Telecom & IT Long-term contracts in today's world,
 - ▣ To assist clients with the deep understanding the ISON team has on Telecom Networks, Telecom IT & Passive Infrastructure
 - ▣ To provide specialized support to clients through the entire Operations Lifecycle
- We have experience of Modeling, Executing & Governing US\$ 10Bn worth of Telecom & IT contracts over more than 15 years
 - ▣ This makes the ISON team the World's most experienced team on IT & Telecom for Business Modeling, Benchmarking, Program Management & Outsourcing
- This document is a short Introduction of ISON Consulting & will,
 - ▣ Present the over view of ISON capabilities
 - ▣ Share ISON's past experience in the Telecom Outsourcing Models
 - ▣ List down the basic tenets of the ISON proposal to NEC

ISON: Executive Team

Ramesh
Awtaney

- Started ISON after 20 years of experience with IBM, Ericsson and ABB in ASEAN/APAC region.
- He led the IBM APAC Telecom division building a 5000+ team & a total business over US\$ 10 Bn
- Was responsible for Introducing the Revenue Share based Outsourcing model to IBM with the Bharti deal thus changing the way the world's biggest IT Services company works

Vivek
Gupta

- Was voted by Ericsson as a Top 100 Global Employee & then at IBM as a "Top Talent" he was selected as Fortune 500's "[Top SalesPerson](#)"
- Vivek along with Ramesh, conceived, developed and successfully ran the Revenue Share based IT Outsourcing business of IBM with deals worth US\$ 5 Billion and lead a 3000 + strong team

Rajesh
Kharbanda

- Before joining the ISON Consulting team Rajesh was a Sr. Vice President , and the Head of IT Governance with Bharti for over 5 years successfully managing & process-binding the Financial Planning of IT Outsourcing contracts worth over US\$ 2.5 Billion

Ashutosh
Johri

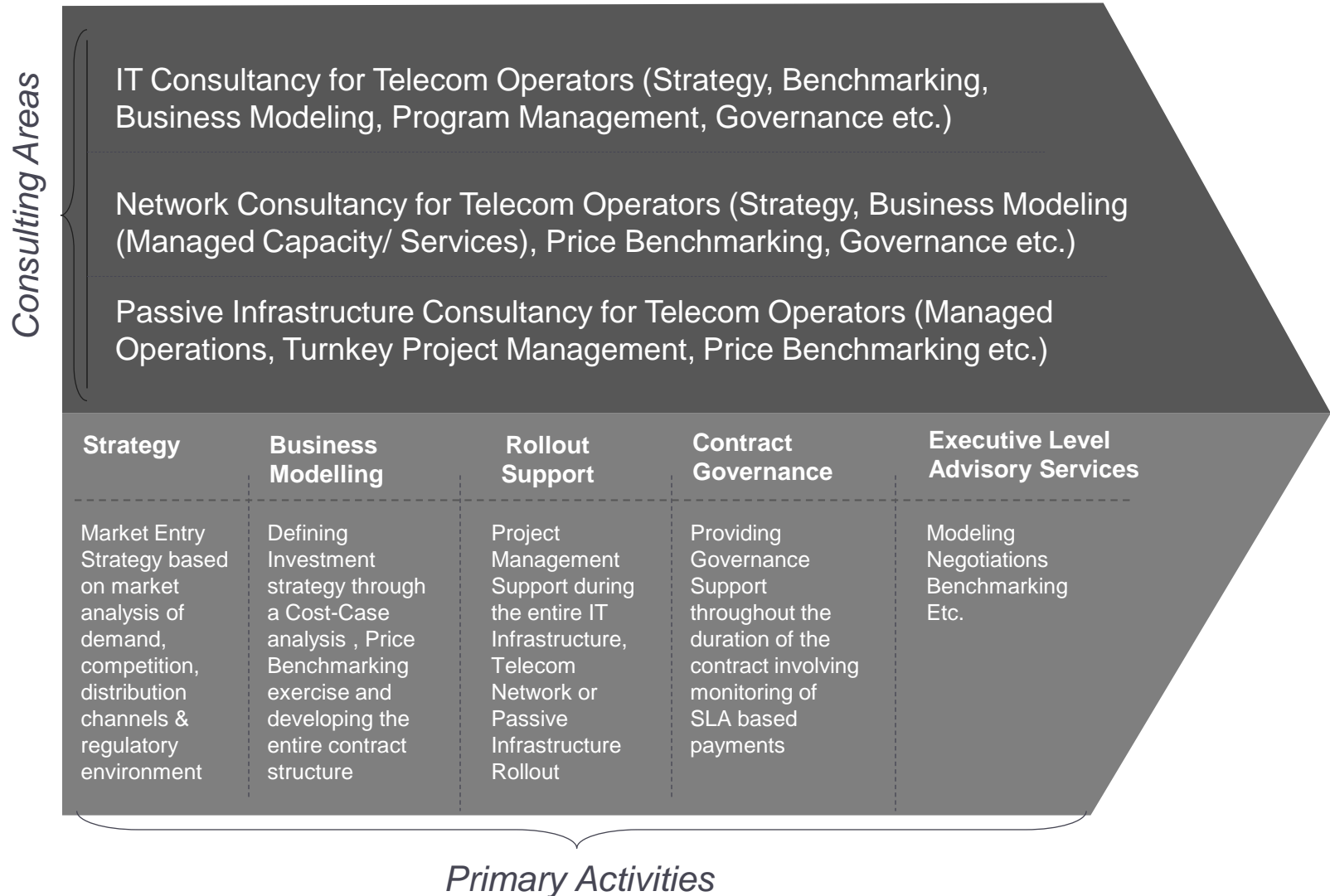
- With over14 years of leading cross-functional Sales & Technical teams with companies like Siemens, Ericsson, IBM & Cisco Ashutosh has a thorough understanding of the Telecom & IT world. Before joining ISON he worked with AT Kearney as a lead consultant for the Network & IT Rollout strategy of a Greenfield GSM Operator

Radha
Krishnan

- Radha has 15 years of experience as a Project Manager for Passive Infrastructure Rollout, first with Ericsson and now as a consultant with ISON. Radha's capabilities include turnkey Project Management for Telecom Infrastructure covering the Scoping, Negotiations, Project Management of Rollout & SLA Governance

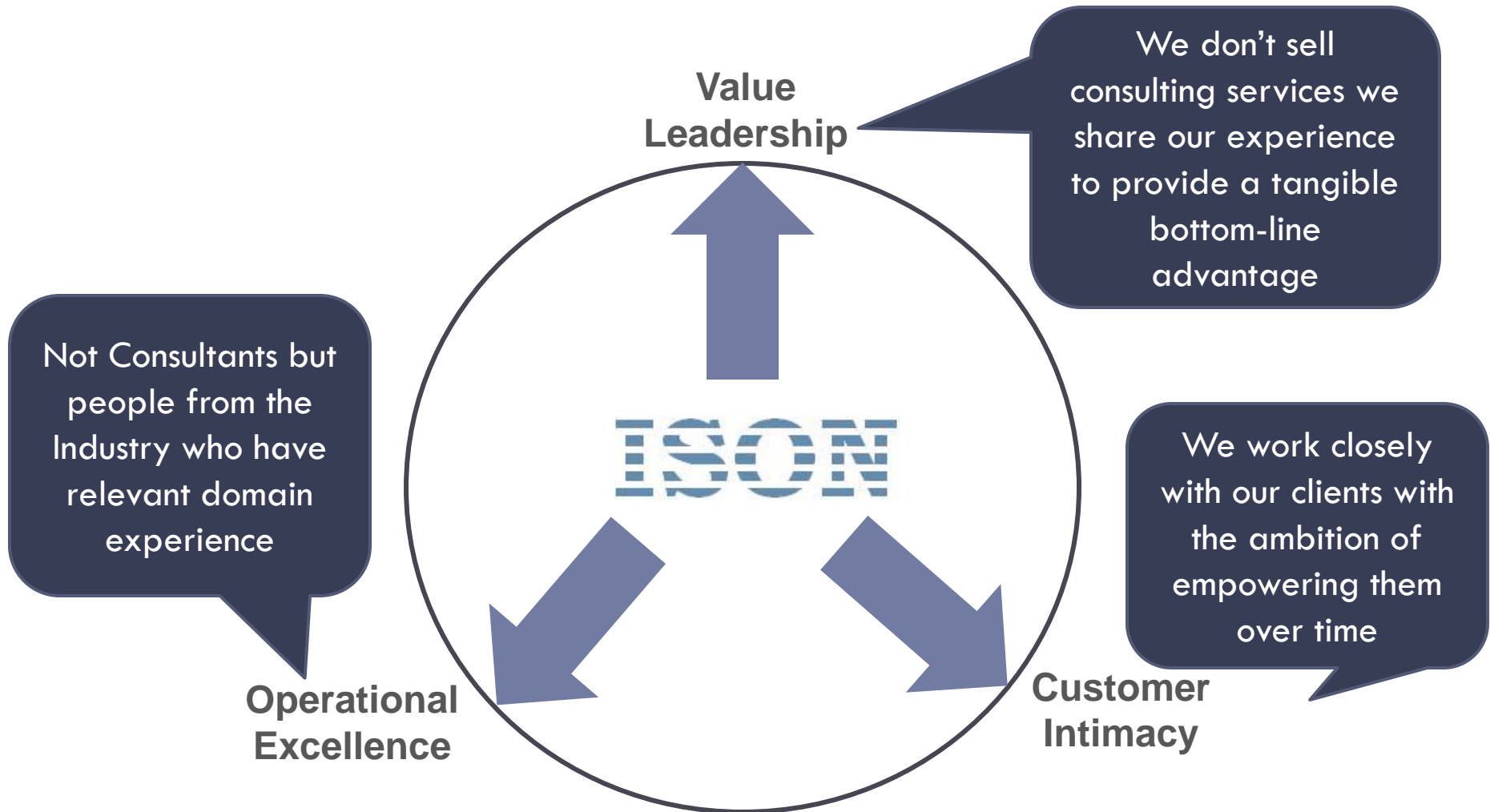
Focused Areas of Consulting

ISON aims to provide very focused consulting services to Telecom Operators based on the actual domain experience of our team



Founding Disciplines

ISON provides the unique advantage of having built our consultancy services along our team's experience. We stand apart from competition because we don't just consult, we execute!



Some Past Projects of the ISON team

1. Market Positioning Strategy for a Passive Infra Manufacturer (Towers & Shelters)
 - ▣ Cost Optimization & Price benchmarking for India & 11 other Developing Countries
2. Evolution/ Migration Strategy for leading CDMA Operator to GSM/ WCDMA
 - ▣ Business Case Analysis for Various Migration Strategies
3. Network & IT Rollout Strategy for a Greenfield GSM Operator
 - ▣ Project Planning & Executive Level Project Management
 - ▣ RFP Management including Vendor Negotiations & Selection
4. Outsourcing Business Model & Positioning Support to a OSS/BSS vendor
 - ▣ Defined the business model feasibility both internally within the client organisation & the potential customer company/ companies
 - ▣ Helped in positioning, negotiating & sales closure with Vodafone
5. Market Entry Strategy for a Swedish Antenna Company & a US based manufacturer of Software Defined Radios (SDR)
 - ▣ Identifying, Validating & Establishing a Distribution model
 - ▣ Helped in positioning, negotiating & sales closure with Aircel

ISON: Working Advantage

- Focus is on Delivering Results & not Reports
 - Nobody understands the components of a Telecom Operator setup better than ISON from all angles (Network, IT, Infrastructure, VAS & Retail Distribution)
- At ISON we are accountable for ‘your’ results
 - ISON Consulting Services provide tangible bottom-line results for our clients
- A Hands-On approach
 - The ISON team has a combined experience of representing both the Vendors (IBM, Ericsson, Cisco) & the Operators (Bharti, Vodafone, Idea etc.)
 - ISON team understands the financial trigger points of Indian Telecom like no one else
- Flexibility about everything except Ethics & Standards
- Customer Satisfaction the prime objective
 - ISON commits tangible deliverables and achieves them with single-minded dedication

Thank You

Feel free to Contact:

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