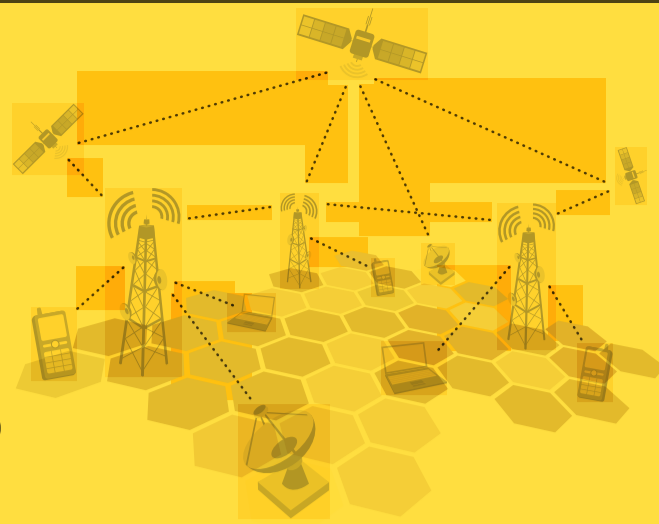


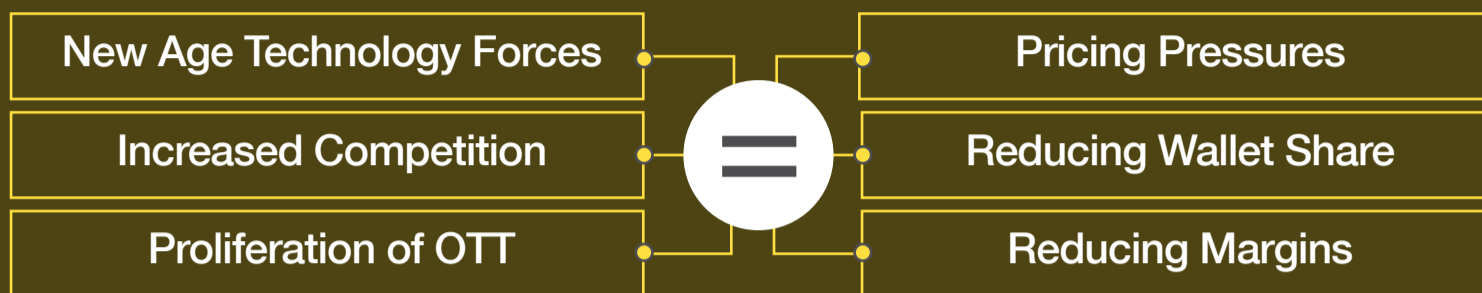
# HOW DO YOU GO BEYOND CONNECTIVITY?



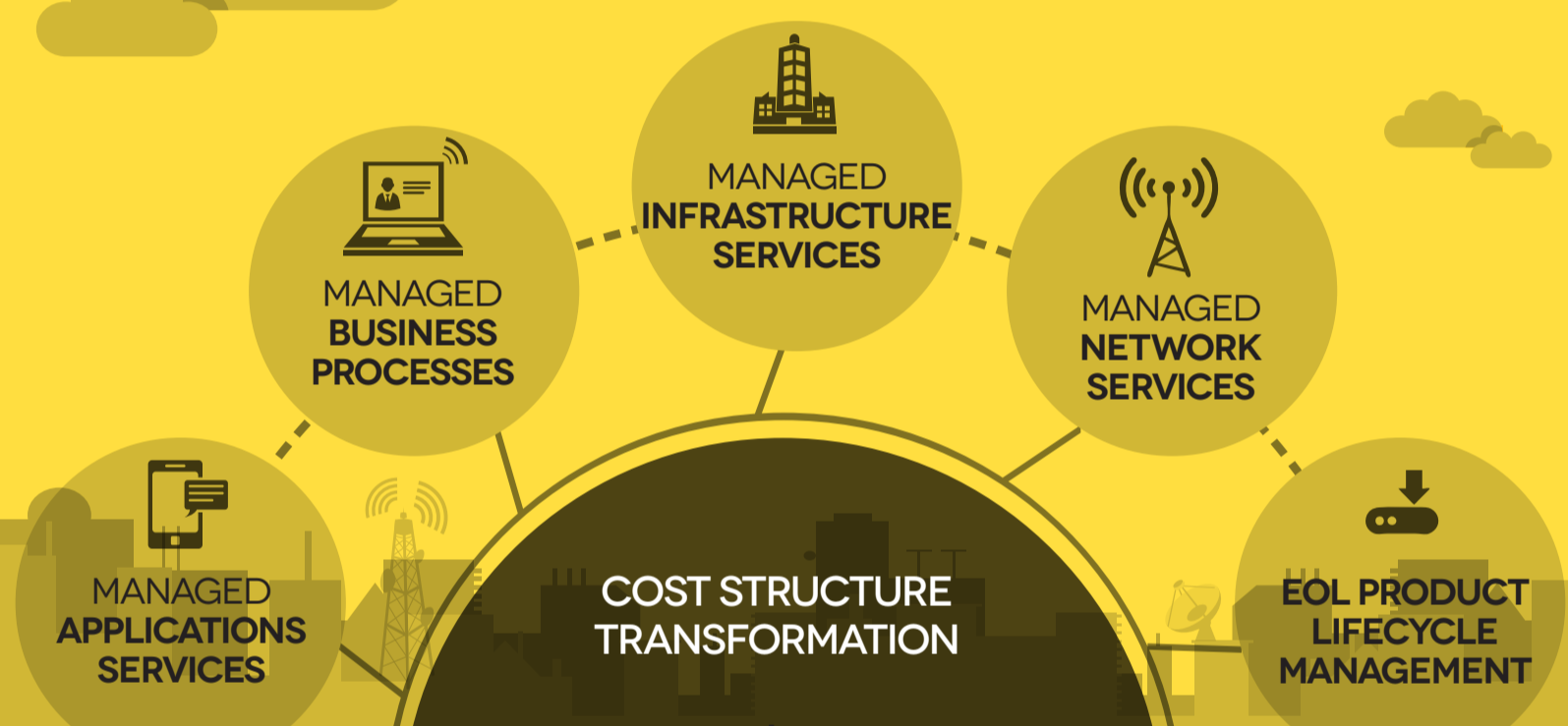
## TOMORROW'S CHALLENGES

### MARKET FORCES

### P&L IMPACTS



## DRIVING GROWTH THROUGH BEYOND CONNECTIVITY'S SELF FUNDING MECHANISM



Resultant Savings to drive the core retail business

Drive Operational Excellence

### GROWTH AND TOPLINE

Omni Channel Integration, Analytics, Integrated Campaigns and E Commerce (Digitalization of Business)

### RETAIL CUSTOMER ENGAGEMENT EXPERIENCE TRANSFORMATION

### DIGITAL MEDIA

Interactive TV, 2nd Screen, Smart EPG, Widgets, Integrated Ad Management

### CLOUD SERVICE WRAPS

UCAAS, E commerce, Analytics, WAAS, ERP, and managed Security Solutions

### CONNECTED ENTERPRISES

Smart Home, Connected Car, and M2M solutions in Health, BFSI, Utilities

Transform Service Creation, Adoption & Execution

### ACCELERATE SERVICE ADOPTION

NFV

API

SDN

Network Interoperability, Legacy Service Migration Solutions