



Company Overview

BRIDGE

Consulting
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www.bridge-consulting.de

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1	Bridge Consulting
2	Fields of Activity
3	Resources and Clients

Right company... right space... right time

- **Trusted expertise in end-to-end professional services, primarily to the communications industry**
- **Focused on emerging communications technologies, particularly wireless and broadband**
- **Industry experienced executives leading an extraordinary team of professionals**
- **Extensive global experience with diverse industry clients**
- **Attractively priced service portfolio**

In today's Telecommunications-Media-Technology (TMT) markets, the industry is facing rapid change in both technology and business models

- **Accelerating convergence of the communications and media industries**
- **Technology change to next generation mobile and broadband**
- **Paradigm shift of business realities - back to the basics of positive cash flows and realistic business plans**
- **Globalisation of big players**
- **Complexity of projects and scarcity of experienced skilled resources**

The key elements of Bridge Consulting's business strategy

- **Broad geographic focus in Europe, Middle East, Africa, the Americas and Asia**
- **Penetrate evolving markets in the midst of technology change**
- **Offer clients success-based fee structures**
- **Build a strong brand recognised for quality-value-reliability**
- **Continue to attract and retain outstanding professionals**

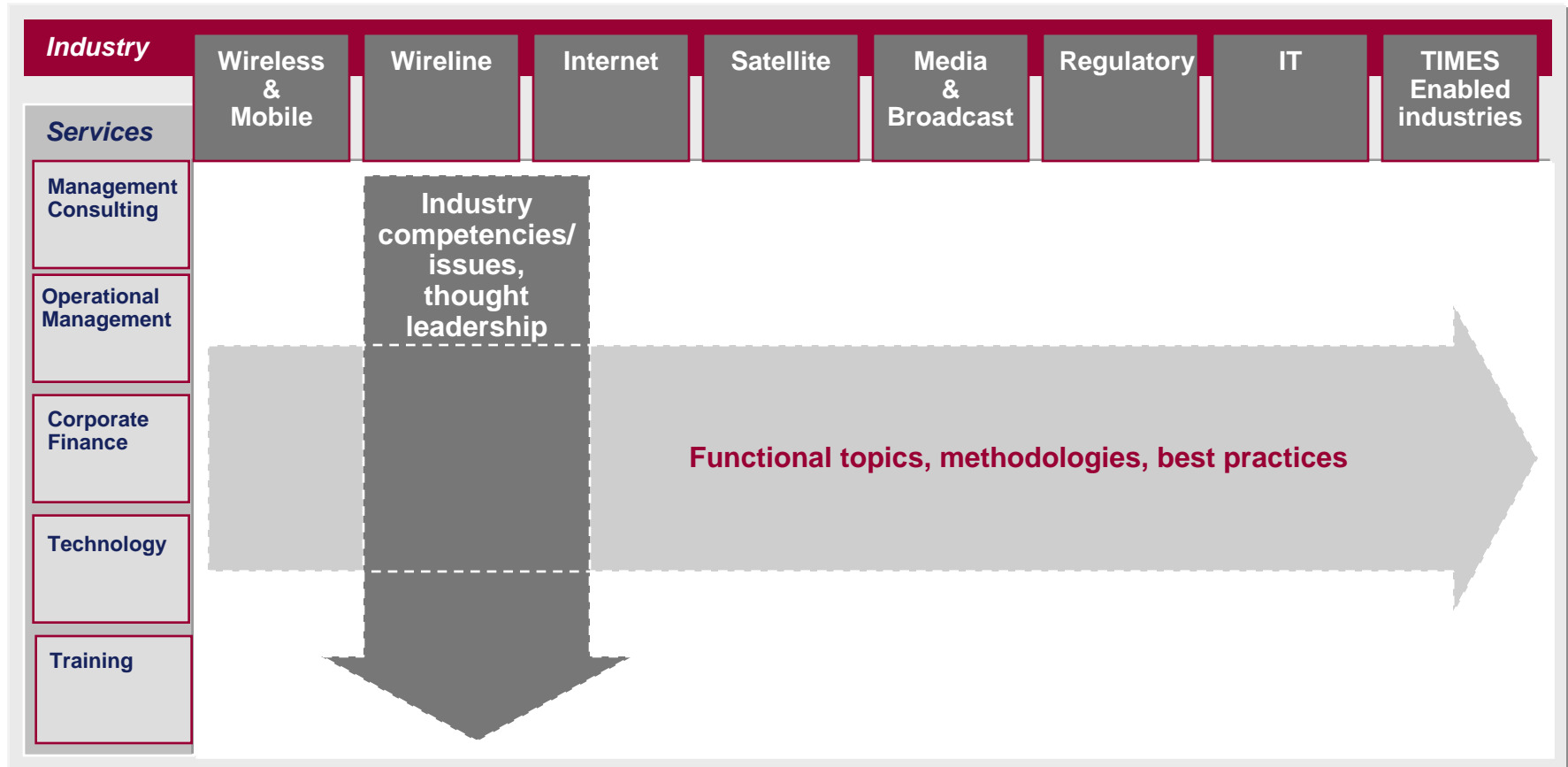
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The key elements of Bridge Consulting's business strategy and main advisory services for the TMT markets...



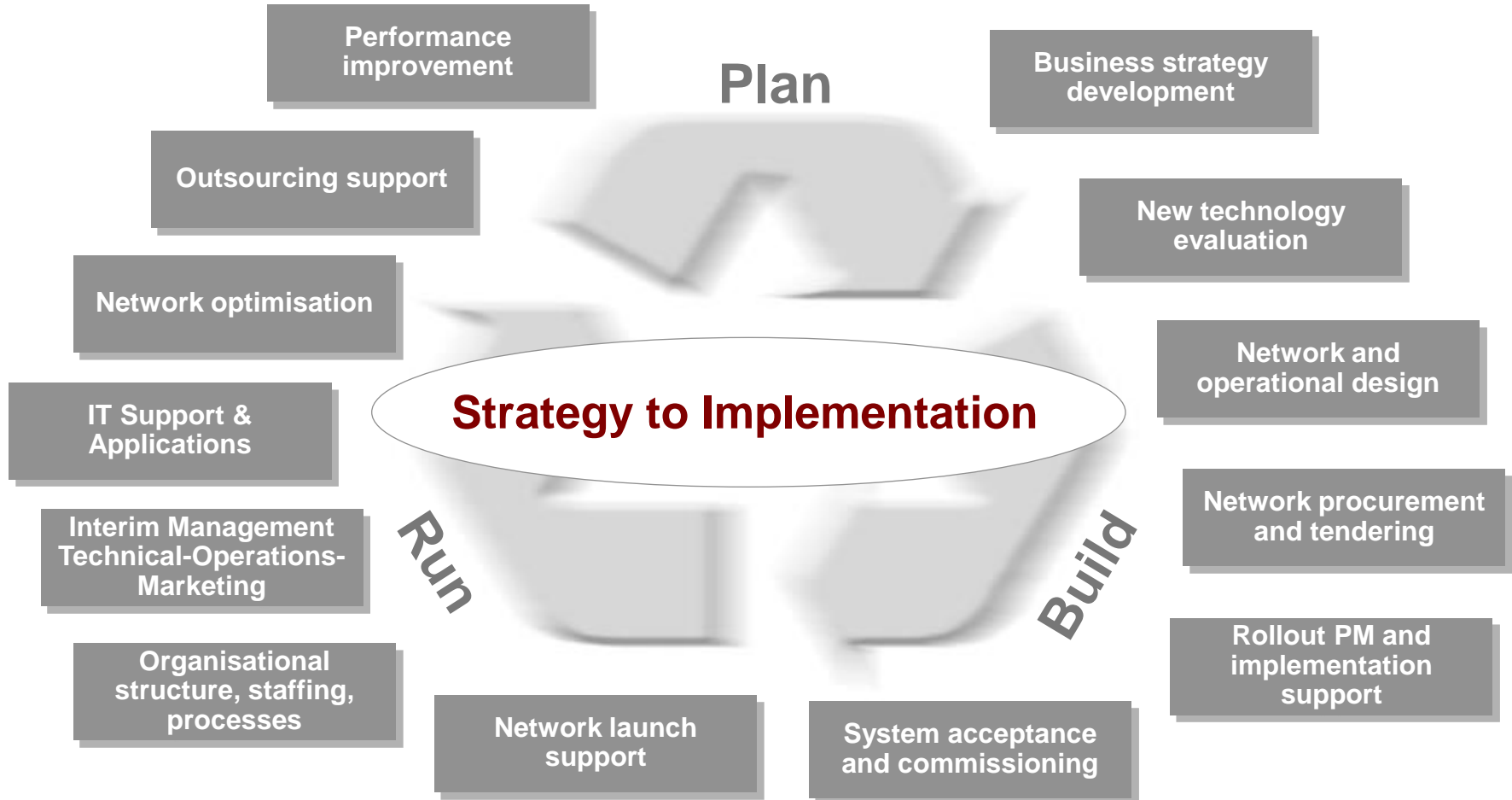
... address both technology and commercially relevant issues across a range of leading edge technology centric industries



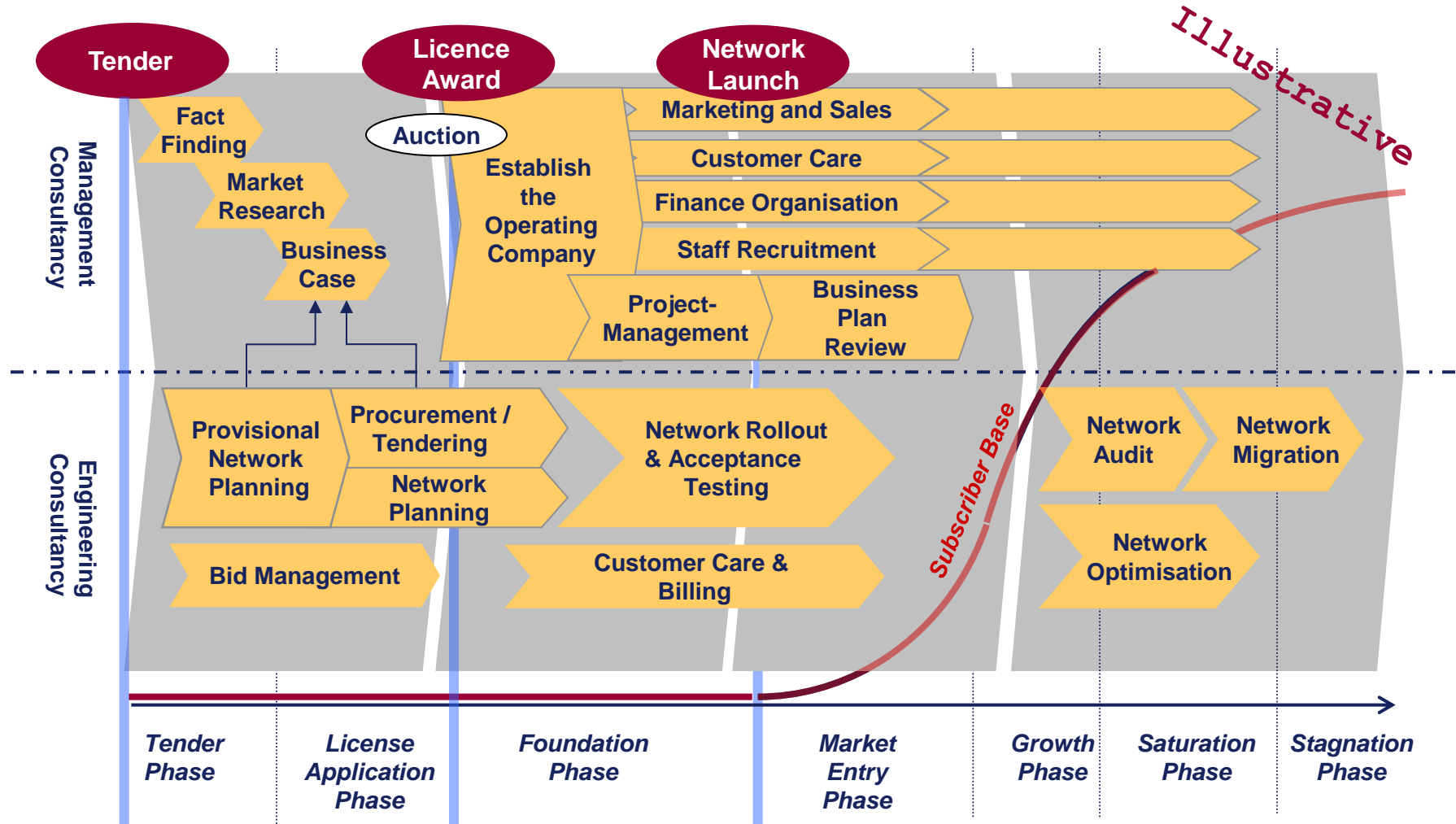
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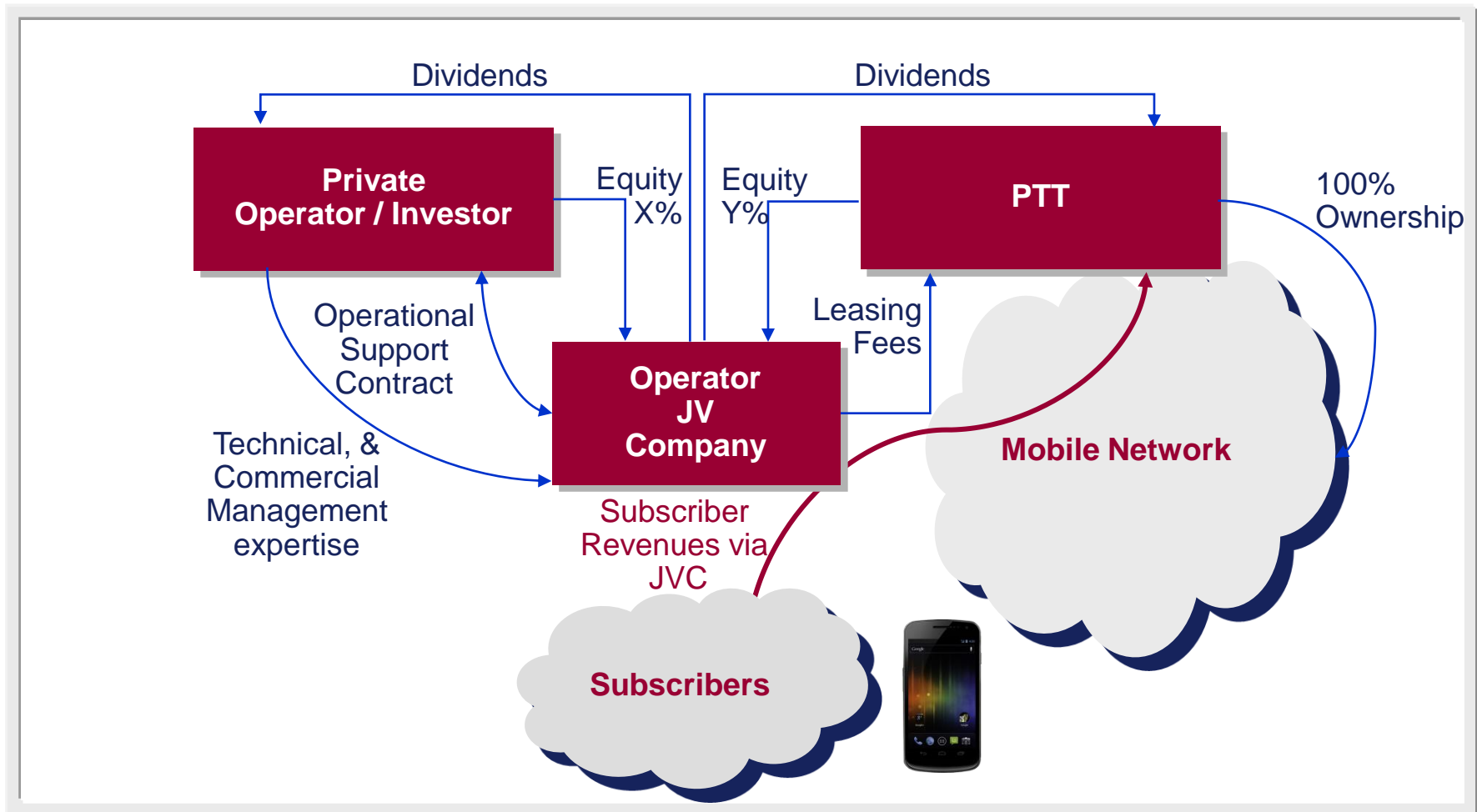
We support the Technology-Media-Telecommunications (TMT) industries from early strategy development to business implementation



Typical operator consulting services during a network lifetime



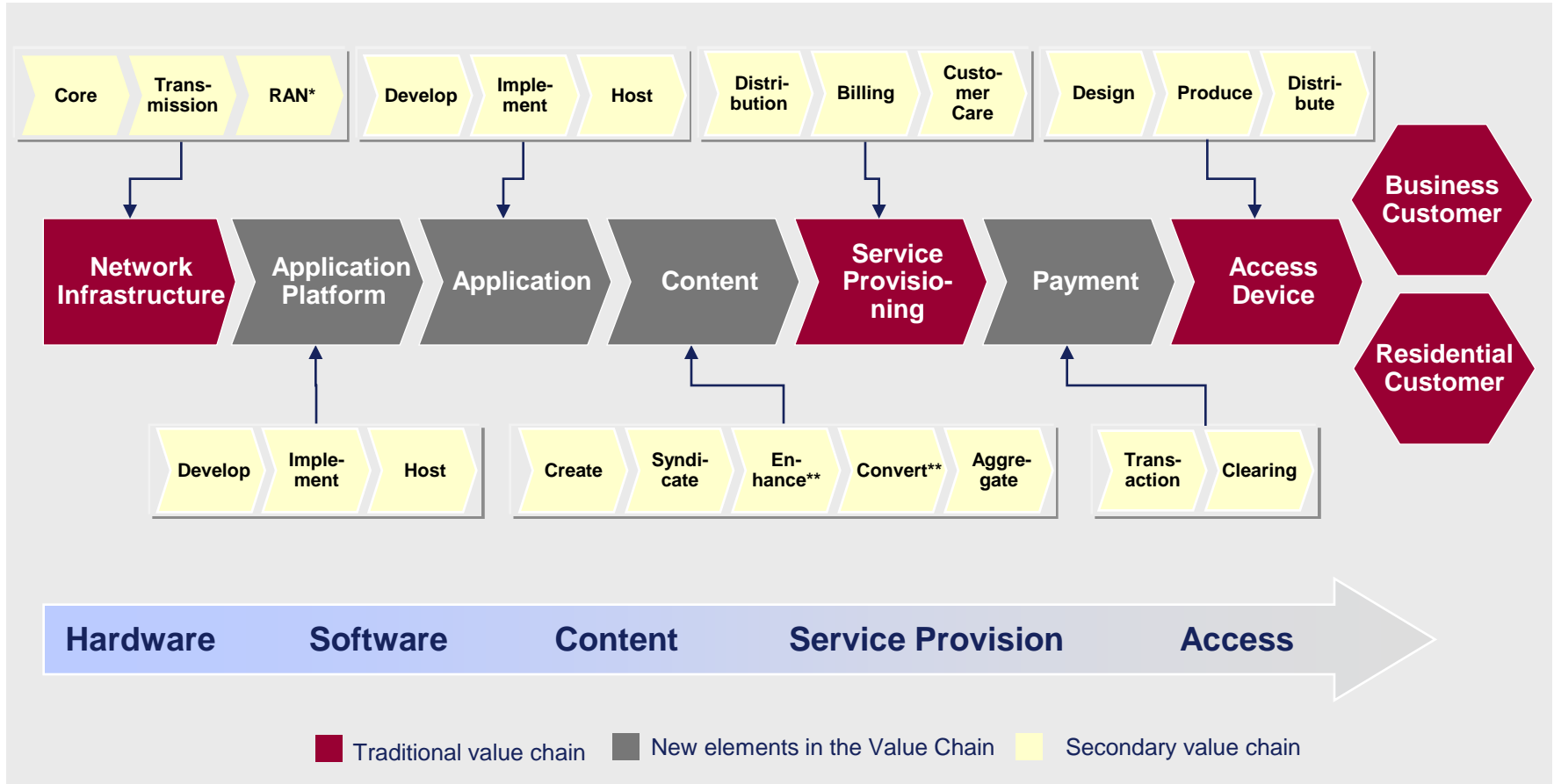
Despite disappointing results from certain major PPP projects, Bridge has experience with successful models



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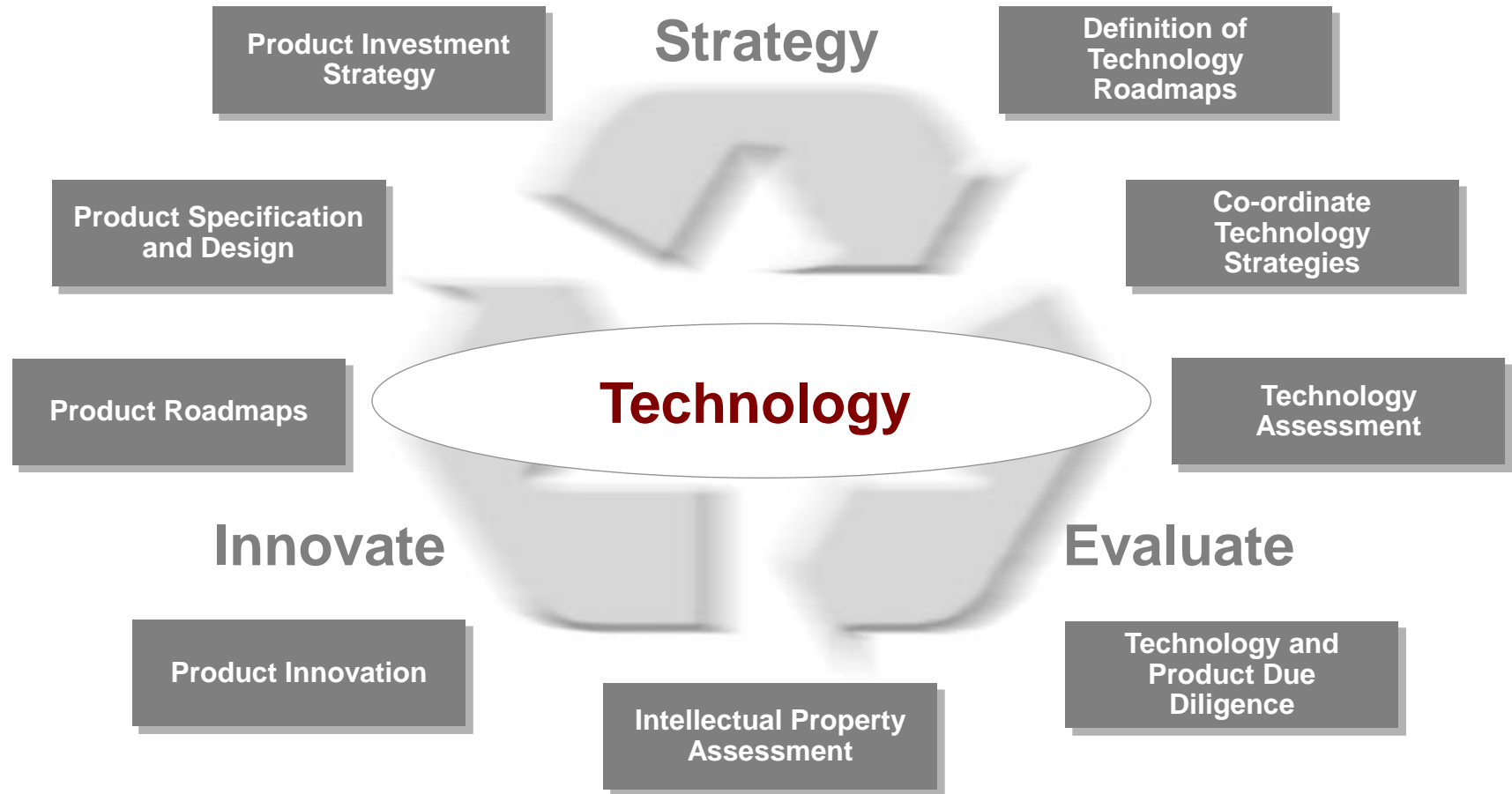
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The more complex value chains for both wireline and wireless industries bring major technology challenges for vendors, operators and regulators

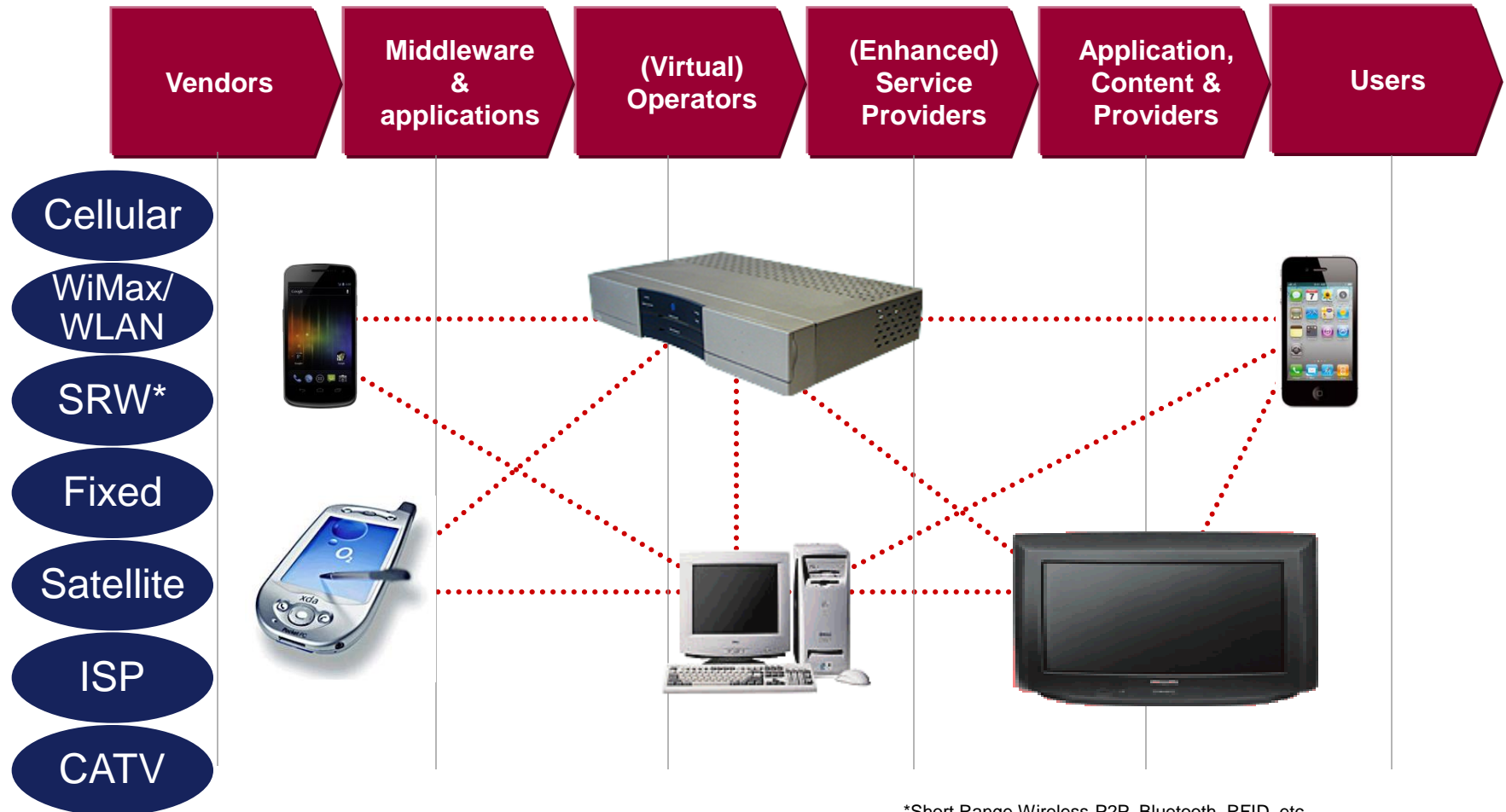


* Radio Access Network ** Middleware

We assist in evaluating new technologies, their business impact and how best to exploit their potential



Further convergence in technology and services will be a major issue for all players from vendors to users-we provide practical "hands-on" advise



*Short Range Wireless-P2P, Bluetooth, RFID, etc.

For example, a mobile operators product roadmap needs to be incorporated into its overall migration strategy and technology roadmap

Technology Roadmap Benefits

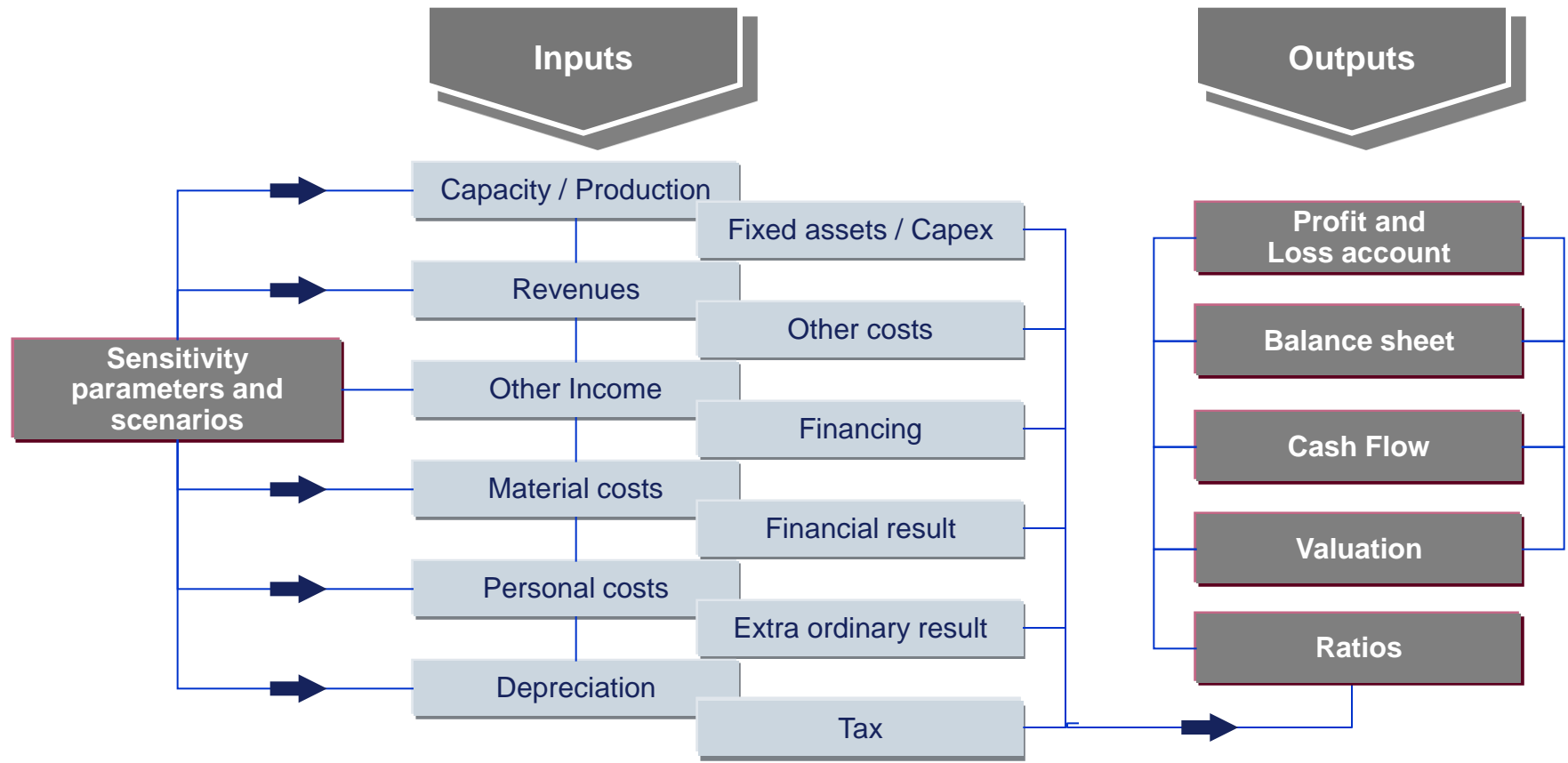
- **Make optimum use of the operators budget**
- **Match technology effort to current and future market needs**
- **Identify how to access the most important future technologies**
- **Identify new ways of exploring existing technologies**
- **Identify opportunities to share technology competencies within the company**
- **Develop closely aligned product strategies**

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We are able to provide a full range of corporate finance support, including viability simulation and business plans

Corporate Finance



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Bridge Consulting has been formed in Germany in 2002 by a group of senior advisors with a broad history of industry and consulting experience...



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...which is appreciated by our growing client base in the TIMES industry

Extract		
<p>TIMES enabled industries</p>  <p>DAIMLERCHRYSLER</p>  <p>NOKIA CONNECTING PEOPLE</p>  <p>DETECON Detecon&Diebold Consultants</p>  <p>optel INFORMATIK...</p>  <p>T-Systems</p>  <p>SIEMENS mobile</p>	<p>International Investors</p>  <p>Gulf Finance House E.C. Investment Bank</p>  <p>GROUP ALFA-ECO</p>  <p>شركة البدر التجارية ذ.م.م AL-BADER TRADING CO. W.L.L.</p>	<p>National and International Operators</p>  <p>المصرية للاتصالات Telecom Egypt</p>  <p>سابافون GSM SABAFON همزة الوصل</p>  <p>zain</p>  <p>سيرياتل SYRIATEL</p>  <p>mcel</p>  <p>UMNIAH TELECOM AND TECHNOLOGIES</p>