

HOME OS

AN ENABLER PLATFORM THAT CONNECTS ALL SERVICES IN THE HOME



Imagine that all services related to user's connectivity, entertainment, and home can magically work together – they know users individual preferences and offer unlimited cross-service possibilities. To translate this experience into reality, Deutsche Telekom is developing an enabler platform that connects all services. Deutsche Telekom solution helps to create a convergent user experience – and unleashes new value for customers. It is based on an innovative architecture that derives unique customer insights from real-time data. With open APIs, Deutsche Telekom is ready to connect services wherever they are and provide access for millions of customers.

KEY FACTS:

- Hyper-personalized user profiles: Deutsche Telekom offers services based on individual preferences
- A flexible platform architecture derives unique customer insights from real-time data
- Service orchestration: Deutsche Telekom platform enables new user experiences across its services
- Millions of customers can enjoy the services because Deutsche Telekom connects them at scale
- Convergent user experience: use cases include elements of all Magenta services available in households
- An open and easy API structure provides partners access to a large market



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The market environment and consumer expectations of services around connectivity, entertainment, and home have changed significantly. Generation Y and Z users have a number of key expectations. They want the most intuitive interactions with the digital world. They want access to everything, on all devices, anywhere, and at any time. And they want hyper-personalized, relevant experiences that are tailored to their individual preferences.

Deutsche Telekom is developing an enabler platform that connects all services. This will create a convergent user experience and new value for customers. Deutsche Telekom solution is based on an innovative architecture deriving unique customer insights from real-time data. With open APIs, Deutsche Telekom is ready to connect services wherever they are and provide access for millions of customers.

Deutsche Telekom solution will raise average revenue per household, considerably improve customer experience, and lead to more customer satisfaction and loyalty. The reasons are many. Customers will perceive the increased benefit of additional Deutsche Telekom services, as the

enabler platform leverages synergies between them. The solution integrates third-party services via API. And it enables carriers to market new propositions centered around the platform's capabilities.

Deutsche Telekom plans to continue evolving the platform. It will integrate more and more third-party and Deutsche Telekom services and provide diverse APIs to internal customers, developers and partners. This will enable further use cases in future.

Deutsche Telekom welcomes discussions with a broad range of prospective partners in order to calibrate its strategy and technology.

CONTACT PERSON:

Rickard Damm
E-mail: homeos@telekom.de
www.telekom.com

ADDRESS:

Deutsche Telekom AG
Friedrich-Ebert-Allee 140
53113 Bonn, Germany



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