

## Consulting Offer

*From SLIDE to REALITY:*

**Give birth to your projects utilising our expertise  
within the world of the Telecommunications and IT**

# From slide to reality

## 1. Strategies

- Our consultant's experience amongst well-known strategy structures presents us a proven ability to create, demonstrate and characterise new concepts.

## 2. Technologies

- Our technical background and experience provides us with a broad knowledge of technologies: understanding both their potential and their limitations.

## 3. Operations

- Operational management of several large projects on behalf of operators and of large corporate companies makes us be real doers.

**Our specificity consists in the successful application of these three activities: it enables us to guide your company through the complete life cycle of your projects, from concept to reality.**



# References

## Solid international references

- British Telecom
- French Ministry of Defence
- Orange International (ex-FTMI)
- France Telecom
- LDCOM (now NeufCegetel 1st CLEC in France)
- Orascom Telecom Algeria
- RATP (Paris bus & metro)
- ADP (Paris Airports)
- Swisscom Eurospot (high speed Internet access operator)

## Brought to the development of multi-field skills

- Marketing, business and product development.
- Business plans, company valuation, mergers and acquisitions.
- Strategy, competition and regulatory issues.
- Architecture and control of works of metropolitan and regional networks.
- Corporate networks roll-out and optimisation (PABX, X25, Frame Relay, ATM, VSAT, Radio links, Optical Fibre...)
- Management of mobile networks, fixed switched networks and access networks.



# A broadband offer

## Strategy, Business development et Marketing

- Product and market strategy, competition survey.
- Enabling regional broadband : network and access media design.
- Business plans, company valuations, mergers and acquisitions.

## Network architecture, Engineering and Integration

- Sales support and integration of complex offers.
- Operational support: Network architecture, optimisation, RFQs...
- Project management : field implementations, international operations...

## Optimising costs and QoS

- Private data and telephony networks audit.
- Internal resource optimisation.

## Our customers include:

- Corporations, Communities, Operators and Equipment providers.



# Key Assets

## Diverse operational experience :

- Gained from operational experience acting for both operators and large corporate companies.
- Comprehensive knowledge base :
  - Incumbent operator / Competitor or new entrant
  - Customer of an operator / Private network management

## A pragmatic approach based on :

- Permanent attention to the economic viability of proposed solutions;
- Knowledge of market offer (integrators/operators/equipment providers);
- Knowledge of competitive and regulatory environments;
- Deep understanding of technical issues.



# Vladimir POPESCO, founder

Before creating the company, Vladimir Popesco was, for two years, **CEO of a subsidiary of and business unit manager for** LDCOM group (3rd largest fixed operator in France, now consolidated as SFR - NeufCegetel).

He previously worked within the France Telecom group, where he was initially **CTO of Voxtel** (Moldavian GSM operator and subsidiary of Orange International) and subsequently **responsible for corporate strategy issues**.

Before this, he was in charge of the **development of telecom networks** for the French Ministry of Defence where he had first contributed to **setting up a team** of digital signal and image processing experts.

Vladimir Popesco is a graduate from **the Ecole Polytechnique and from Telecom Paris** and he started his career in **research** for British Telecom.

