

Consulting Offer

FROM SLIDE to REALITY:

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

From SLIDE to REALITY

1. Strategy

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

2. Technology

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

3. Operations

- Our proven ability is demonstrated by the operational management of many large projects on behalf of both Operators and large Corporations.

Popesco is defined by the successful application of all three activities. Enabling us to guide your company through the complete life cycle of your Project(s), from concept to reality.



References

Solid international references:

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

Generated by the deployment 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 both metropolitan and regional networks
- ⊗ Corporate network roll-out and optimisation (PABX, X25, Frame Relay, ATM, VSAT, Radio links, Optical Fibre...)
- ⊗ Management of mobile networks, fixed switched networks and access networks.



Broadband Offer

Strategy, business development and marketing

- ⊗ Product / market strategies and competition surveys
- ⊗ 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).

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

Prior to this, he was in charge of the **development of telecom networks** for the French Ministry of Defence where he **identified and set up a team** of digital signal and image processing experts. He started his career in **research** for British Telecom.

Vladimir Popesco is a graduate from **the Ecole Polytechnique and Telecom Paris**.

