

vodafone

# CeBIT News 2013

## Connected power in the digital age



### **“We’re building a digital society”**

From the German government’s new focus on renewable energy, to traffic management, to retail, to healthcare – Jens Schulte-Bockum’s speech at the kick-off press event in Pavilion 32 covered a lot of ground. The CEO of Vodafone Germany highlighted this year’s CeBIT trends. With him on the podium were Jan Geldmacher, CEO of Vodafone Global Enterprise (VGE), Alexander Saul, acting Director of Enterprise Sales in Germany, set to transfer to the same position in the Netherlands in the near future, and Thomas Ellerbeck, Director of Corporate Communications, Regulatory and Political Affairs.

Schulte-Bockum demonstrated to journalists how the communications giant is helping to connect people, markets and ideas in the digital era, emphasising the value of partner-

ships between telecommunications players and other industries. “We are drawing on our core competency to help our customers become more efficient and innovative. I am talking about state-of-the-art networks and connections.” Geldmacher and Saul took a hands-on approach – presenting examples ranging from carsharing programme DriveNow, which recently scooped the Global Mobile Award at the Mobile World Congress in Barcelona (known as the Oscar of the ITC sector) (see page 4), to innovative Düsseldorf start-up Emmas Enkel – where bricks-and-mortar retail meets digital service. Interest from customers in Germany and around the world has been high: even before the event, 3,200 meetings had been scheduled.

# “We are a technology driver, an innovator and pioneer of the connected world”

Since October 2012, Jens Schulte-Bockum has been CEO of Vodafone Germany, the largest subsidiary in the Vodafone Group. The organisation's new headquarters, the Vodafone Campus in Düsseldorf, is a think tank of ideas that go far beyond telecommunications.

## **Mr Schulte-Bockum, this is your first CeBIT as CEO of Vodafone Germany. What kind of business are you representing?**

First and foremost, we're one of the largest and most innovative telecommunications providers in the whole of Europe. An enterprise with revenues of 9.6 billion euros, a workforce of 12,000 and 12,000 further staff associated with the company in some capacity. But I prefer to take a different view: I see us as a technology driver, an innovator and pioneer of the connected society. That is why connected power is our theme for this year's CeBIT.

## **In what areas of day-to-day life can we experience this connected power?**

We have defined six key trends: energy, traffic, retail, work, security and healthcare. We are supporting Germany's switch to renewables by empowering businesses to save energy with the latest smart-metering technologies. We are also helping to ease the traffic in our cities. DriveNow, in association with Sixt and BMW, is a completely new carsharing model. And when it comes to retail, we are working with start-ups to develop new sales channels such as the digital shopping wall, which visitors to our stand can see for themselves. Bricks-and-mortar stores and online services don't have to be mutually exclusive.

## **The basis for these technologies – and the cornerstone of Vodafone's business – is a cutting-edge mobile communications network. What is the state of play with LTE in Germany?**

We currently have the largest LTE network in Germany, covering 65 per cent of the country – that means 45 million people can use our service. All 81 major German cities will be catered for within this month, and we hope to achieve complete coverage by 2015.



## **While all that is happening, what's the current situation with Vodafone Germany's existing network?**

In the last six months, we totally modernised the network. It was the largest-scale upgrade in our company's history. Take our 3G customers, for example. They now surf the net twice as fast as they could this time last year. And soon, HD Voice will make HiFi-quality telephone calls a reality. The high-end expansion of our network is ongoing. Germany is one of Vodafone's key markets – we have invested over one billion euros this year in the German network alone.

## **If you had to sum up the future strategy of the enterprise in a single sentence...**

... I would say: we are building a digital society, intelligent solutions for industries such as energy, healthcare, retail, traffic and security: and with that, a connected world that crosses borders between countries and markets. Is that succinct enough?



Jens Schulte-Bockum  
@being\_vodafone

Three of us sharing a taxi in Hanover.  
It's almost as efficient as DriveNow

# The workplace of the future



When it comes to the shareconomy – innovative ways of sharing knowledge – the workplace plays a key role. And a flexible model at the newly opened Vodafone Campus in Düsseldorf is putting this idea into practice. Not only do employees from all ranks up to CEO share open-plan office space at the telco’s German headquarters, they can also sit down at the desk of their choice each day or work from an entirely different location. The campus-wide LTE and WLAN network provides employees with high-quality communications technology, even in the cafeteria or

green courtyard. What’s more, Vodafone promotes diverse work/life models and family needs – permitting flexible time management and working from home.

Vodafone OfficeNet Global Enterprise, VOGE for short, also supports this connected lifestyle. The new cloud-based communications solution combines fixed-line and mobile telephony with a host of managed services that enable business customers to work from anywhere around the world.



## Three Questions for Hartmut Kremling, CTO at Vodafone Germany

**Mr Kremling, which of the innovations at the Vodafone Campus do you find particularly inspiring?**

There are a great deal. The flexible working zones, central IT archiving system and our NFC (near field communications) standard, that supports sharing of confidential information over short distances – enabling printing from mobile devices, for example.

**Which of these technologies have the best chance of success in the marketplace?**

NFC is definitely a contender. For instance, it can be deployed in cash-less payment models.

**Which innovations can consumers look forward to?**

I’d say SuperSignal. This femto cell supports the installation of a dedicated UMTS cell for indoors. This allows consumers to enjoy reliable mobile connections – even in the cellar. Plus there is also a version for business clients.



## DriveNow: Award-winning carsharing solution

Interest in carsharing is mounting. According to a study by automotive supplier Continental, 71 per cent of those questioned in Berlin considered it to be an attractive proposition – in Hamburg the figure was 68 per cent. Now, car rental player Sixt and BMW have jointly launched a carsharing offering, DriveNow. As network operator, Vodafone is playing a crucial role in the project's success.

Visitors to CeBIT will have the chance to take DriveNow for a test run. 30 Minis are waiting in front of the Vodafone pavilion to be taken out for a spin. The trial is free of charge – all you have to do is register with the car-sharing service and start the engine. And you can take your Mini wherever you like (within Hanover).



DriveNow aims to abate the upsurge of traffic in Germany's major cities by changing peoples' perception of their vehicles – from private property to a shared commodity: smart car-sharing brought to life with Vodafone technology. Experts estimate that, in cities, around 40 per cent of traffic consists of drivers searching for parking spaces. The number of "space hunters" could be significantly reduced if more people shared cars.

Vodafone communications technology makes DriveNow vehicles intelligent and easy to share. With FreeFloat CarSharing from DriveNow, there are no fixed parking spaces and no need to book cars far in advance. The customer identifies the next available car via their PC or smartphone, and opens it digitally. Once the driver is behind the wheel, the vehicle keeps track of journey time and distance travelled – and even the invoice is created automatically.

But behind these simple, user-friendly processes, highly complex technologies are at work. Just a few days ago, the forward-looking partnership won an international accolade. Vodafone's M2M solution for DriveNow scooped the Global Mobile Award in the category Best Mobile Product for Automobiles, one of the ICT industry's most prestigious prizes.

"The new generation no longer values car ownership," explains Jan Geldmacher, CEO of Vodafone Global Enterprise. Since its launch in Munich in 2011, DriveNow has been extended to three other German cities (Cologne, Düsseldorf and Berlin) and San Francisco, in California, USA. At the end of 2012, the service offered more than 1,200 vehicles and boasted around 75,000 customers. In Germany, a Mini or a BMW 1 Series costs just 29 cents per minute. And if the customer parks the car in between rides, they only pay ten cents per minute.

**1,500** is the number of curried sausages served each day by the catering team at the Vodafone lounge. Each tasty snack is served in a glass.



# Photos and news from Hall 32

## Sharing the load

In line with the connected power theme, the opening press conference was both dynamic and interactive in equal measure. The event was hosted by Thomas Ellerbeck, Director of Corporate Communications, Regulatory and Political Affairs. He was joined by other leading players Jens Schulte-Bockum, Jan Geldmacher and Alexander Saul, with the foursome bouncing ideas off each other like a well-drilled team. Only when Alexander Saul, Director of Enterprise Sales approached with a defibrillator he was using to demonstrate an innovative healthcare project in hand, did Jan Geldmacher, CEO of Vodafone Global Enterprise decide to keep his distance.



Well attended, well presented: images from the opening press conference

## Vodafone



### Germany

- Vodafone is the first integrated communications group
- Offerings in mobile communications, fixed-line, data, and broadband internet services
- 12,000 employees, additional 12,000 at partner companies
- Revenues of 9.6 billion euros

### International

- Vodafone Group: founded in 1985, in Newbury, Great Britain
- Shares in mobile communications networks in 30 nations, with partners in a further 50 countries
- 403 million customers worldwide

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