

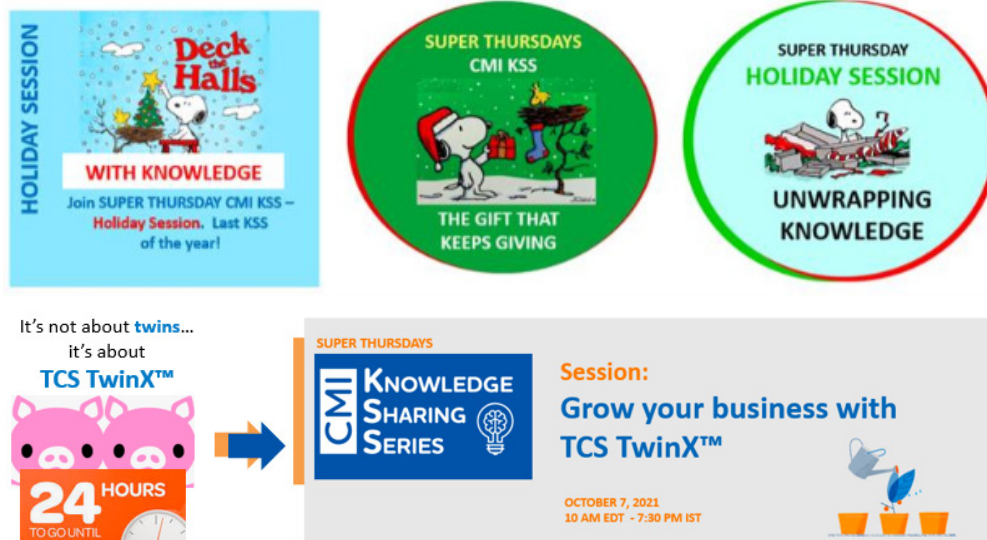
# The Killer Content Awards

Sales Enablement Content | Supporting Document



# Appendix 1: Weekly Knowledge Sharing Sessions and Account Specific Bulletins

Weekly knowledge sharing sessions are held with Sales to enable them to better spot sales opportunities with key accounts. These are promoted internally in creative ways to help drive take up:



We have hosted an average of 172 attendees per session, an increase of 29% year-on-year.



Vodafone | Fortnightly Research Alert & Campaign Insights | Volume 18 | APR 12' 2021 - JUN 18' 2021

## FINANCIAL PERFORMANCE & ANALYSIS

- Group revenue **declined by 2.6% to €43.8 billion**, as good underlying momentum and the benefit from the **acquisition of Liberty Global's assets** was offset by the effects of COVID-19 on roaming and visitor revenue, as well as foreign exchange movements
- Adjusted EBITDA **declined by 1.2% to €14.4 billion** as leading digital and efficiency programmes resulted in a further €0.5 billion net reduction in European operating expenditure, largely mitigating COVID impacts
- Free cash flow (pre spectrum, restructuring and integration costs) of €5.0 billion, in line with expectations  
[< Read More >](#)

## EXECUTIVE MOVEMENTS

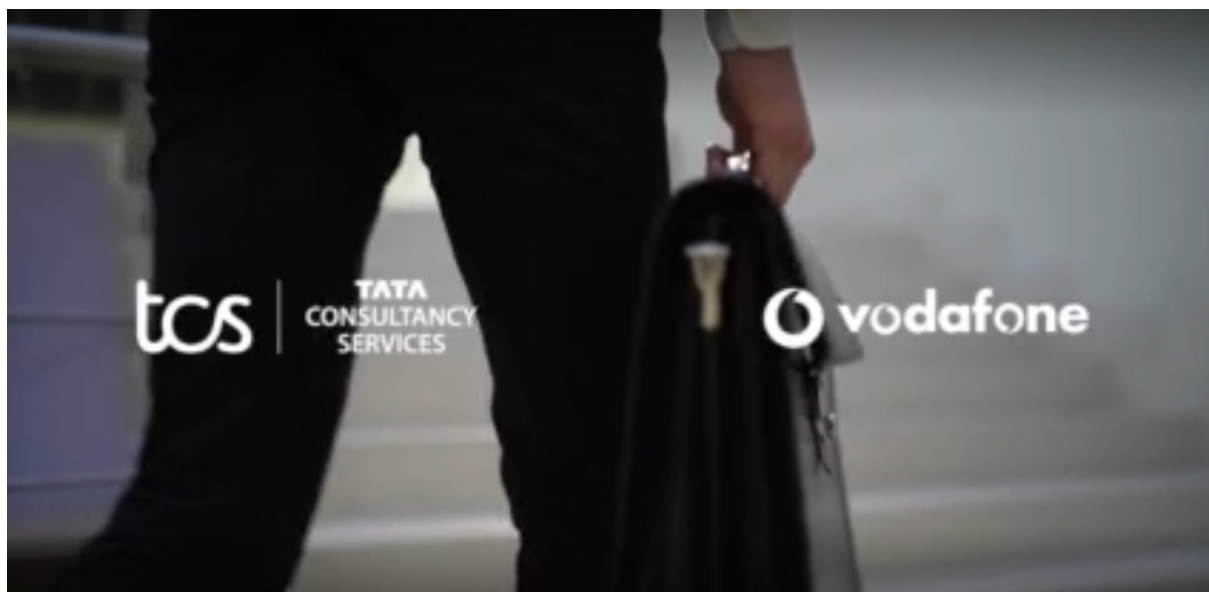
- Vodafone Turkey manager becomes head of consumer unit at Vodafone Albania** Vodafone Turkey said Dogu Kir, who joined Vodafone Turkey in 2011, was appointed Vice Chairman of the Executive Board at

## Appendix 2: Flipbooks and Deal Videos

Coffee table style books summarise key milestones and achievements for specific accounts, helping bring our sales teams bring achievements to life for clients. (Crucial given the intangible nature of our offering.)



Deal videos were also created and used to celebrate the start of new relationships. Videos frequently feature messages from senior TCS executives, who may not be able to attend an initial client meeting/workshop in person, demonstrating to key clients that senior TCS stakeholders are nonetheless engaged with their account. These videos have proven to be an important tool for our sales people, who use them to either break up sessions or book end them (for example using them at the start of a session by way of introduction).



## Appendix 3: Joint Marketing Activities

In the last 12 months we've had several clients approach us to collaborate on marketing together – a far cry from the traditional client/supplier relationship which sees the supplier beg the client for the favour of a case study!




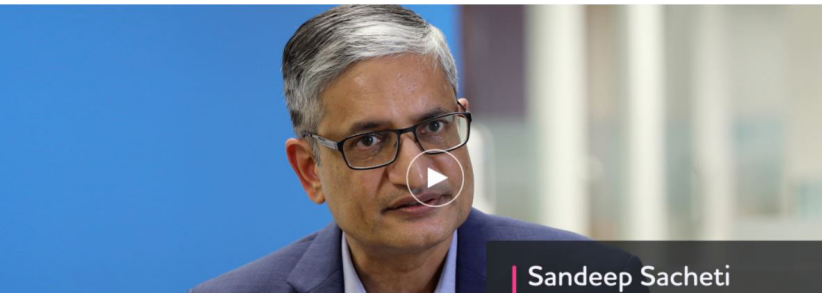

Examples of marketing content which has come out of this include:





## Appendix 4: Video case studies

While producing case studies is in itself nothing new, we believe no one does it on the scale we do, nor with such extensive participation of C-Suite clients (for example, in one case study video we featured over half of the client's C-suite executives). In the last 12 months alone we have produced five video case studies featuring senior client executives:

	<b>Proximus 20 years partnership</b>
	<b>TDC Norway Nuuday Transformation</b>
	<b>Vodafone UK Standardizes Automation</b>
	<b>Wolters Kluwer Taps into AI for Legal Billing</b>
	<b>Wiley's Transformation to Digital Disruptor</b>

## Webinars and joint speaker slots

In October 2021 we brought together four major telco clients (Airtel, Celcom Axiata Berhad, Telstra and Vodafone) and participated with them in an invitation-only presentation to attendees of TM Forum's Digital Transformation World Series Event (a leading industry event within telecoms). A second presentation was also undertaken with clients Telia Finland and BT.

Similarly, in July 2021 we participated in a roundtable with client Liberty Global, and in March 2021 we participated in a joint webinar with VodafoneZiggo. Both events were hosted by TM Forum and were well received (for example, the session with Vodafone was attended live by more than 150 participants).

**digital transformation**  
WORLD SERIES 2021  
22 SEPTEMBER - 12 OCTOBER

**agenda**

**Digital Leadership Summit: Shaping ecosystems for experience economy**

WEEK 5 | Wednesday, 20 October 2021 | 4:00 pm - 6:00 pm CEST | Add to calendar

This is an invite-only session. If you are interested in attending, please submit your interest here.

4:00 pm - 4:05 pm | TM Forum welcome  
Joan O'Brien, Vice President, TM Forum

4:05 pm - 4:10 pm | Future Forward: Building business ecosystems in the experience economy  
As enterprises face up to the challenges of the experience economy, they are beginning to recognize the need for new levels of partnerships and operational models, and customer experiences defined in overarching ecosystems. In this session, you will:

- Understand how CSPs can prepare for a future where success depends on their ability to execute ecosystem-oriented transformation, with guaranteed ROI
- Learn how CSPs can ride the next wave of growth, powered by multi-sided business models, a data-driven organization, problem-solving culture and differentiated customer experience
- Discover how CSPs can shape purpose-driven ecosystems around quality connectivity, for the experience economy

Sankaranarayanan (Shankar) Viswanathan, Vice President, CTO and Global Head - Industry Advisory Group, Comms, Media and Information Services, Tata Consultancy Services

4:10 pm - 4:57 pm | Looking Glass: Transforming the "Concept to Market" value chain in the experience economy  
To thrive in today's uncertain times, organizations need to marry their capacity for experimentation and innovation with rapid execution. In this session, you will:

- Understand why real-time decision-making, execution and refinement, along with risk-free business experimentation, will be key for CSP's future success
- Learn how AI capabilities are enabling decision-makers to predict, analyze and understand the full impact of their decisions
- Hear perspectives from industry leaders on how they flip the paradigm of decision-making and actively foster a culture of experimentation, backed by an integrated digital pipeline, to move their ideas and concepts a reality

Narenthran Sivakumar, Global Lead - Artificial Intelligence/Data Science Advisory, Tata Consultancy Services  
Javier Hidalgo Jimenez, Chief Architecture chapter lead, Vodafone

**INFORM**  
Enabling digital transformation through insight, research and analysis

**Delivering true customer experience in a multi-service ecosystem**  
July 13, 2021 - 2:00 pm - Time Zone: British Summer Time - Duration: 1 hour

**Highlights**

1. **Insight**  
The challenges and benefits of good data governance
2. **Insight**  
Quick Talk: AI/ML, private networks and competition for the enterprise customer
3. **Research Insight**  
Enterprise verticals: Placing the right bets
4. **Upcoming Webinar**  
Hard Talk: Can telcos do the right thing for society?
5. **Insight**  
Quick Talk: The tech-driven telco

**Speakers**

- Carol Wilson, VP & Industry Head - Comms, Media & Information Services, Europe and UK, Tata Consultancy Services
- Vicky Meisel, Vice Vice President - Comms & Media - UK, Vodafone
- Mark Newman, Chief Analyst, TM Forum
- Dee Somers, Director of Data, Liberty Global

**what do you know?**  
Stay up-to-date with our weekly insight.

**HITS SPRING HOLLYWOOD INNOVATION & TRANSFORMATION SUMMIT**  
MAY 12, 2021  
3AM TO 3PM PST  
VIRTUAL EVENT

**HITS Spring: M&E's Top Technology Minds Take the Stage**

**Join the New Stars of Hollywood**  
May 12, 2021 3AM - 3PM Pacific

Presented by IBM Security

**Marielle Weijters** • 2nd  
Operations Director | Cultivate Transformation & Change |  
10mo •

Digitale transformatie in de vorm van Digital twins. #Vodafoneziggo is er mee gestart. Benieuwd naar onze ervaringen, meld je aan voor de webinar op 4 maart!

**See translation**

**Tata Consultancy Services - UK & Europe**  
72,210 followers  
10mo •

This week, **Narenthran Sivakumar**, Global Industry Advisor at **Tata Consultancy Services**, will be taking part in a **TM Forum** webinar alongside **VodafoneZiggo**, as they explore how digital twins are being utilized in the acceleration of fibre network roll-outs. Also speaking at the event, we'll hear from **Mark Newman**, of **TM Forum**, and **Marielle Weijters** of **VodafoneZiggo**, as they share their expertise. Sign up here: <https://lnkd.in/g/d5Q-45> #TCS TwinX

**Speaking at**

**Accelerating fiber roll-out using digital twin technology: a VodafoneZiggo case study**  
Marielle Weijters, VodafoneZiggo  
Thursday, March 4, 2021  
2:00 PM GMT+1 | 3:00 PM GMT+1/10:00 AM EST

**Reactions**  
Like Comment Share Send

**Most relevant**

**Paul Rovers** • 3rd •  
Voormalig medewerker Ziggo  
Kan het nog sneller  
**See translation**  
Like Reply

**tmforum** Register for webinar

**Join Accelerating fiber roll-out using digital twin technology: a VodafoneZiggo case study webinar on March 4, 2021**

Demand for fiber connectivity is accelerating but telecom operators' ability to respond quickly is hampered by the sheer complexity of their systems and business processes that have accumulated over many years. To help manage such complexity, Dutch telecom operator VodafoneZiggo is leveraging digital twin technology to analyze and effectively understand its fixed network plan and develop a more efficient, agile approach.

This webinar explores how VodafoneZiggo is conducting digital twins of its fixed network roll-out and how to simulate multiple network roll-out decisions in terms of cost, revenue and overall customer experience.

**Speakers**

- Marielle Weijters, Network Build - Operations Director, VodafoneZiggo
- Narenthran Sivakumar, Global Industry Advisor, Tata Consultancy Services
- Mark Newman, Chief Analyst, TM Forum

**AMERICA DIGITAL MEXICO**

**AMERICA DIGITAL TRADESHOW**  
MEET WITH +200 TECH & SERVICES PROVIDERS  
ICT, Sales, Cloud, Big Data, IOT, INTENT, E-COMMERCE & DIGITAL MARKETING

**7th AMERICA DIGITAL TECH & BUSINESS CONGRESS, MEXICO 2022**  
TELECOM, ICT, IOT, MOBILE, CLOUD, BIG DATA, AI, FINTECH, E-COMMERCE & DIGITAL MARKETING  
March 9th - 10th, 100% Online.

## A hybrid event format

TCS' Innovation forum – a flagship event for TCS – was also one of our first hybrid events, allowing for clients and prospects to attend in person in London or remotely as they preferred.





## Appendix 5: Personal marketing

As a major sponsor of the London Marathon, our sales team encouraged key clients to participate in the run, and then carefully selected a handful of them to appear in videos. This included Vodafone's Head of Digital Transformation, Joris Vrij. Each video described participants' motivations for doing the run and pictured them training or sharing personal running tips, like pre-run food choices, music they listen to, etc. These videos were then posted to encourage others to run but also to engage the client and their colleagues. Each client also posted the video on their own social media, further widening campaign reach.

Another example of personalised marketing includes a recent talk with Sky Italia's CTO Gabriella Vacca. This saw her sit down for an intimate conversation with TCS' Carol Wilson, VP and ISU Head, CMI UK Europe, to explore what had inspired her career in IT. The video was then shared with TCS employees who work on Sky Italia's account, helping foster closer client relations.

