

New World Telecom Hosted “The Emergence of **MANAGED NETWORK**” Conference

The half-day event gave insightful advice on the unique telecommunications and IT challenges facing Hong Kong companies in their cross-border operations

New World Telecommunications Limited (NWT), one of Hong Kong’s leading telecommunications operators, culled together industry leaders in a half-day conference that tackled critical issues in managed network.

Dubbed as “The Emergence of Managed Network”, the conference held on 19 February 2004 at the Hong Kong Convention & Exhibition Centre brought six forward-looking experts from China Telecom, Cisco Systems, Concerto, IBM, Nortel Networks and T-Systems to deliver key pointers on how to take advantage of integrated IT and telecom solutions to increase enterprise efficiency and productivity. In particular, participants were introduced to fresh developments in mobile computing, integrated contact centre, the telecom landscape in Mainland China and latest outlook of IP-VPN in Asia. What’s more, members of the audience had the chance to see the latest enhancements of digital conference and surveillance, IP telephony, multimedia communications and contact centre solutions in live demonstrations in the hall outside the conference.

Albert Wong, Managing Director of NWT expressed delight in staging “The Emergence of Managed Network” Conference and in collaborating with six of its partners to provide an up-to-date information about network outsourcing, specifically in the context of its Managed Network services.

“The response from the business community to the conference is overwhelming,” Wong said. “We believe that Managed Network has become more relevant than ever when more and more enterprises are looking for hassle-free, cost-effective and integrated network solutions to enhance their cross-border business operations. In the light of this trend, we pioneered in launching

MANAGED NETWORK services last November to deliver a suite of end-to-end telecommunications and IT solutions to corporate customers. Combining our comprehensive service offerings with this insightful conference, we believe that enterprises would be able to better prepare themselves for capitalizing on huge business opportunities raising from the CEPA and WTO.”

Participating partners of this conference include China Telecom, Cisco Systems, Concerto, IBM, Nortel Networks and T-Systems.



NWT joins hands with six well known IT and telecom companies namely China Telecom, Cisco Systems, Concerto, IBM, Nortel Networks and T-Systems to stage a conference entitled “The Emergence of Managed Network”

The topic highlights for “The Emergence of Managed Network” Conference are as follows:

1. **The Emergence of Managed Network** by William Kwan, Vice President, Corporate Market of New World Telecom
 - The potential business growth from CEPA will increase demand for IT and cross border telecommunications. Most companies, however, may not be able to manage this added stress of handling huge IT resources due to lack of experience. Adding to the challenge is the need to deal with multiple operators who are responsible for different applications. To allow companies to focus on their core competence, a growing number of business decision makers are turning to total IT and telecom partners for help in this area. NWT addressed the issues plaguing today’s enterprises searching for a quality and reliable managed service provider when they expand their business in multiple countries. NWT explained how Managed Network, an integrated communication solution, could help enterprises to meet their requirements in voice, data, managed VAS and system integration.

2. **Realize New Revenue Opportunities with Managed Network Services** by Enis Erkel, Vice President, Wireline Networks, Greater China, Nortel Networks
 - With managed network services provided by telecommunication carriers, corporate customers will be able to enjoy an integrated set of voice, data and multimedia solutions to increase their efficiency and productivity. The innate scalability of the managed network can be leveraged at any level from city to region to global, making it ideal for both multinational corporations and fast-growing local companies.

3. **Time to Value, the Evolution of Enterprise IT Development through Extended Partnerships with Telecom Service Providers** by Richard Druggan, Principle Consultant, Telecom Business Consulting, Cisco Systems, Asia Pacific

- Cisco showcased the latest models of IP phones. A live demonstration of the *IP Softphone* showed customers how to stay in touch as if they are at office, no matter where they are.

4. **Trend and Solution of Mobile Computing for Enterprises** by Christine Ng, Wireless e-business Solution & Business Development Executive of IBM China/Hong Kong

- In Hong Kong, many enterprises across industries are already linked to Internet using broadband connectivity. They use electronic tools to promote their products, respond to tenders, issue purchase orders, provide status to customer orders, and maintain relationship with valuable customers.

With advent of wireless technology, 'forward-thinking' enterprises know that battleground has moved towards the mobile Internet arena. Empowered by the wireless Internet technology, mobile professionals - sales representatives, field maintenance staff, inventory managers, and delivery crews - now carry their offices in the palm of their hands. No matter where they are, they enjoy the same access to their enterprise resources and systems as if they are working in the traditional offices.

5. **Managing Your Customers through an Integrated Contact Center** by Steve Michaud, Director of Business Development of Concerto Software, APAC

- Managing increasing customer expectations couple with the need to control costs while maximising agent resources are some of the challenges faced by enterprises. This presentation showed the benefits of a managed contact center. It enumerated the various contact center technologies available today, and provided an overview of best practices not only in achieving these expectations but also in generating revenue opportunities.

6. **Joining Hands to Develop Professional Corporate Services** by Xu Wen Yan, Deputy Director, Guangdong Telecom, Data Communications Bureau

- As the most professional operator of Mainland China, China Telecom will keep on providing professional service for customers with New World Telecom.

7. **The Outlook for Carrier Managed Network Solutions (wholesale IP-VPN) in Asia** by Calvin Lee, Vice President, International Carrier Sales and Solutions (ICSS), Asia Pacific and Middle East, T-Systems Singapore Pte Ltd
- The presentation provided a brief overview of the market outlook for Carrier Managed Network Solutions globally and regionally as well as its advantages for regional carriers.

About New World Telecommunications Limited

New World Telecommunications Limited, a subsidiary of New World Development Company Ltd., was inaugurated in July 1995. With a vision to become a leading provider of global telecommunications services, NWT has continuously expanded its business coverage by investing in both local and international network infrastructure, and establishing bilateral partnerships with 100 global incumbent and major carriers. In addition, NWT has obtained appropriate facility-based licenses and has established Point-of-Presence facilities and offices in strategically selected countries and regions including the US, Taiwan, the UK and Singapore.

New World Telecom's mission is to better serve the communication requirements of its customers in Hong Kong, Greater China and beyond. The Company is committed to delivering best-of-class communications solutions with professionalism and a customer-focused philosophy.

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