



HELLO ALL STATIONS  
PARTNER NEWS FROM ASCOM  
MILITARY COMMUNICATIONS  
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## ASCOM MILCOM TEAM

Dear Colleagues

Dear Partners

Dear Users

In the debut issue of "Hello All Stations" we talked about events, documentation and the attention to developing Ascom's international business. There's an update on these activities in the present Newsletter along with information on Ascom 2008 results and some general developments within the Military Communications Division.

Specifically though, our focus remains on partnerships and international expansion. Here there's more to share. We got off to a strong start. Since the beginning of the year four 'teaming' agreements have been concluded paving the way to position and improve our win chances for some major Defence programs.

Other external business relationships are maturing and new contacts continue to flow in and steadily advance to the next level. To accompany this pace of success a wide spread Business Partner Program will be launched later this year. An introduction to the program and our principal goals are described below.

Enjoy the Newsletter, and get back to us with comments, suggestions and questions.

## MILCOM 1QT HIGHLIGHTS

Our January participation at the annual Symposium entitled "Perspectives of the Defence Economy" in Bonn-Bad Godesberg reinforced our relationship with the German Society of Military Technology who organized the event. It was also the venue to establish new business contacts with officials from the German Federal Armed Forces and to learn more about their armament industry and contractor requirements.

The lectures were correspondingly interesting which included a short dissertation by the Federal Ministry on the essential medium-term needs of the Armed forces.

## DEFENCE PROJECTS

Ascom MILCOM has the objective of becoming a qualified NATO referenced contractor to the 28 independent member countries' armed forces comprising the North Atlantic Treaty Organization. To start, we are in the process of registering with NC3A also known as NATO C3 Agency or the NATO Consultation, Command and Control Agency. NC3A has the charter to contract in order to achieve common interoperable system between NATO and participating NATO-member nations.

They help the alliance by coordinating common-funded programs, together with nationally-funded initiatives. As NATO's designated C3 architect, NC3A works closely with national agencies and private industry to ensure that the alliance gains maximum synergy and benefits from the process. NC3A end goal is to deliver the equipment that Allied Command Operations needs to execute the missions and tasks given to it by the North Atlantic Council. The Agency provides contracting and professional acquisition support services to NATO bodies and NATO member nations. The Contracting Office serves as the interface between the Agency and private industry in procurement matters.

We see many business opportunities stemming from this affiliation and expect important RFQs and eventually Contract awards flowing our way.

## ASCOM NEWS

The Ascom Group reported good 2008 annual results. The company achieved the majority of its goals and even exceeded some of targets. The Group regained its profitable profile and succeeded in increasing revenue despite negative currency effects and signs of a global economic crisis. The success underlines Ascom's Mission-Critical Communication strategy while the continued investment in R&D 'own-technology' and in the development of distribution channels ensures retaining a competitive market position.

## BUSINESS PARTNER PROGRAM IN A NUTSHELL

We are constructing a Business Program that will unite a worldwide network of Partners with the single aim is to be mutually successful in the Military Defense Business. At the heart of the Ascom partnership is our determination to make doing business with us easy and rewarding through transparent processes, clear communications, and dedicated account management. Partnership profiles and functions will be wide-spread. We envision a matrix of partners that integrates skills to provide a high-level of customer services and the support required for a sustainable and profitable business.

In this process of defining Partner groups, we are retaining the freedom to adapt to our contact associates infrastructure and capabilities rather than force partnerships into an established rigid structure. This is working out well considering the complexities of acquiring building, commissioning and supporting defence communication systems.

### Preliminary Partner Categories

- Sales Side Partners
  - Alliances & VARs
  - Channel partners
  - Agents and Consultants
  
- Support Side Partners
  - Installation & Commissioning
  - Technical Services, Training & Support

The goals of the program are to assist our 'Sales Side' Business Partners with their go-to-market strategy and to reward those Partners that have proven their commitment by marketing and reselling within their territories. Standard to industry practice, we are also considering levels of Business Partners with each level its own set of criteria and benefits. Support Side Partners will be compensated commensurate with the services delivered.

## CUSTOMER SERVICES

With Ascom Military Communications global network of authorized Business Partners taking form, we want to assure new as well as our existing partners that customer services is a priority. We intend to live up to Ascom's standard and provide responsive customer and solution support everywhere Ascom MILCOM products are available.

In addition to Partner training, Ascom has a Customer Service Organization that provides back-up support to national first level services. The organization is geared to support both defence customers directly as well as the responsible national Partner. This offers us the flexibility to provide tailor made service support to meet a variety of user and Partner expectations.

The Ascom support organization and remote support for all customers worldwide is based in Berne as offers three levels of service packages

- Integral
- Extended
- Basic

Details are covered in a separate document, but essentially all three levels provide

- Service Desk
- Service Support (extent depends on service package)
- Repairs and Parts Replacement

Different service intervention times are also available to meet different user support requirements. Briefly they are as follows:

<u>Service</u>	<u>Time</u>	<u>Response Time</u>
▪ Platinum	7 x 24h	15/45 minutes
▪ Gold	7 x 24h	1.0/1.5 hours
▪ Silver	Mo-Fr (long)	2.0/2.5 hours
▪ Standard	Mo-Fr (short)	2.5/4.5 hours

A general document is available upon request, yet the MILCOM Team will be condensing the document and adapting the content to our market and Partner conditions

## DOCUMENTATION UPDATE

Two reference case studies are now available. They will be on MILCOM web site to be downloaded soon.

The first announced in the last issue has evolved into an eight page document and makes for an attractive handout at events and sales visits. It is entitled IP Migration - Base Structure of Future Military Communications and talks about the communication system of the Swiss Army. It is a good example on the importance of backward compatibility in the evolution to an all-IP strategic network. This reference case explores how by working with Ascom, the Swiss army were able migrate to IP for data (with VoIP), but still retain and integrate their legacy voice infrastructure.

The second study is an updated revision on UNMIBH with focus on how multinational UN Peacekeeping Missions rely on Interoperable communications equipment to function effectively. It goes on to explain that although the structure of C2 is important, the essence of its effectiveness is dependent on communications. And that timely and adequate signal communications at all levels of the operation are necessary to effectively plan, direct, and control the various peacekeeping activities.

## LOOKING FORWARD

2009 is dedicated to improving, developing and extending Business to Business contacts and activities with the focus on enhancing Partner relationships to create real business value.

Among the suite of planned documentation is a Partner Recruitment brochure. This is pioneering days and opportunities for mutual success exist. Ascom MILCOM is ready to WIN new business. In a few markets we are already responding to RFQs that local Partners have identified.

We are striving to extend our markets well beyond the borders of Europe. Early and advanced discussions are underway throughout the Middle and Far East

Please do not hesitate to contact us with your ideas and, of course, with all prospects, business contacts and military tenders.

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