



Content, Application and Media Providers.

Services International Carrier Sales & Solutions (ICSS)

Life is for sharing.



Content, Application and Media Providers.

Your "audience" is ready for new content experiences.

The global broadband uptake, the migration to all-IP platforms, and the dynamic developments in the content and applications area (Web 2.0, etc.) are not only changing your subscribers' global communications and media consumption behavior, but also their quality and security expectations. The growing attractiveness of user-generated content and social networking sites clearly shows: the consumer market is ready for new content experiences.

Focus on your customers' quality expectations.

Due to the growing volumes of video, music, and other data-heavy media, the Internet's infrastructure is reaching its limits. As a content or application provider, you therefore are redefining your priorities: Apart from providing the most requested types of content such as music, video, games or financial data, you strictly have to focus on the right infrastructure extensions to reach additional and growing markets. It becomes essential that you ensure the most efficient end-to-end delivery of your different data and content through the network to the place of consumption, while meeting your customers' new performance and quality expectations.

ICSS – your provider of choice.

ICSS is your provider of choice: we have designed our network properly and are capable to transport high-capacity IP traffic and handle the rising demand, while providing you – the content provider – with high-quality and efficient connectivity to the Internet and to a number of ISPs with a solid customer base: we bring your content to the "eyeballs".

Following the growing demand for content delivery networks, ICSS offers improved content delivery by combining its state-of-the-art global infrastructure with the implementation of a market-leading content delivery software.

You require:

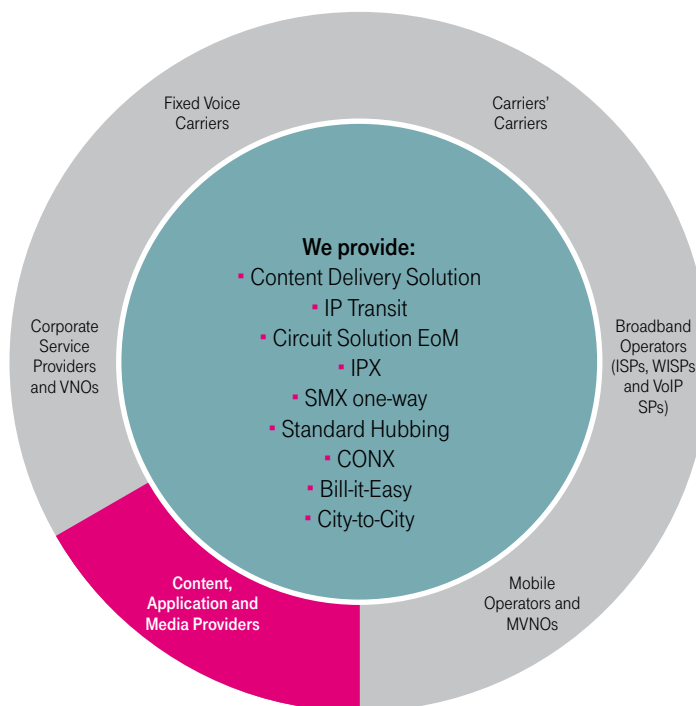
- Internet access via IP Transit or private connections to the Internet exchanges
- You need to bring your content to broadband operators with a large customer base
- You have to ensure superior user experience for your customers, and partners: speed/bandwidth, always-on functionality, compatibility, ease of use, cost, and reliability
- You need an "enabler" to provide white-labeled solutions and services for the aggregation, management, improved delivery and clearing of your different types of digital fixed or mobile content (videos, software updates, etc.)
- Your end users need a reliable and low-latency connection to their game or video server
- You want to add value to your content/applications by bundling them with IP-based voice services

Differentiate in a competitive market.

- The critical point is to get connected to the Internet and to ISPs with a solid customer base
- High-standard SLAs and best quality at a competitive price
- Storage options and high levels of security for the appropriate end-to-end delivery of your applications
- You need to rely on a provider that can generate the needed economies of scale
- Extended geographical and network reach
- You expect new access technologies, converged interconnect capabilities and flexible bandwidth provisioning for secure, high-quality and efficient content distribution to the end customer

ICSS provides:

- ICSS provides the needed network infrastructure, a broad range of interfaces, guaranteed quality of service, and advanced security levels to ensure an improved delivery of your bandwidth intensive-applications such as video streaming
- We have developed a highly competitive Content Delivery Solution with a market-leading partner to distribute your content especially to the "eyeballs" in Europe where ICSS has an extensive and unparalleled network presence. The combination of our best-in-class infrastructure and the partner's intelligent software is a key differentiator in the growing content delivery market. The solution is conceived to provide the shortest storage and transport way for each content request and offers you an unsurpassed control over your content delivery process via sophisticated monitoring tools.



About Deutsche Telekom ICSS.

ICSS, the international wholesale arm of Deutsche Telekom Group, is one of the biggest voice carriers worldwide and an increasingly important IP player across a growing European market with excellent interregional connections between Europe, the Americas and Asia. With continuously changing markets, ICSS has redesigned its portfolio from traditional voice and transport services to advanced innovative wholesale services and customized IP solutions. The business activities and efforts of ICSS focus on serving the following market segments: broadband operators (ISPs, WISPs, and VoIP SPs), mobile operators and MVNOs, content, application and media providers, corporate service providers and VNOs, fixed voice carriers, and carriers' carriers and their customers through a worldwide sales network. The basis for the delivery of the services of ICSS is an expanding ultra-modern infrastructure – Deutsche Telekom's international network.

For further information, see

www.deutschetelekom.com/icss

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