



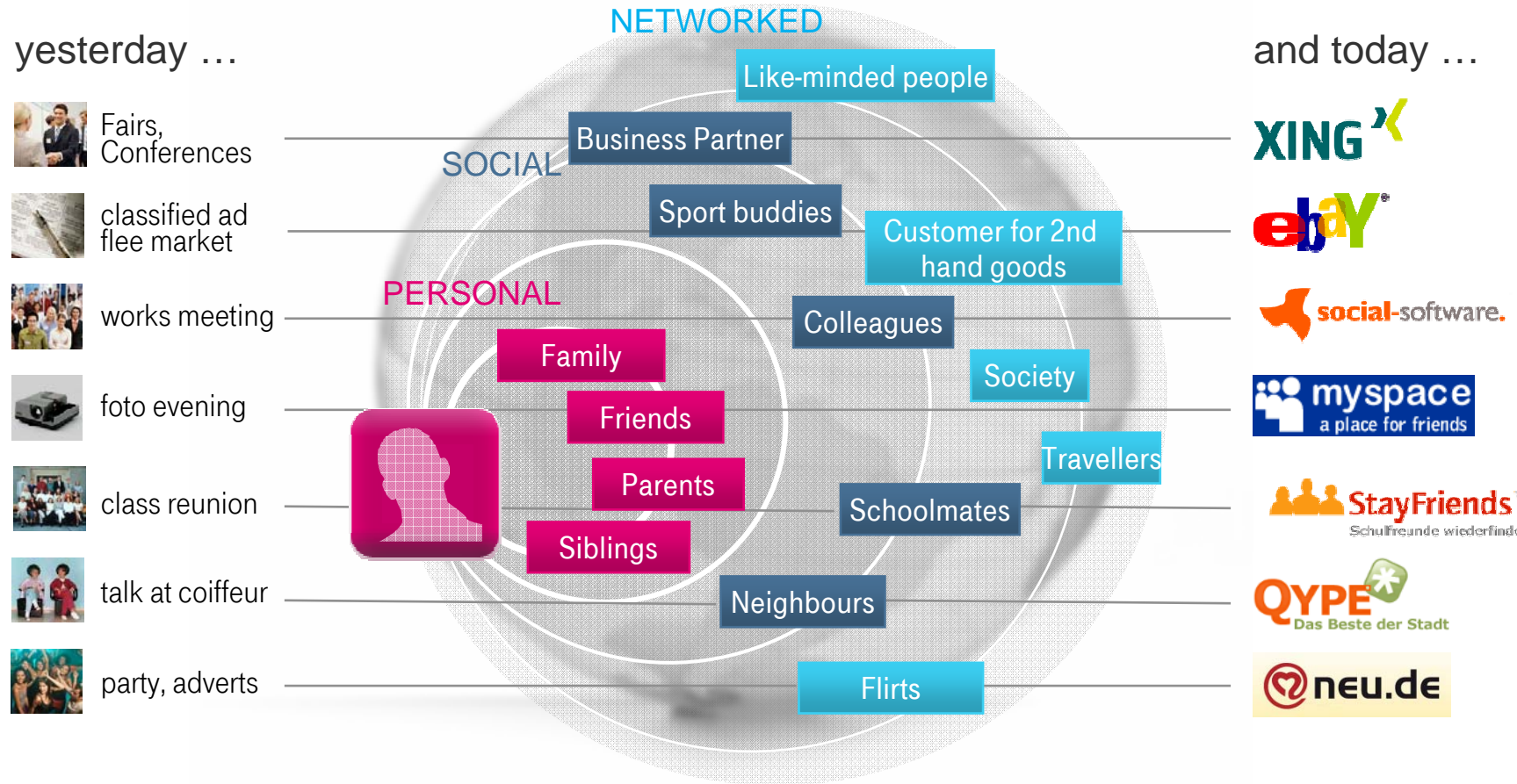
# Connected Life – Networked Car.

Oliver Bahns - Geneva, March 2008  
T-Systems Enterprise Services GmbH

 T Systems 

# Social Networks – extended...

Every single customer lives with his Personal and Social Network ...



.... always, anytime, anywhere

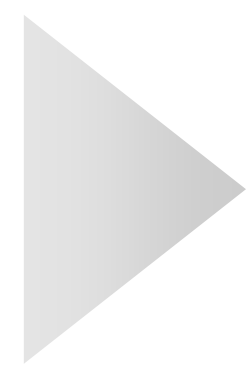
all day long ...



at home

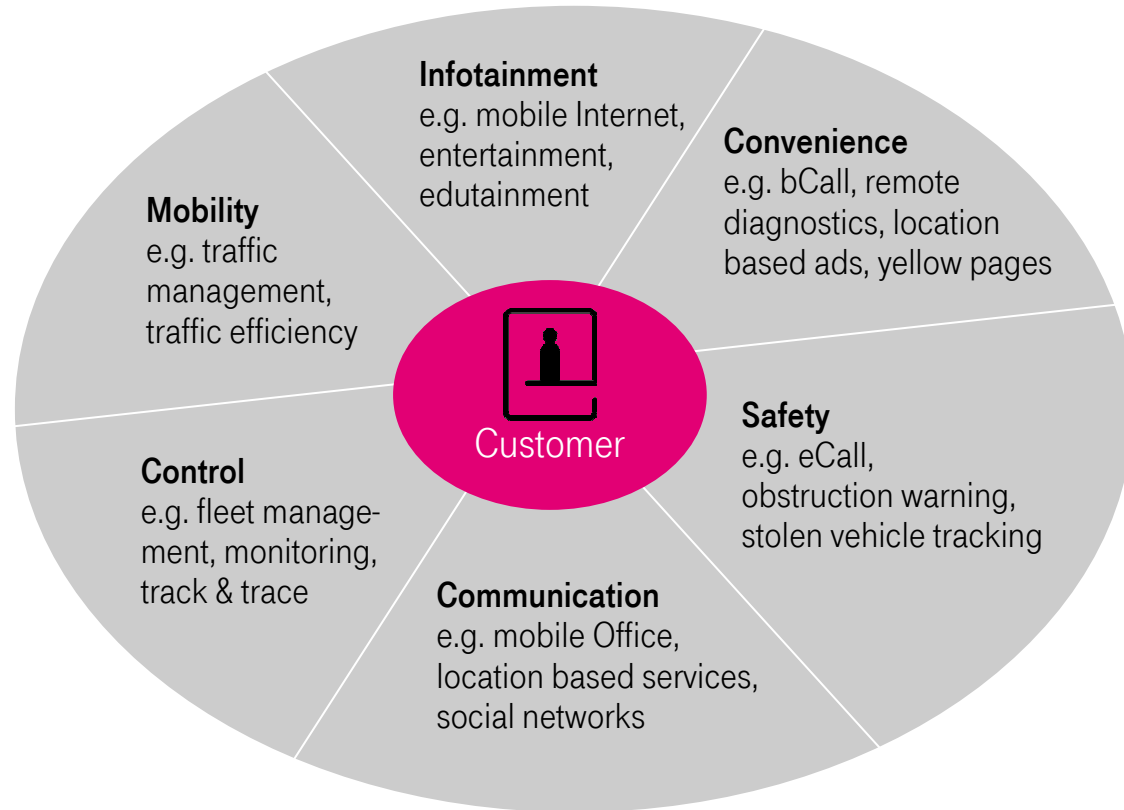
on the move

at work



# Sample of service domains – all concentrated on consumer or business needs.

- Vehicle Manufacturers (OEM)
- Consumers
- Fleets and Logistics
- Third Parties



...T...Systems

...T...Mobile

...T...Home

...T...Systems

# Folder in the Net – Connected to your Data everywhere.



# Web 2.0 – user generated value.

die neusten 30 Anzeigen von insgesamt 48 München  auto-update

WG-Zimmer   
  1-Zimmer-Wohnung   
  2-Zimmer-Wohnung   
  3-Zimmer-Wohnung  
 4-Zimmer-Wohnung   
  Haus   
  5 und Mehr-Zimmer-Wohnung   
 [weitere optionen](#)

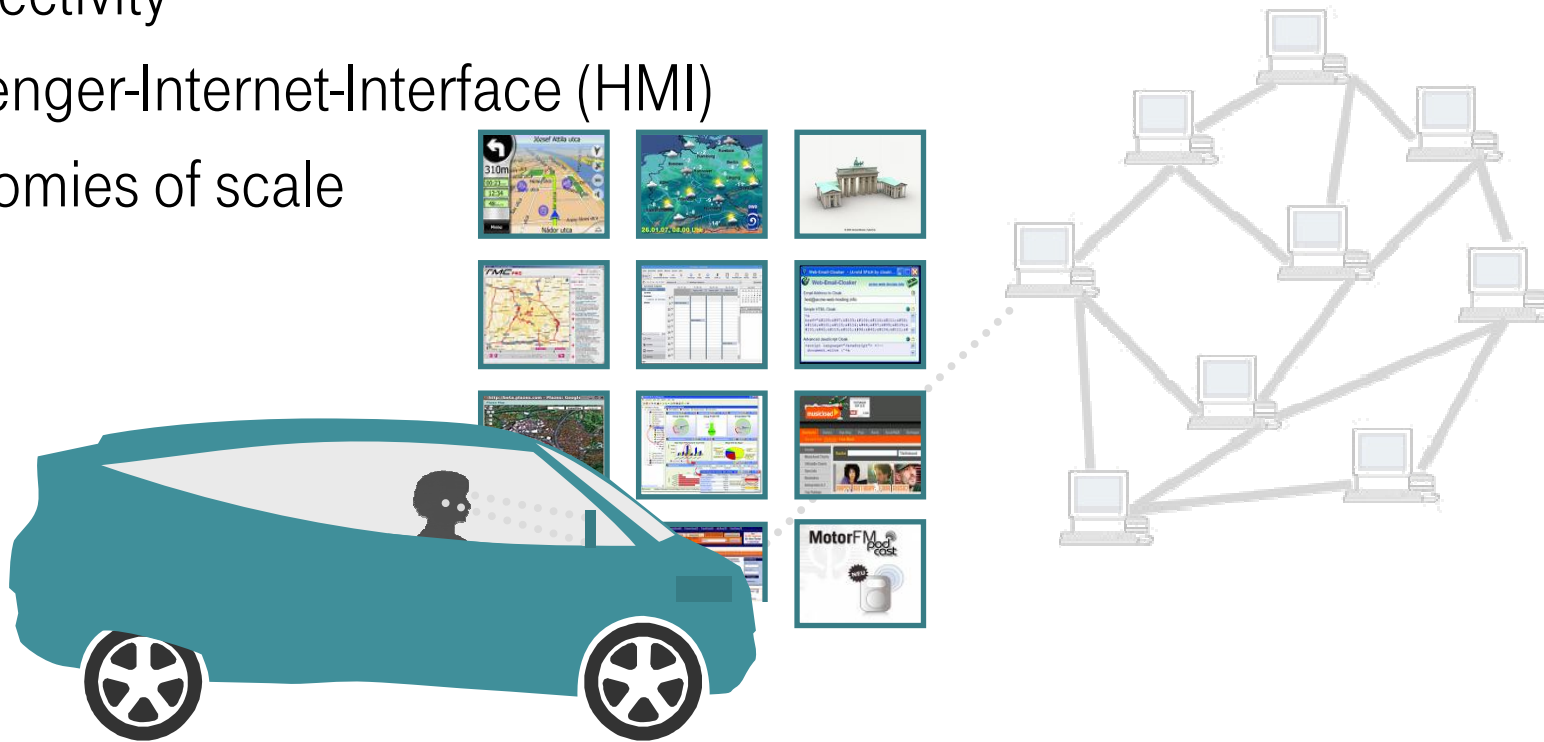
Hinweis: bitte hier klicken

Hinweis:  
 Aus technischen Gründen können nur ca. 10 unserer Anzeigen mit der Umkreissuche werden. Alle Angebote findest Du hier. Wenn Deine Wohnung/WG in dieser Karte dann mußt Du sie zu unseren Wohnung hinzufügen.

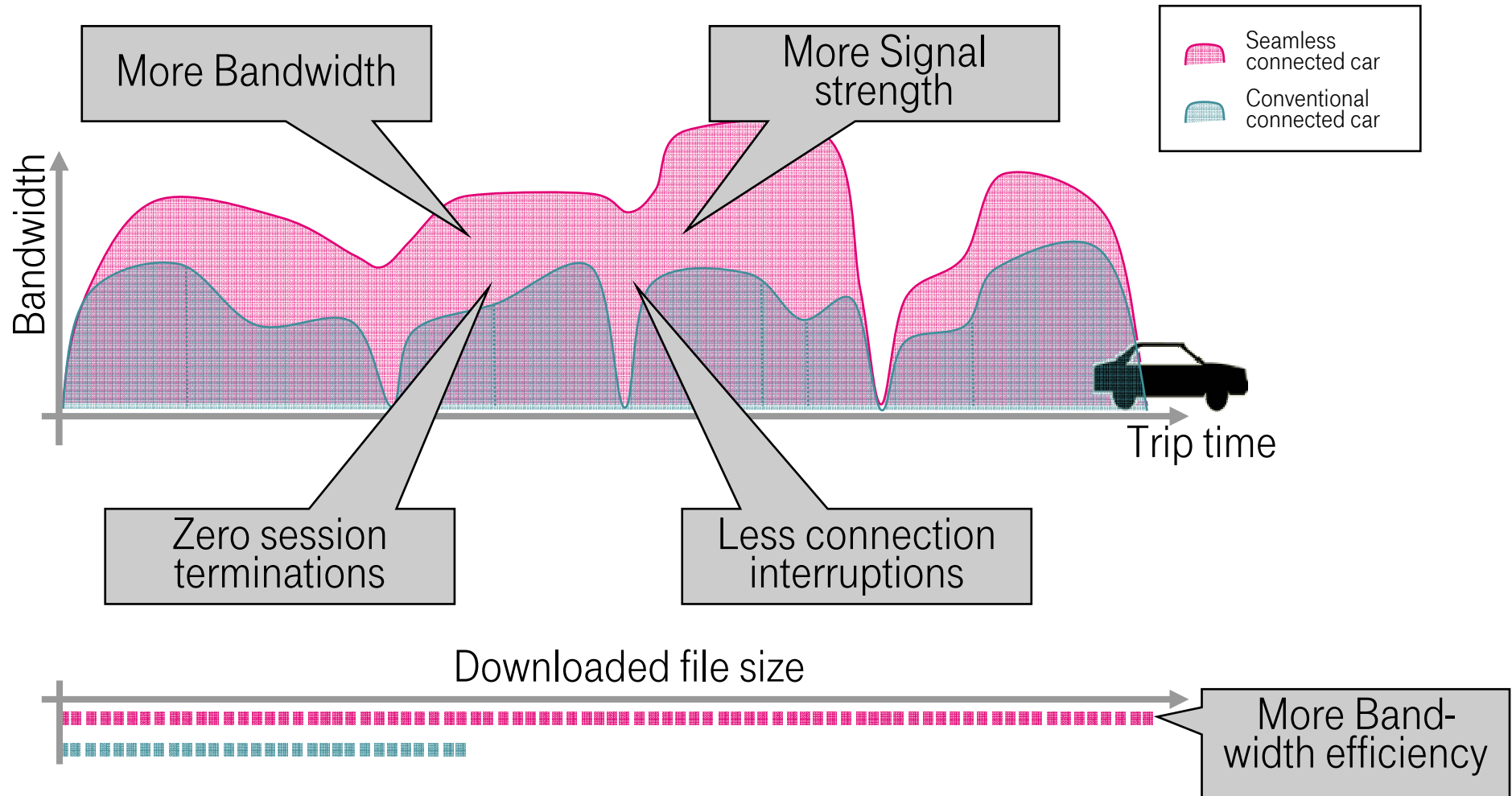
Stadt	Art	Größe	KM
München	WG	11m²	275€
München	WG	18m²	390€
München	WG	15m²	200€
München	WG	10m²	225€
München	WG	18m²	265€
München	1 Zi.	33m²	350€
München	WG	20m²	330€
München	2 Zi.	55m²	300€
München	1 Zi.	42m²	360€
München	WG	14m²	330€
München	3 Zi.	100m²	790€
München	WG	16m²	243€
München	WG	13m²	240€
München	WG	12m²	360€
München	WG	88m²	399€
München	WG	10m²	200€
München	WG	15m²	300€

# Vehicles Online: Three Necessary Components

- Connectivity
- Passenger-Internet-Interface (HMI)
- Economies of scale

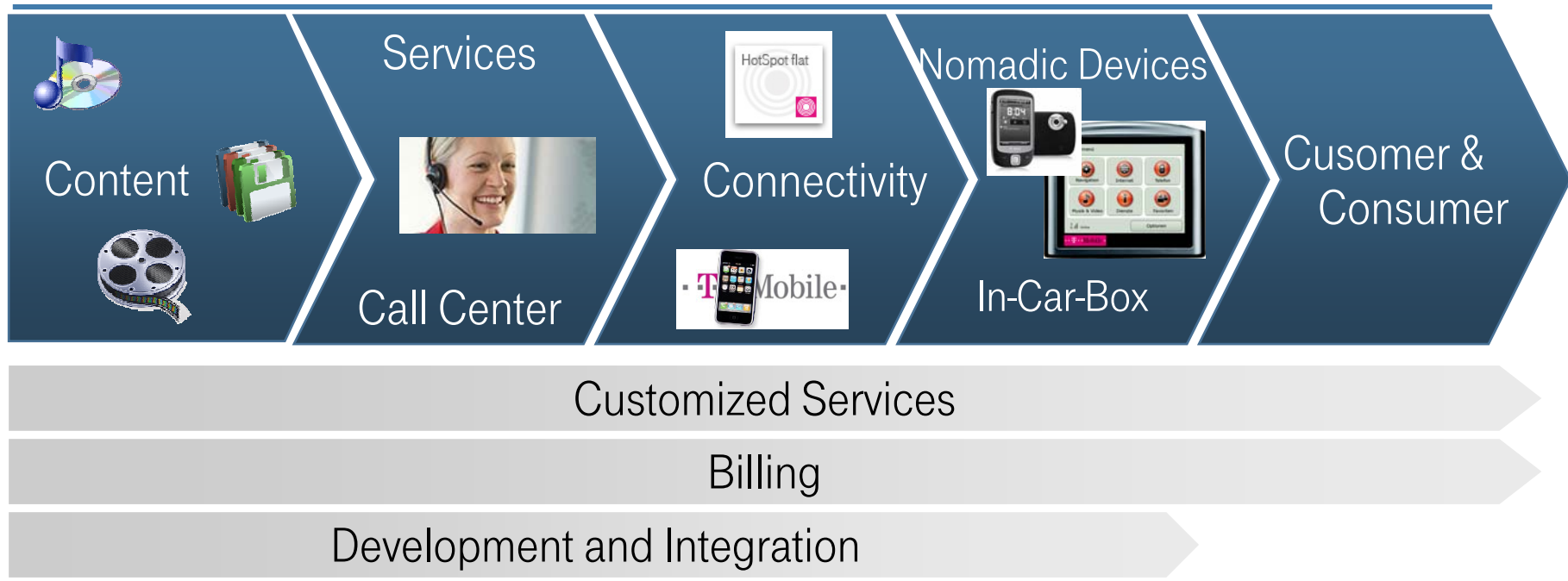


# CARnected is the leading solution to get the Internet into the car





# Die Car-ICT Value Chain.



# Conclusion.

- (1) Social networks are changing in a networked community
- (2) As the partner for connected life Deutsche Telekom integrates the different areas of live (@work, @home, on the move and in the car)
- (3) The networked car offers great opportunities for the auto industry (product differentiation; climate protection, CRM)
- (4) Standardized service platforms will improve cost effectiveness



Thank you.

[Oliver.Bahns@t-systems.com](mailto:Oliver.Bahns@t-systems.com)

 T-Systems 