



Nokia Siemens
Networks

Introducing NSN BidManagement – Our way of bidding

Welcome to the community



“They’ve got to be compelling speakers. But a silver tongue isn’t enough – it’s got to be combined with strong social skills.”

Panagiota Platia, receptionist at NSN, referring to a BidTeam

If you have to present solutions on a daily basis, you can never be at a loss for words. If anyone’s left speechless, it’s the client – speechless with delight at a bid manager’s work, or because he’s just plain stumped. Good thing bid managers know just what to say in those situations, too.

Pioneering, Passionate, Pragmatic – Our BidManagement

Bid managers at NSN are methodical and efficient workers – good news for clients, bad news for competitors.

A warm welcome to all you new bid managers at NSN!

A new environment, new organizational structures and new procedures ... In spite of it all, you as a bid manager are still on top of things. Feels good, doesn't it? Every step of the way, the comprehensive palette of Global NSN BidManagement tools administers to your tasks at hand, making organizing and doing your job easy. The NSN BidToolbox contains everything a bid manager needs.

Plus, transparent organizational structures mean you should have no trouble getting to grips with the seven sales regions – the Sales Solution Managements (SSM). Powered by your pioneering spirit, passion and pragmatism, we can set the best-in-class benchmark for the most effective and efficient bid management in the industry. And that means more profitable business for NSN. Good news for everyone – except the competition, that is.

In this brochure, you can read about the new NSN BidManagement and the NSN BidBox. So, take a break, sit back with a cup of coffee and enjoy. You've earned it! We look forward to sharing many successes – welcome to the NSN BidManagement team!



“Sometimes on my rounds, I stop for a quick chat. I know they jet around the planet the whole time. And they tell me that, with all the work they have, the nights often feel quite short.”

Michael Killen, security guard at NSN, on encounters with the BidTeam

And he should know because, as a security guard, he is also on the company premises late at night. He often sees the lights still burning long after hours. That’s just the way it is when you’re passionate about your job.

Our Unique NSN BidManagement

Easy-to-use concept for a world-class tender process.

NSN uses a uniform bidding process throughout its global operations.

Tender structure and procedures are put in place by the Global BidManagement Organization which harnesses international synergies and ensures that best practices are shared.

It's just one of the ways we're aiming for high efficiency and a competitive edge on the global market.

BidManagement Global – drives the listed topics

- **BidNews**
 - Monthly BidManagement newsletter
- **BidIntroduction to NSN Bid-Management**
 - Induction into BidManagement, our way of working
- **BidCommunication**
 - Host community events and online communications
- **BidManagement community**
 - Provide platform for best practice sharing
 - Tender, RFQ, BidDirective database
- **BidManagement education**
 - Career path, job profiles, skill development
 - Run and design Bid to Win workshops
- **BidManagement as profession**
 - External benchmark, international certification

BidManagement Global – manages the sections below

BidManagement Regional

Specific content for the regional BidManagement community

BidManagement in Practice

Provides everything a bid management team needs to produce a high-quality offer. Large bids or small, it doesn't matter – we always use the same process and methods.

BidManagement Tool Box:

The BidManagement Tool Box provides all the tools for preparing an NSN branded offer.

BidManagement Material

Not only the content of our offer is important. The way we connect with our customer and the customer's first impression of Nokia Siemens Networks may his decision.

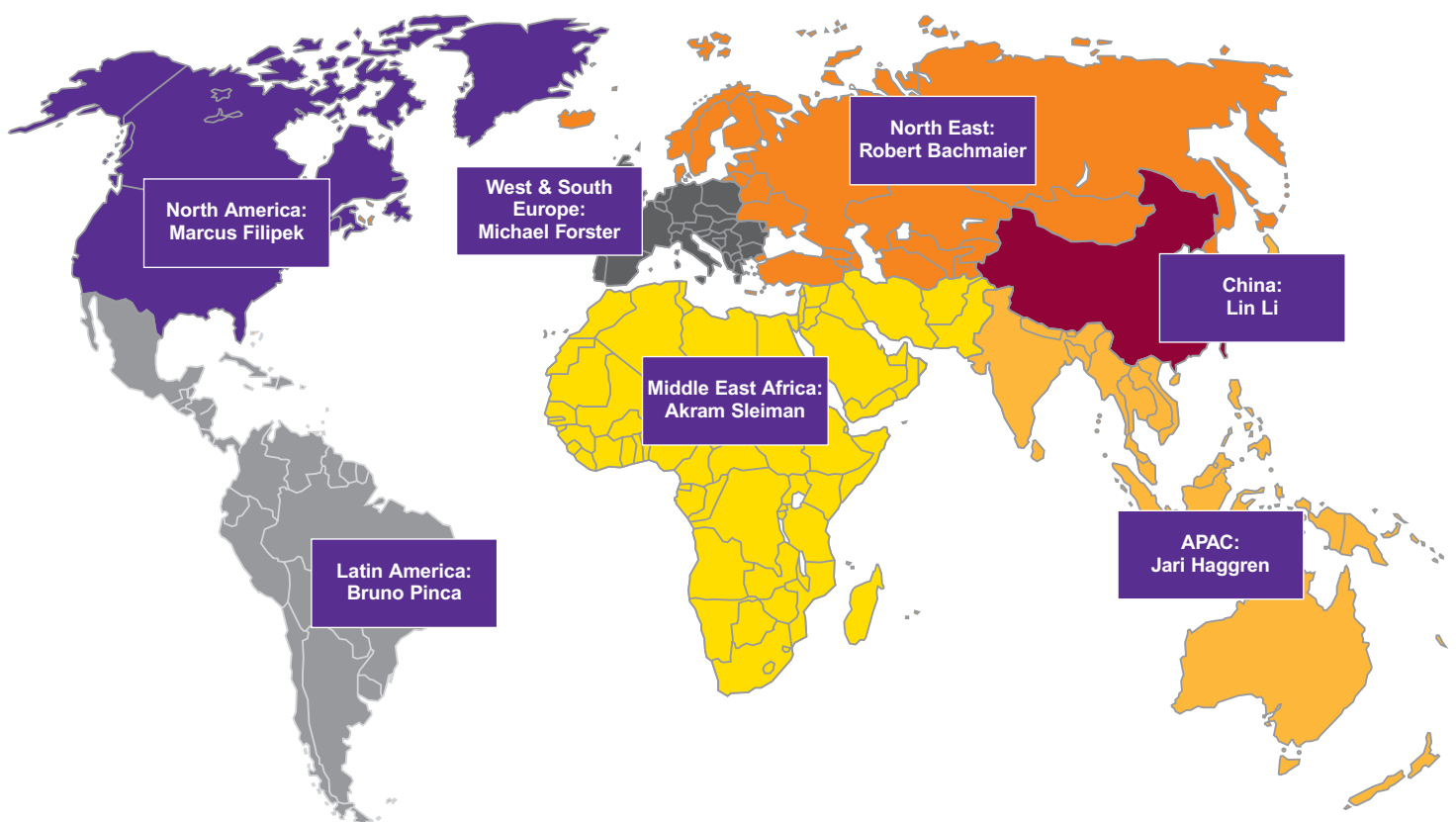
BidNegotiation

After submission of our offer to our customer, we move into an equally important phase in the NSN sales process between Gate 4 and Gate 5, "Win the case (negotiate)"

The NSN BidBox – unlock and explore

The Seven Nokia Siemens Networks Sales Regions

The regional BidManagement heads: Your contacts at a glance.



Marcus Filipek
Mobile: +1 5613503916
E-mail: marcus.filipek@nsn.com

Bruno Pinca
Mobile: +55 1181173983
E-mail: bruno.pinca@nsn.com

Michael Forster
Mobile: +49 15155151800
E-mail: michael.forster@nsn.com

Robert Bachmaier
Mobile: +49 1717636029
E-mail: robert.bachmaier@nsn.com

Akram Sleiman
Mobile: +96 0193570817
E-mail: akram.sleiman@nsn.com

Lin Li
Mobile: +86 13901742466
E-mail: li.lin@nsn.com

Jari Haggren
Mobile: +60 193570817
E-mail: jari.haggren@nsn.com

From Global to Regional: The BidManagement Structure

Bid managers work where it matters –
with the client at local level.

NSN BidManagement is organized globally. It's at this level that the tools and processes for structuring bid managers' work are provided. Global BidManagement is subdivided into seven sales areas that perform the role of line management. Key responsibilities of the various regional BidManagement units are:

Bid strategy and execution:

- Penetrate bid strategy throughout the organization by means of transparent and concise planning
- Prepare and draw up bids (incl. sub-contractor bids).

- Ensure cost-effective solutions for NSN
- Perform risk analysis and bid approval processes
- Ensure consistent bid, price and claim strategies

BidManagement community:

- Implement bid process (processing & tooling)
- Share best practices between regions

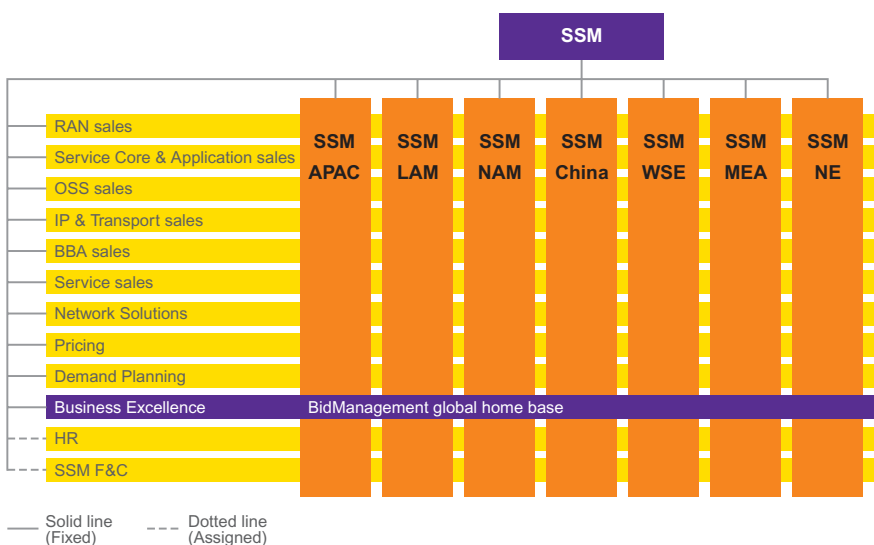
Objectives for regional BidManagement:

- Ensure professional preparation of winning bids
- Increase hit rates
- Streamline bid management processes and tooling
- Facilitate the sharing of information and best practices worldwide

Your global contacts:

Wolfram Seyring +49 15155152100
Hueseyin Oezkan +49 1774958615
Minna Kiljala +35 8405327619

TheBidBox@nsn.com





“They could pick up a few tricks on precise calculations from me. That’s what I have to do in the kitchen every day.”

Alexander Beljin, head chef at an NSN cafeteria, talking about the bid managers

Those calculations put more on the bid managers’ plates. Good thing, too, because success makes you hungry for more. Plus, the best way to keep your energy levels up is a hearty meal. Or a quick cup of coffee. It all adds up to shared successes that can be savored for longer.

BidManagement in the Sales Process: Making Winning Bids

Prepare the offer and close the deal.

The bid manager puts a human face on the bidding process. Together with his sales coworkers, he picks the BidTeam and ensures professional handling of the tender. In this role, he is involved in decision making at the sales process gates (Gate 3 to Gate 5).

BidResponsibilities (bid managers)

- Identify non-standard requirements and find an alternative third-party solution or exclude from offer
- Identify key customer requirements from RFQ

BidManagement's to-do list:

- Define scope of work and solution design

- Ensure business case / profitability analysis
- Set up an initial project plan

Drawing on his expertise and experience as well as the help of the NSN BidToolBox, the bid manager orchestrates a winning offer.

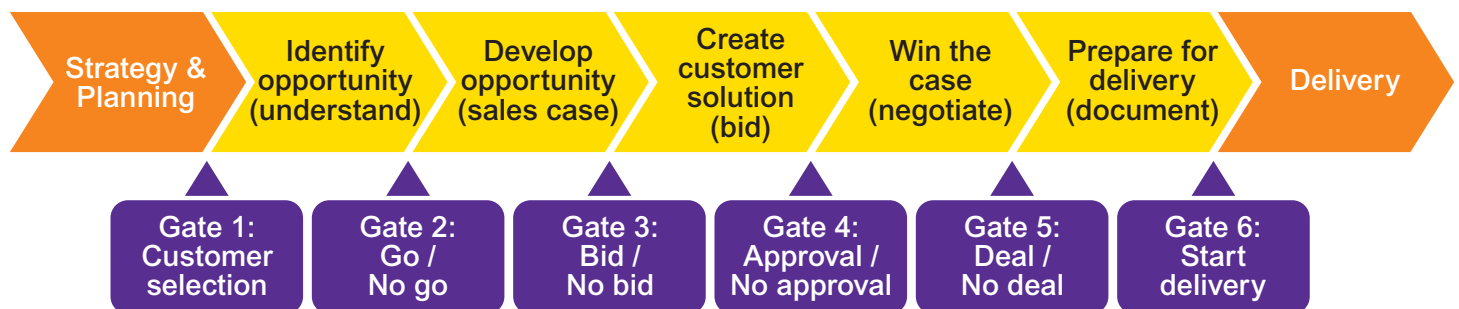
Bid managers' to-do list:

- Assemble the team
- Create a bid strategy
- Provide strategic direction to the BidTeam
- Perform risk analysis and bid quality review
- Coordinate the bid approval process
- Ensure consistent bid, price and claim strategies

- Act as the senior representative of the BidTeam
- Follow up on the bid's daily progress
- Interact with solution managers to ensure the appropriate scope
- Ensure cost-effective solution for NSN
- Ensure third-party offer management

Our strategy for success:

Tendering efficient and compelling bids. The NSN BidToolBox helps you make it happen.



Practical Bid Management: A Smooth Process Guaranteed

NSN BidBox defines exactly who has to do what, when and how in creating an offer – that's a load off!

NSN aims to be not just a world-class operation but also better than our competitors. NSN bids are clearly structured and have an unmistakable look. Most importantly, NSN bids meet customer expectations.

To achieve this, an intuitive tender structure and exceptional tool is needed. NSN BidBox delivers a tailored response to that brief. It defines exactly who has to do what, when and how in creating an offer.

Then there's also the BidDirective – a collection of Excel spreadsheets that serve as templates. All the bid manager has to do is fill them in.

The key BidTools for internal procedures are:

- **BidBook:**
The bid management manual
- **BidDirective:**
Templates for an optimized tender process
- **BidKickoff:**
Timing, responsibilities, communications, RFQ content, customer: Plan and targets, Winplan
- **BidTeam:**
Structures job roles and responsibilities in a current bid

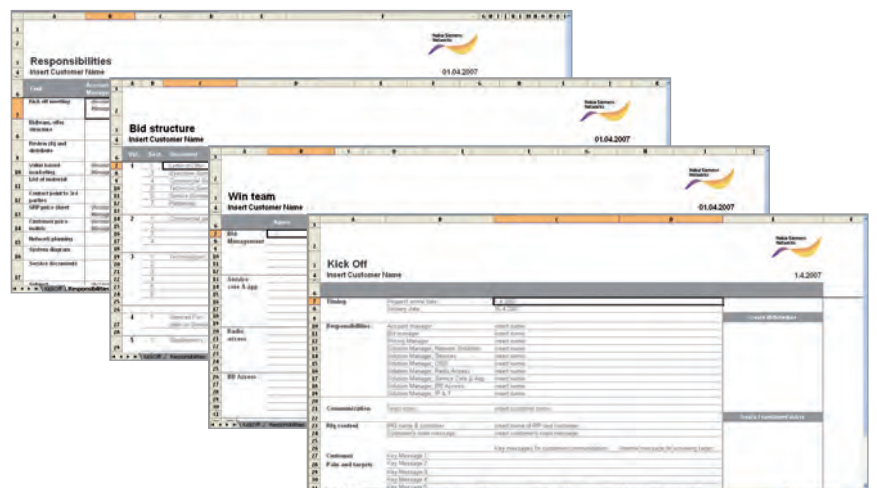
- **BidProcess:**
BidManagement's responsibilities:
 - Review traffic parameters, add missing parameters
 - Identify non-standard requirements and find an alternative third-party solution or exclude from offer
 - Identify key customer requirements from RFQ
 - Make sure pricing sheet, solution summary (pictures, colors), SoC, binders are easy to read, attractive and comply with NSN standards. Print documents, store your bid on a USB device, reserve folders, dividers, labels, arrange courier
 - Read through coworkers' documents. Correct discrepancies, add missing information
 - Check readiness of offer and ensure on-time delivery

Content of the NSN BidBox:

BidManagement Global
BidManagement Regional
BidManagement in Practice
BidManagement Tool Box
BidManagement Material
BidNegotiation

The BidBox can be found on the intranet at:

<https://inside.nokiasiemensnetworks.com/global/Work/Sales/The++BID+Box/Bid-Management+Global.htm>





“They’re not very good with their hands – they’re more the thinker type.”

Darius Richert, janitor at NSN, on how he imagines bid managers go about their work.

Actually, quite a compliment. Considering that “thinkers” are the kind of people who also chew over others’ problems. The reflective process puts back on course what had previously fallen off the rails. It also means nothing simply gets knocked together. Good news for clients.



“What they do is pretty neat.”

Anna Frolov, cleaner at NSN, about the way bid managers work.

Neat work, guys! And that’s appreciated not just by the cleaning staff. But there’s still more praise to come: “When I arrive, they’re already busy. And when I go, they’re still at it. Even so, the managers always take a moment to exchange a few friendly words.”

The BidToolbox: Offers with Clearly Structured Content

Streamlined, structured, customer-specific and self-explanatory – that's the kind of bid that NSN clients receive.

An NSN BidTool Box comprises a number of different elements, which are available in the form of ready-to-use templates. Thanks to the various tools in the BidBox, a bid is created that is streamlined, structured, customer-specific and self-explanatory.

The content of an NSN bid is put together using the following Bid-Tools before being sent to the client:

Bid Templates:

- Templates for Bid Summaries
- Word and Powerpoint templates
- Presentation Template
- Word label templates for CD

Bid Graphics:

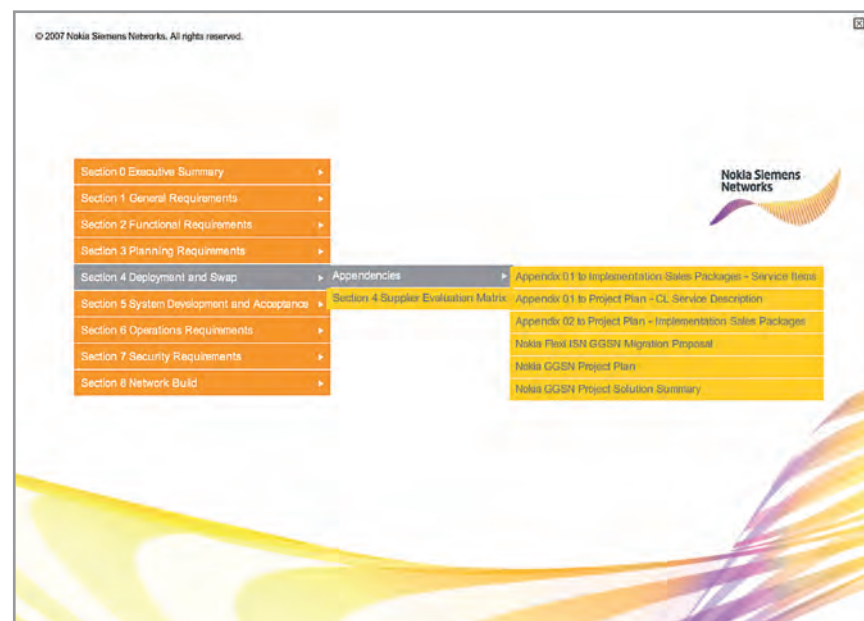
- Collection of brand images
- Logos

Bid E-Bid modul:

- Content independent flash user interface

Bid NSN standard material

- Company presentations
- NSN Overview



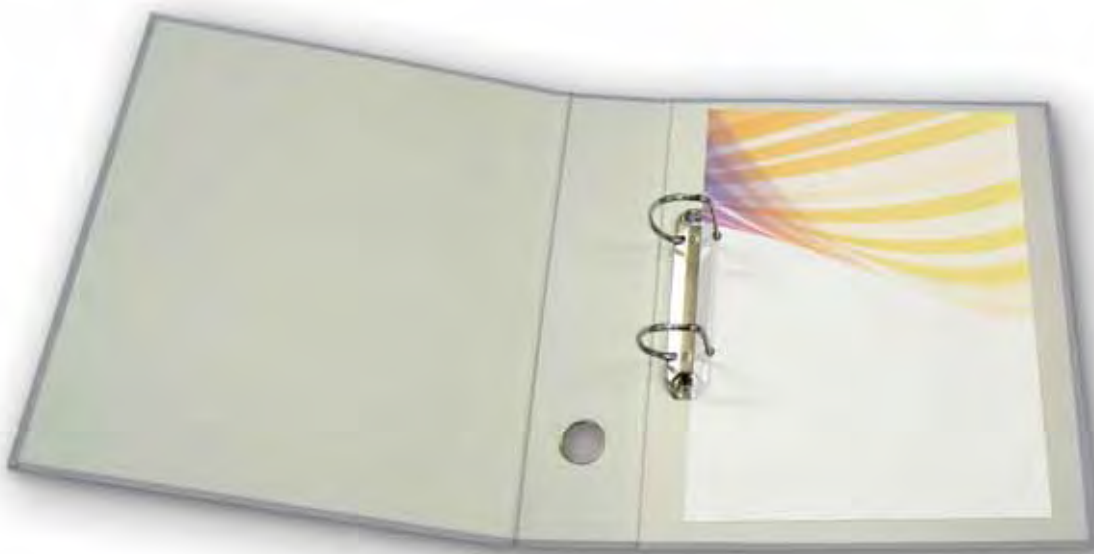
Unique Corporate Design: The Branded Materials

NSN is new and innovative. And that's the impression the tender packaging creates on the client at first glance.

For the client, it's obvious at first glance—this is a bid from NSN, the dynamic new brand in the telecommunications industry. This distinctive visual identity is generated with the help of the marketing tools. Every bid is presented on BidManagement communication materials which clearly reflect NSN's corporate identity.

The BidBag offer materials:

- Tender bag: medium, large
- Two-ring binder: medium, large
- Presentation folders and plastic covers
- Customer CDs with labels or USBs
- CD with the NSN BodBox-Material



The hardware can be ordered from:
bidbox-material.order@nsn.com
or contact your regional head of
BidManagement



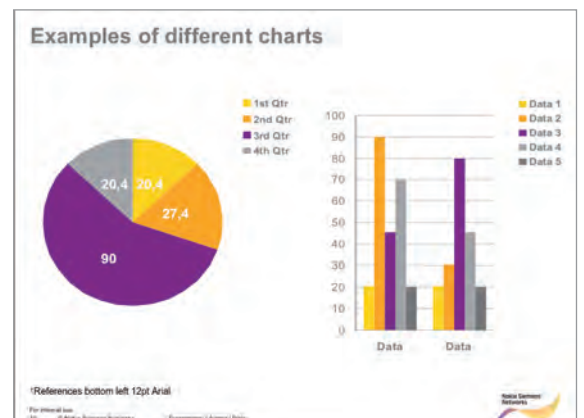
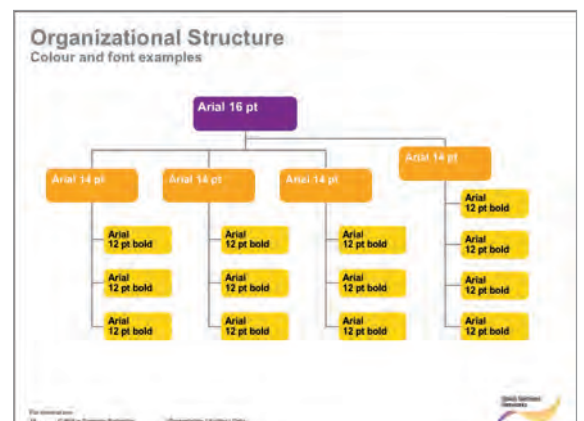
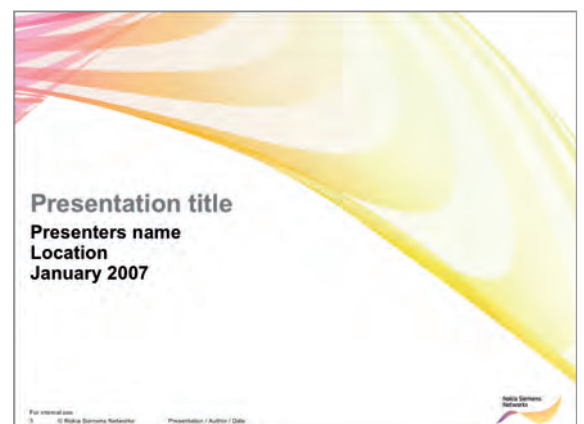
BidNegotiations: Clever Customer Presentations

A well-defined approach is key to successfully presenting a bid to clients.

NSN bid managers ensure not only that the tender documents reach the client but that they are followed up with a presentation. It's also the bid manager's job to set the date, invite the team members and potentially present the bid to the clients in person—a task for which he is excellently equipped.

The following tools are available for preparing the presentation of an NSN bid:

- BidPresentation: a standard PowerPoint presentation
- BidTactics: an outline of the best way to approach a client presentation



On the intranet, you can locate and download the templates:
<https://inside.nokiasiemensnetworks.com/global/Work/Sales/The++BID+Box/Bid-Management+Global.htm>

“They are responsible for creating offers and they spend a lot of time talking to clients. Just like me! Whenever we have a new dish on the menu, I make sure they know about it.”

Mary Akoto, cashier in the NSN cafeteria, talking about bid managers

A great offer is something people will always sink their teeth into—whether it’s on paper or a plate. So it’s good to know you’re being kept up to date on all the latest offers. That goes for bid managers in the company cafeteria and clients around the world.



Answers to the Seven Questions on the Tip of your Tongue

On this page we try to answer any questions you have regarding NSN BidManagement.

Where can I find information on the new NSN brand?

On the intranet at:
www.brandcenter-nokia.siemens.com

Where can I find the latest version of the BidToolbox?

The BidBox is on the NSN intranet at:
<https://inside.nokiasiemensnetworks.com/global/Work/Sales/The++BID+Box/Bid-Management+Global.htm>

How do I order BidMaterials?

You can order the hardware at bidbox-material.order@nsn.com or contact your regional head of BidManagement.

Who are my key contacts?

All the regional heads of BidManagement and their contact details are on page 6 of this brochure.

How can I reach Global Bid-Management?

Contact:
TheBidBox@nsn.com

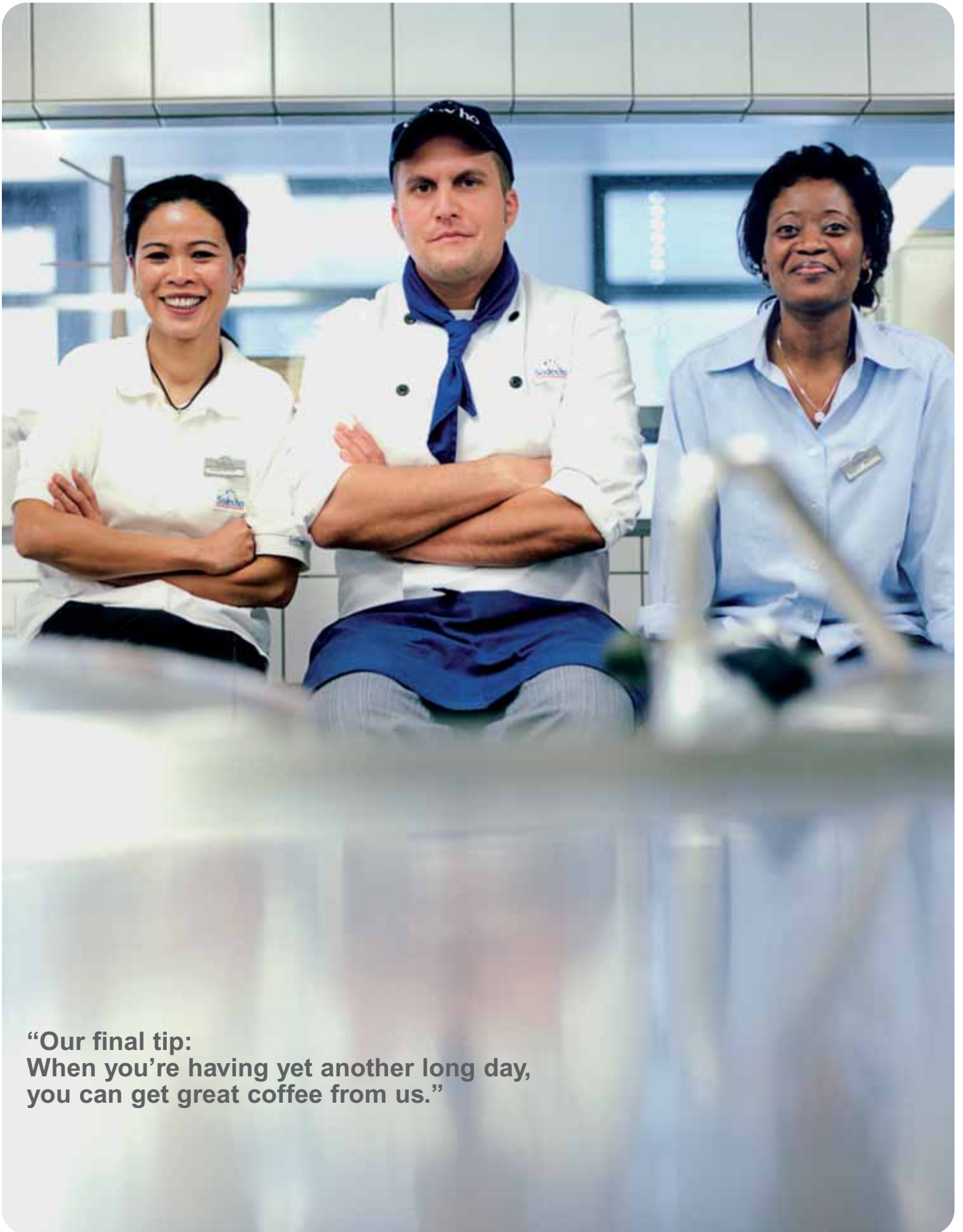
Where can I find templates to optimize my client presentation?

On the intranet at:
<https://inside.nokiasiemensnetworks.com/global/Work/Sales/The++BID+Box/Bid-Management+Global.htm>

And where can I get a coffee at this hour?

You'll find an emergency supply in this "Welcome" package.





**“Our final tip:
When you’re having yet another long day,
you can get great coffee from us.”**



NSN BidManagement

Contact the BidBox at:
TheBidBox@nsn.com



Sind Lichtblicke bei Ihnen auch selten geworden?

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