

# Agenda

- 10:00-10:05 Welcome by Ooredoo Group (OG) IR, Andreas Goldau & Sara Al Sayed
- 10:05-10:15 GCEO – Deputy GCEO Waleed Al Sayed (OG), CEO Ooredoo Qatar
- 10:15-10:35 New Lead strategy and 5G, Mansoor Al Khater, Chief Strategy Officer, OG
- 10:35-10:55 Digital Transformation - Andrew Kvalseth , Commercial officer, OG
- Coffee break
- 11:15-11:35:00 GCFO - Ajay Bahri, OG
- 11:35-11:50 Strategic Sourcing - Christian Linhart, Group Chief Procurement Officer , OG
- 11:50-12:05 Indosat Ooredoo update –Indosat Ooredoo Vikram Sinha, COO Indosat Ooredoo
- 12:05-12:20 Ooredoo Oman update – Ian Dench, Ooredoo Oman CEO
- 12:20-12:55 Q&A (all speakers and attendees as merited)
- 12:55-13:00 closing remarks Ooredoo Group IR, Andreas Goldau & Sara Al Sayed
- 13:00-14:30 Meet the Ooredoo Group Team / Lunch

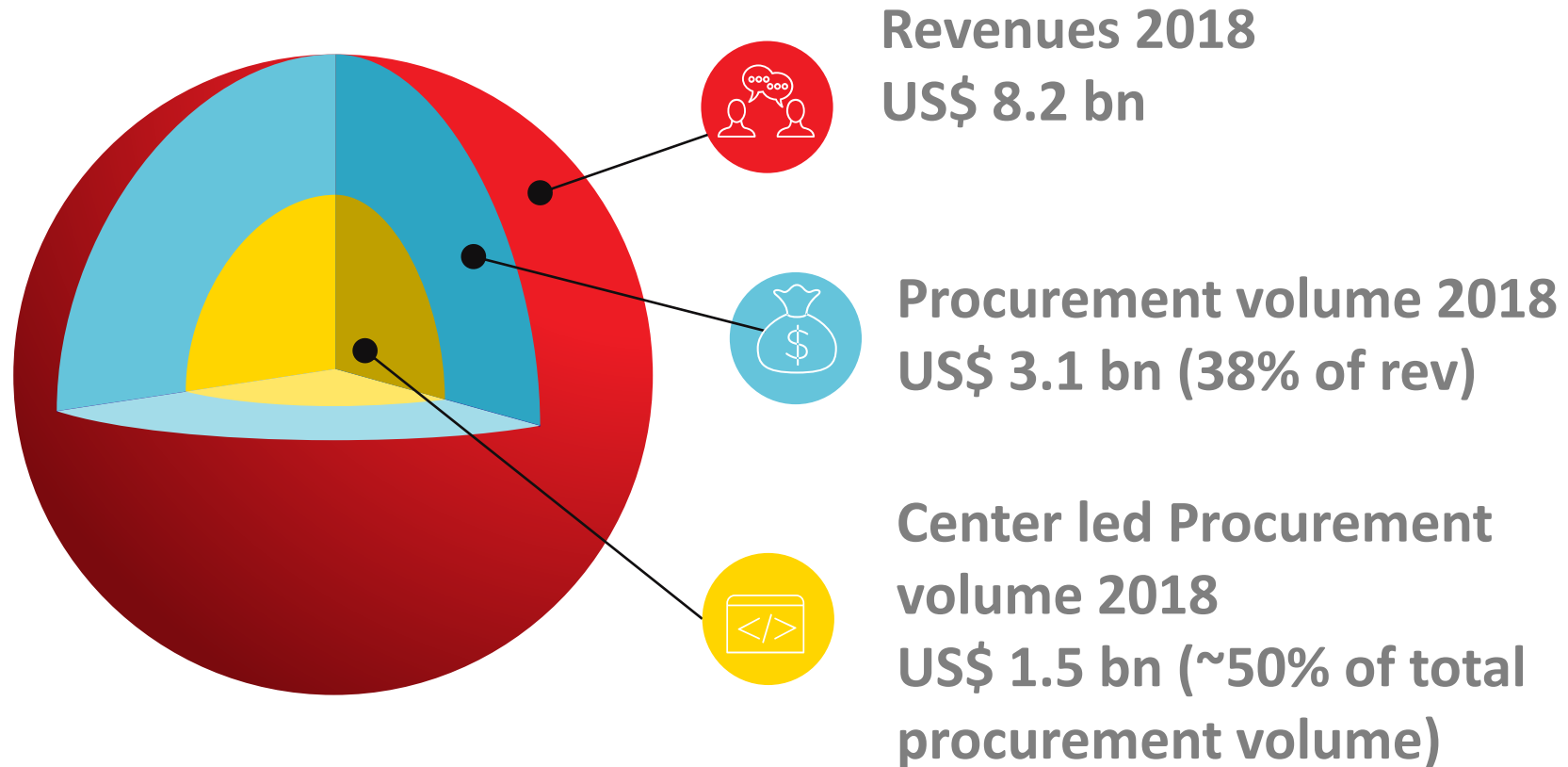
# Ooredoo Group Strategic Sourcing

Christian Linhart, GCPO

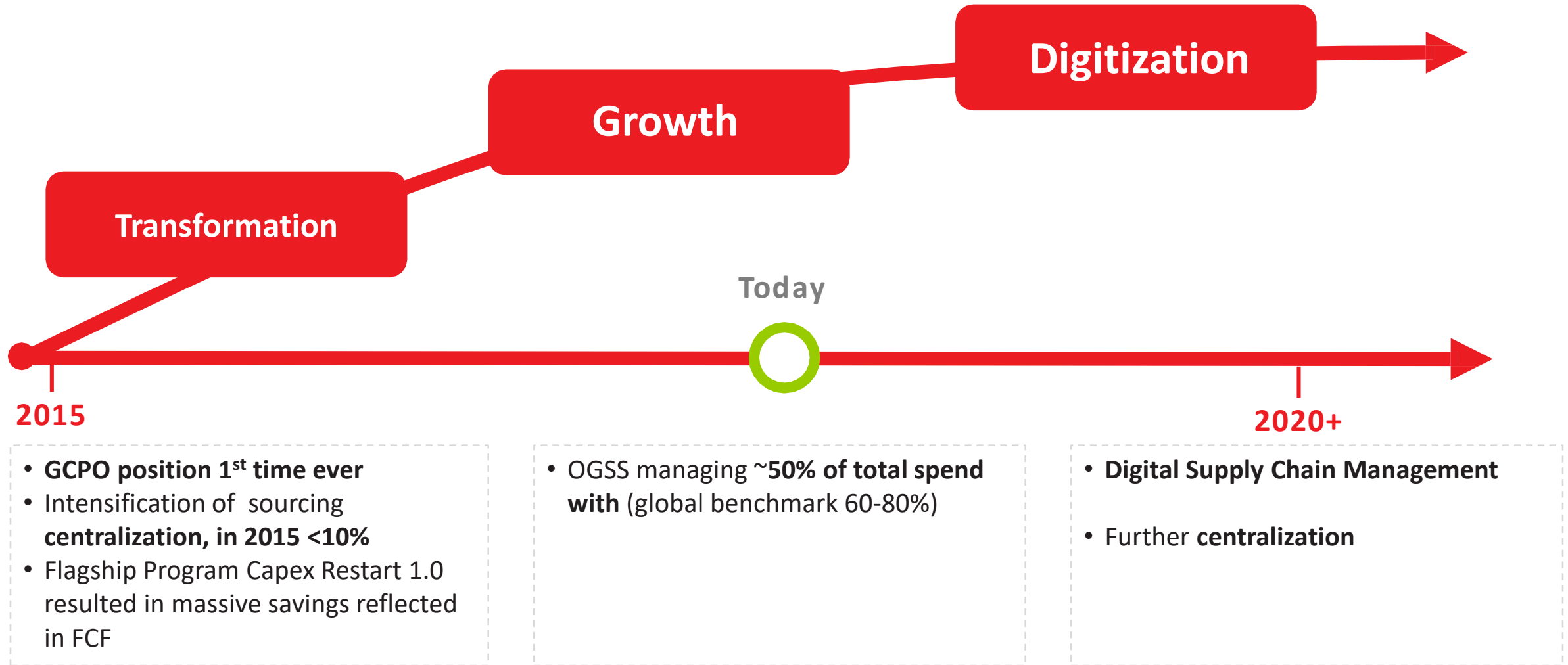
June 2019  
CMD



# Strategic Sourcing plays a vital role in Ooredoo Group



# In only 4 years Strategic Sourcing (OGSS) transformed to a world class procurement department



# The key executives in Ooredoo Group Sourcing (OGSS) are leading and executing the change



Christian Linhart

GCPO

Christian has over 20 years of professional experience with focus on Telecom & High Tech, Automotive & Aerospace, Sourcing, Supply Chain and Strategy work across Europe, North America, Russia & CIS, MENA and SE Asia.



Bassam Al Ibrahim

Executive Director

Bassam has over 18 years experience in the telecom world. Working for Al Jazeera, Vodafone and Ooredoo in the fields of engineering & procurement.



Michel Werner

Senior Director  
NW

Michael has 20 years of experience in the Telecommunications industry with 15 years in procurement in Telcos. Joined from Axiata Group where he held the role of Group CPO.



Jonas Rolo

Director  
IT

Jonas has 20+ years of Leading and Transforming Strategic Sourcing/ Supply Chain in Technology companies: Siemens, Portugal Telecom Group, Amazon and Ooredoo Group.



Natalia Djamalova

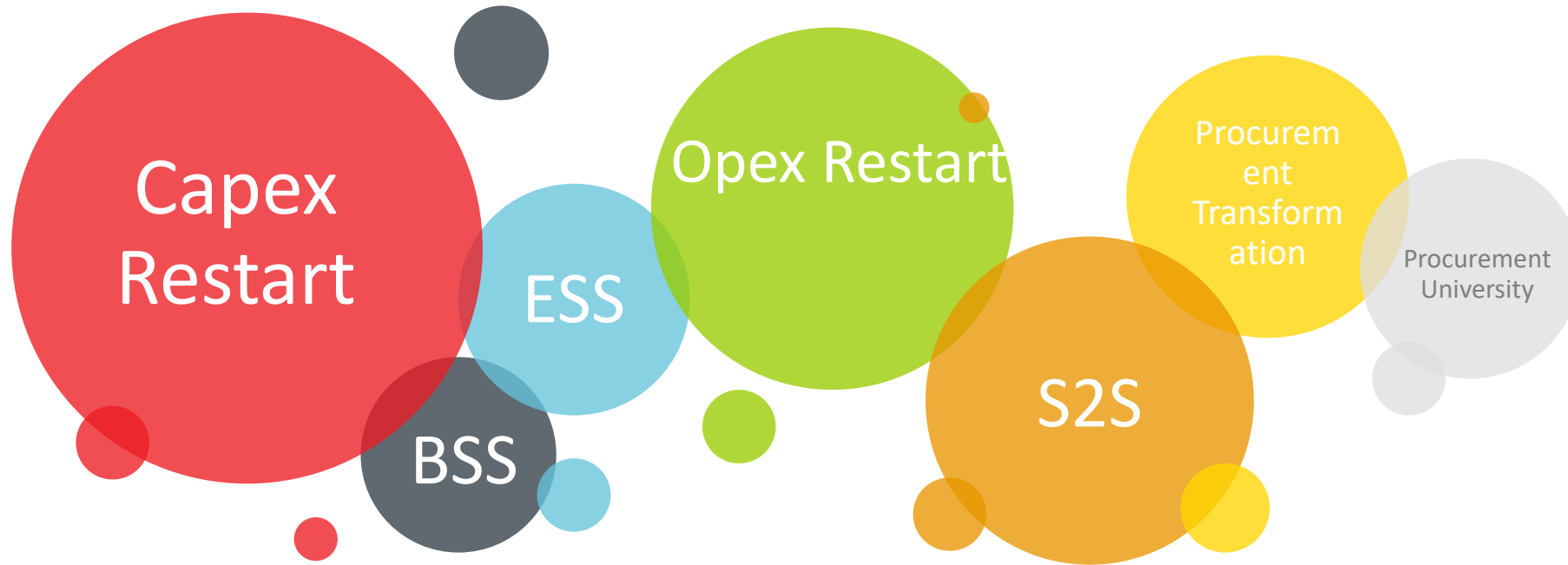
Director  
Enablement

Natalia has 15+ years of professional experience with focus on Telecom/High Tech, Energy, Financial leading Strategy, Business Transformation, Sourcing, Supply Chain.

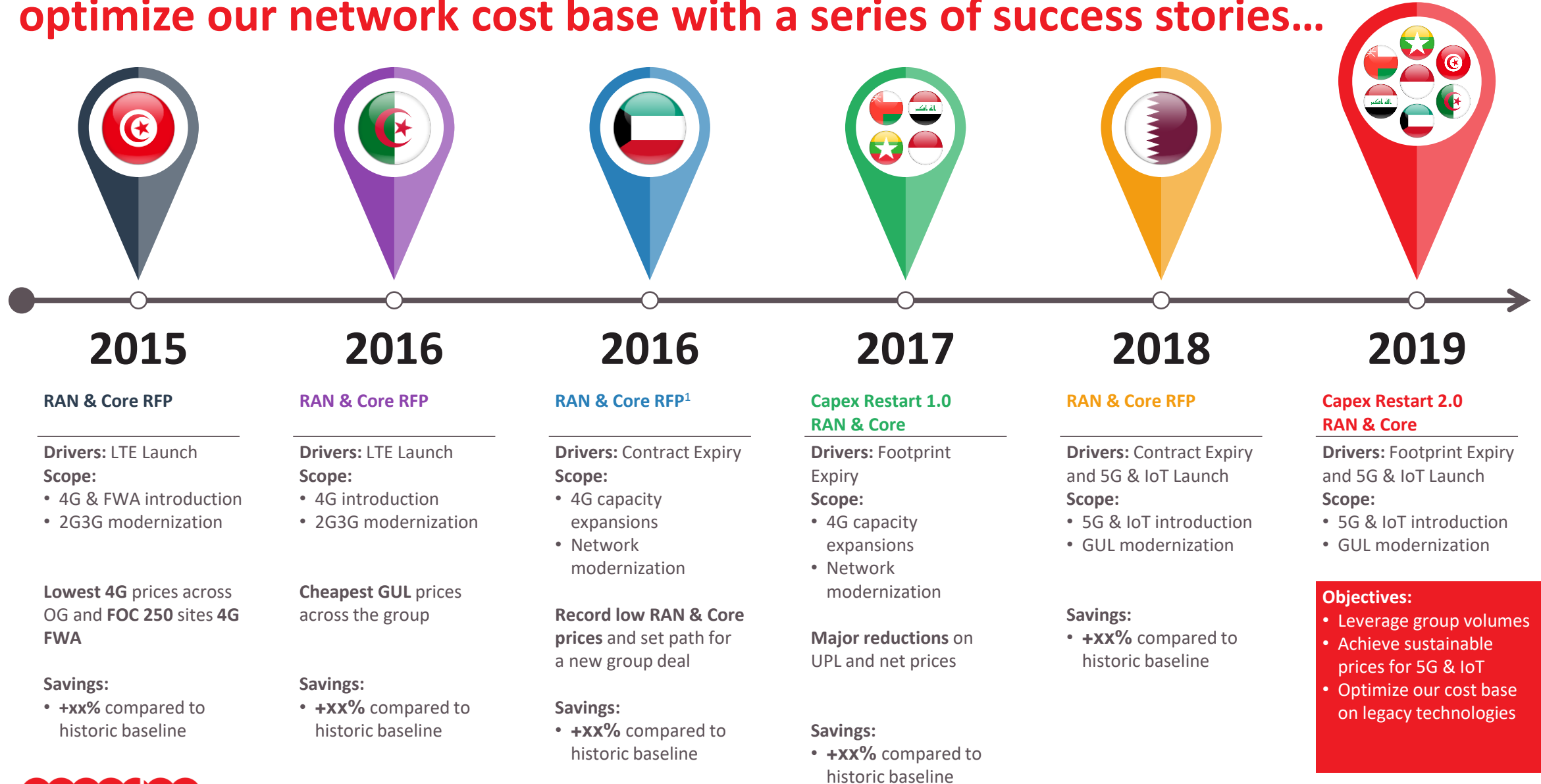
# Beyond savings, Ooredoo achieved strategic shifts that sustainably changed its way of working

	From ...	... to
Creating credible leverage	<p>Effective project based negotiations for individual OpCos (e.g., Algeria, Tunisia,..)</p> <p>Discounts limited in scope and duration (i.e. any deviation/ extension lead to price reset)</p>	<p><b>Single Group negotiation</b> for all OpCos focused on common competitive price book</p> <p>Very significant reductions embedded in the full price book enabling <b>recurring and compounded savings</b></p>
Developing advanced fact base	<p>Project based requirements/strategy, leading to rework (i.e. technical specs redefined each time)</p> <p>Each OpCo using its own software pricing model, roadblock to single group price</p>	<p>Category strategy with <b>group catalogues</b> (e.g. IP, MW,..) leading to <b>reduction to tender time-line</b> (e.g., Kuwait MW completed in 2 weeks)</p> <p><b>Single pricing model</b> (e.g. All You Can Eat) and price streamlined to enable lowest TCO</p>
Building capabilities	<p>Focus on competitive traditional RFP as standard process (i.e., 6-8 months durations)</p> <p>Exclusively “face to face” negotiation (i.e. processing capacity of 1-2 submission/ day)</p> <p>Diverse and uncoded approach to vendor negotiation based on personal preferences</p>	<p><b>Array of negotiation modes</b> adjusted based on maturity of the leverage (e.g., direct negotiation; swap insurance) gaining 2-3 months time</p> <p><b>Use of eAuction for first time</b> (i.e. processing capacity of 50-100 submissions/ day)</p> <p><b>Ooredoo standard negotiation handbook</b>, includes: fact base, targets, structured asks and fall back positions</p>

**Besides day to day operations we are constantly working on big projects to enhance value added provided by the function**

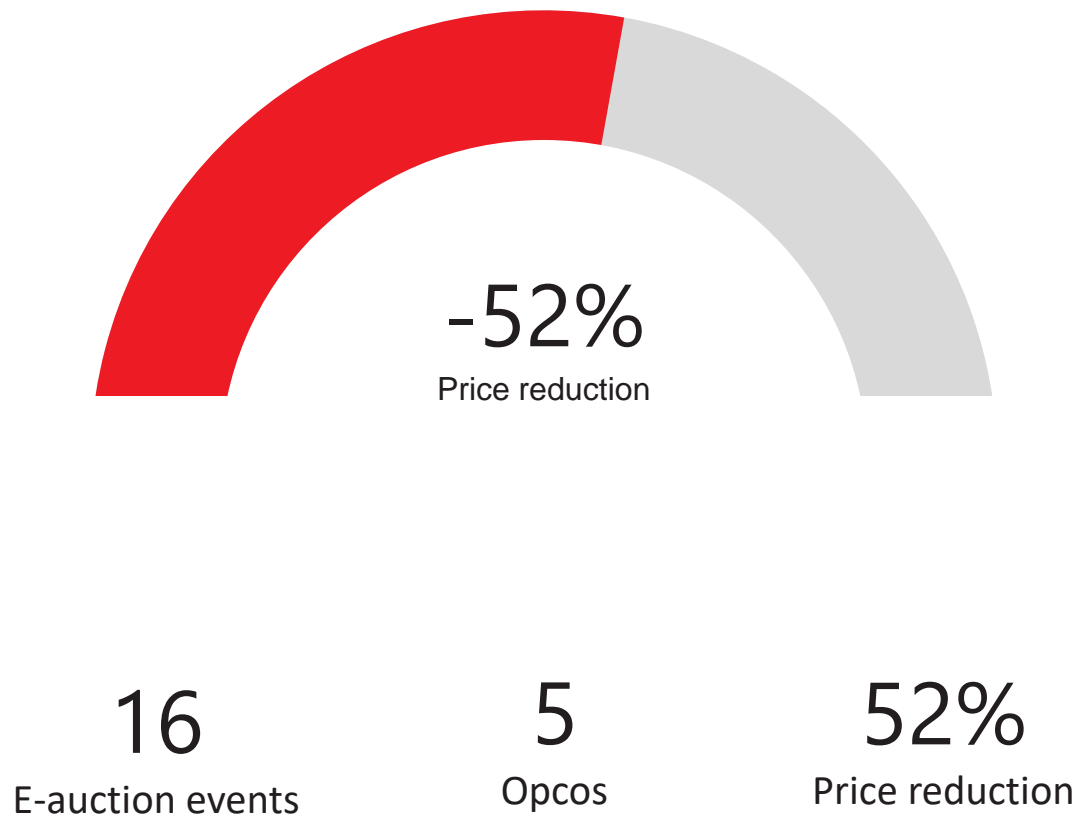


# CAPEX RESTART case study: A few years ago, we embarked in a journey to optimize our network cost base with a series of success stories...





# Microwave e-auction case study: RFP has yielded 52% reduction through leveraging 16 e-Auction events across 6 OpCos...



- Competitive swap tender across 6 major OpCos (Asiacell, Algeria, Indosat, Myanmar, Oman, and Kuwait)
- Included components from across the value chain - Hardware (ODU, IDU, Antennas, Installation Materials...), Software Licenses, Implementation and Support Service
- Technical requirements standardized across OpCos in a group catalogue
- Group price book based negotiation that benefits all OpCos
- Multiple commercial rounds followed by sequenced TCO based eAuction sessions covering one OpCo hyper-zone at a time

# Source to Settle case study: A digital all-in-one solution for seamless sourcing in the digital age

## S2S = S2C + P2P: System & Process Landscape

### Source to Contract (S2C)

### Procure To Pay (P2P)

Current State  
(Manual)

Demand Mgmt (ASP)	Spend Analysis	Savings Tracking	Category Mgmt	Supplier Mgmt	Sourcing Mgmt	Contract Mgmt

Catalog Mgmt	Procurement	Invoice Mgmt
N/A	Individual ERPs	Individual ERPs

Phase-1

Phase-2

Future State  
(Digital)

Demand Mgmt (ASP)	Spend Analysis	Savings Tracking	Category Mgmt	Supplier Mgmt	Sourcing Mgmt	Contract Mgmt

Catalog Mgmt	Procurement	Invoice Mgmt

Digital S2S Platform

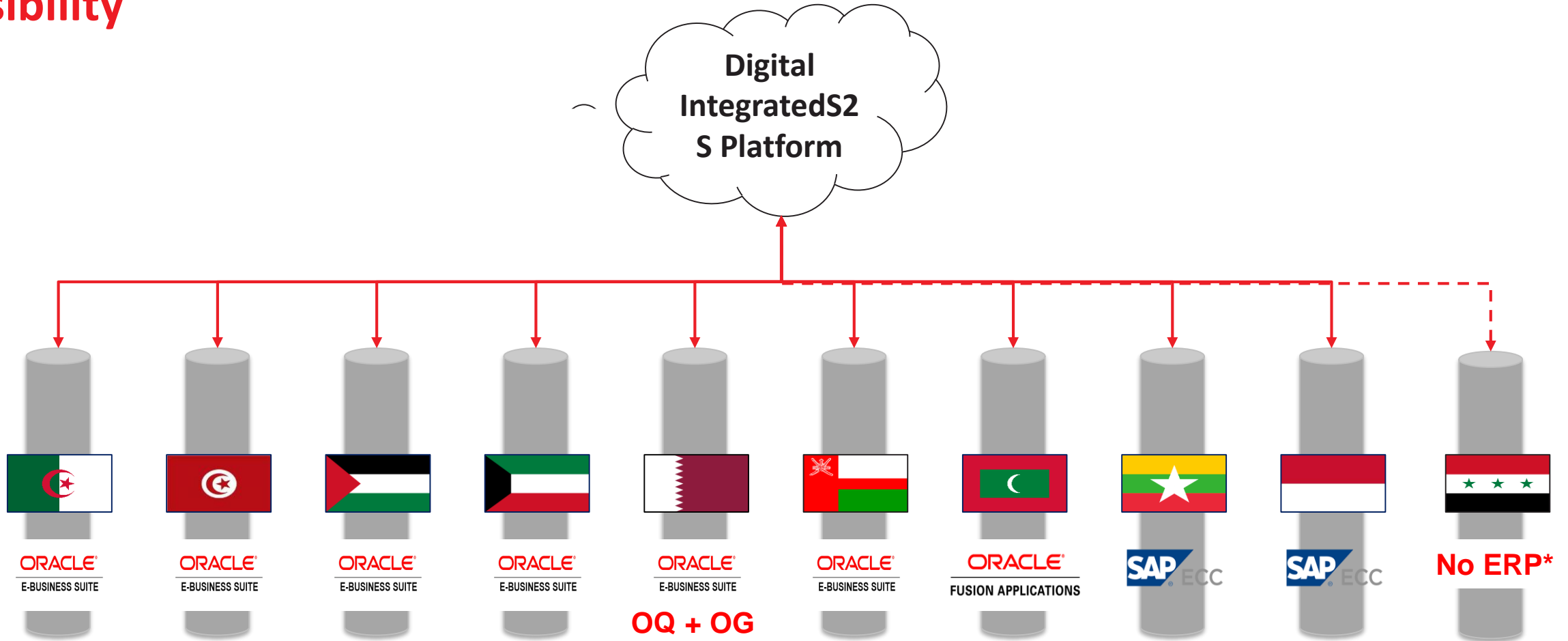
Executed manually  
In Excel / PPT

Executed manually  
with emails

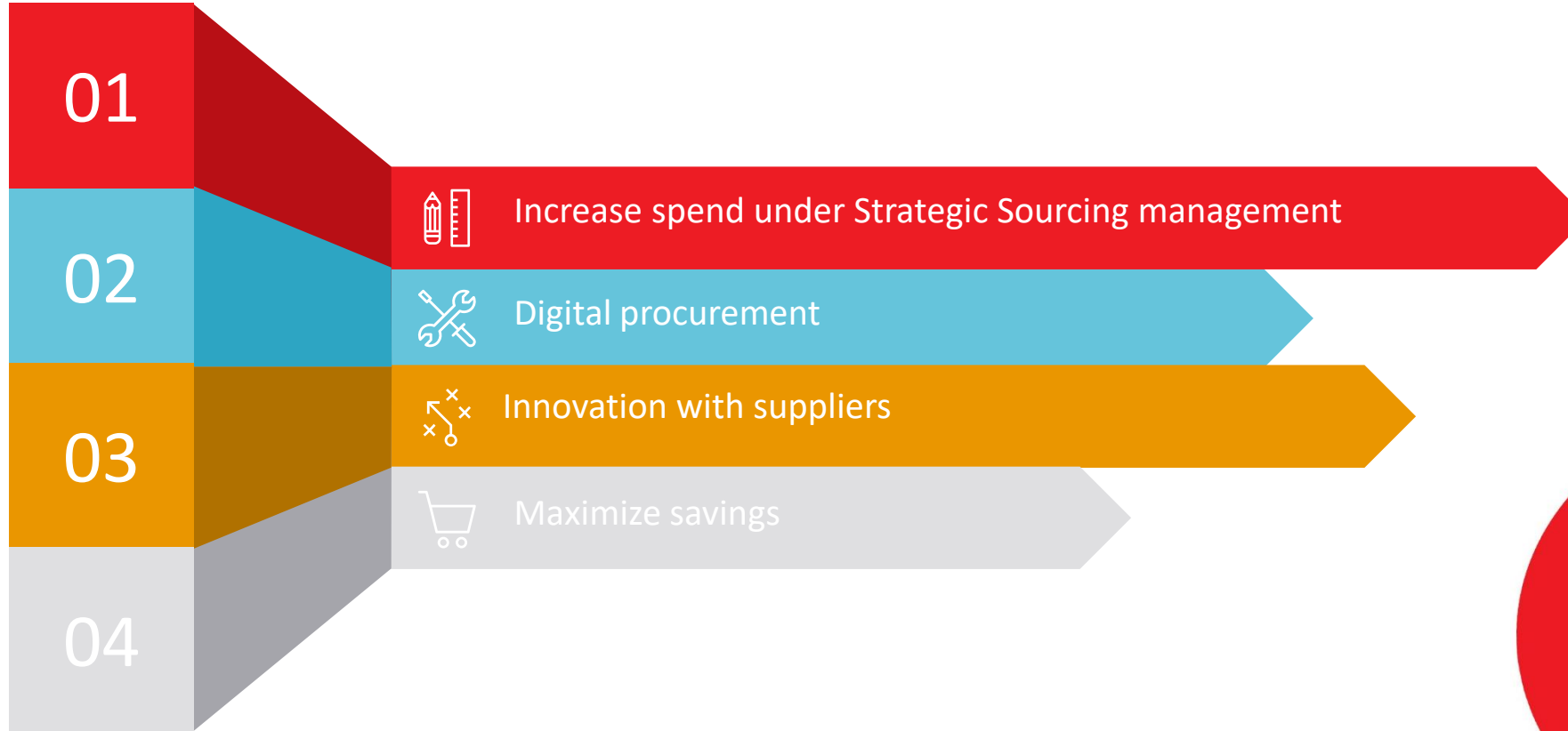
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for contract records

Phase-1: S2C Implementation  
Phase-2: P2P Implementation

# Ooredoo S2S Platform: Single source of truth enabling end-to-end visibility



# Strategic direction forward





# Thank You

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