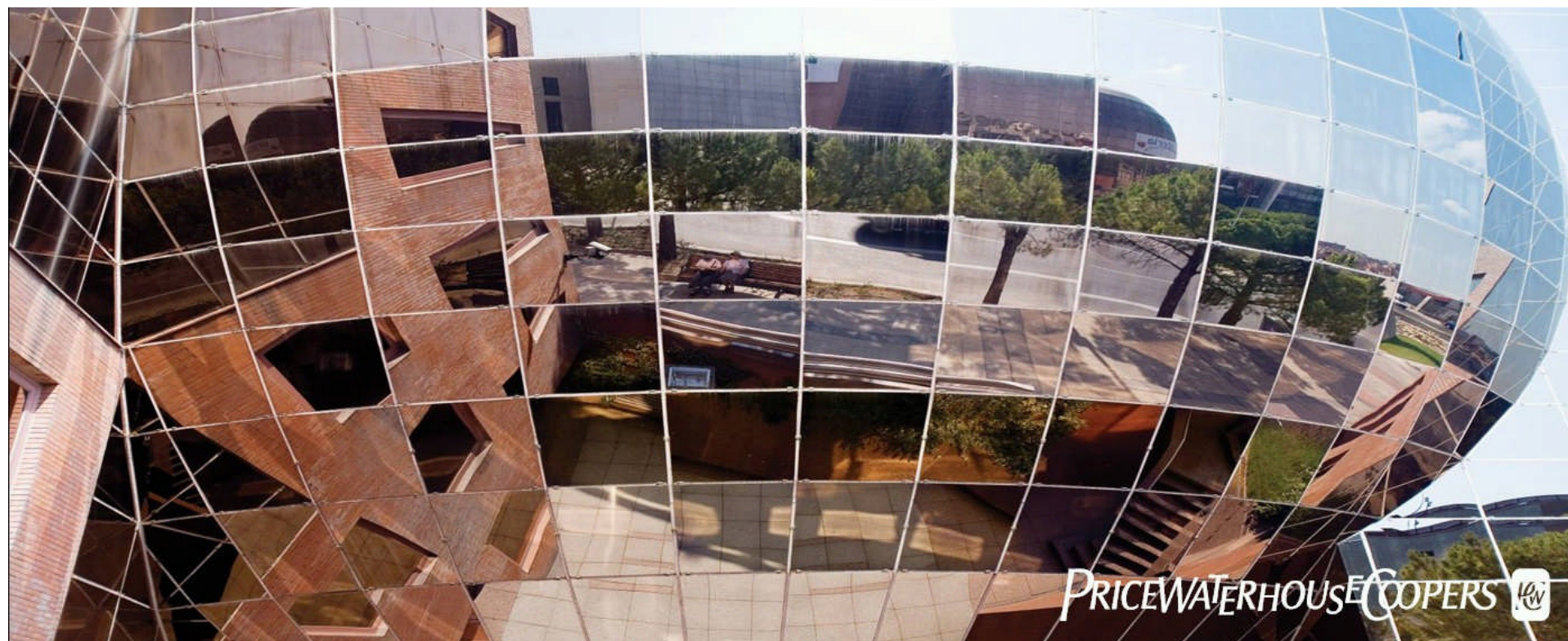


Пятый элемент ИТ: маркетинг и PR внутри компании

Дмитрий Иншаков, к.т.н.,

Директор ИТ PricewaterhouseCoopers

21 сентября 2009 г., СЮ конгресс “Подмосковные вечера”



Улучшение имиджа
имеет значение!



Новости ИТ на портале

YourConnection* Search... Search

Front Page Firm People Knowledge We Care How To

New Client Training Schedule

Listening to our Clients – Evening and Weekend Seminars Start mid-September

Click here for details ▶

RBC news Описание гендиректором приказа о запуске предпри... 31.9443
22/08 USD ЦБ

Latest News

- 21.08.2009 IT Informs: Lotus Notes Groups renaming (from "R-groupname" to "RU-groupname")
- 21.08.2009 IT Alert: Info Security Scanning of all PwC Russia Computers, 24–30 Aug
- 20.08.2009

Updates

- 21.08.2009 Industrial products: Marketing Materials
- 21.08.2009 E&C: Marketing Materials
- 21.08.2009 T&L: Marketing Materials

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Happy Birthday

Ирина Владимировна
Anna Rusakova
Alexander Grigoriev
Sergey Pecherskikh
Valeria Naumova

Speak out

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PwC responds ▶

Managing Partner Update ▶ PwC Experience ▶
Mike Kubena's blog ▶ YC Greeting cards ▶
Menus & Club Camera Staff Handbook ▶

Local intranet

ИТ в корпоративных СМИ



Beeline and the Bottom Line — Lower Corporate Mobile Rates for PwC Russia

by Dmitry Inshakov, IT Director



One of the main pillars of our Operational Excellence strategy during the year has been to achieve cost efficiencies that benefit the firm. In this issue of the Managing Partner Update I am pleased to present a feature article that tells you about some cost efficiencies that we have managed to achieve as a firm that are of direct benefit to you as individual users — lower corporate mobile rates.

A new, lower corporate mobile tariff for PwC Russia went into effect for the Moscow office on 1 May 2009 and for all other regions on 1 June 2009. Your corporate mobile phones were automatically switched to the new tariffs and no additional actions are required from

your side.

The most encouraging points are:

- a decrease in costs for calls between PwC corporate numbers and
- a substantial decrease in the cost of outgoing international calls to a number of key regions. See the table below for details.

Did you know...? Mobile Phone Fun Facts



• On June 17 1946 a driver in St. Louis, Missouri, USA, made the first mobile telephone call on a Bells Labs handset attached to his car's dashboard.

• The first call on a hand-held mobile phone was made by Martin Cooper, a Motorola researcher, on 3 April 1973 to a rival, Dr. Joel S. Engel of Bell Labs.

• The first commercial citywide cellular network was launched in Japan by NTT in 1979.

• The first commercial mobile was introduced by Motorola in 1983. The DynaTAC 8000X weighed 794 grams, measured 33 x 4.4 x 8.9 cm, and cost a whopping \$3,995!

• In 1984 there were 300,000 mobile phone users. By 2008 their number had exceeded 3.3 billion, which is about half the world's population.

• Beeline started in Russia in 1992, and now has over 25 million subscribers.

• The first data services appeared on mobile phones starting with person-to-person SMS text messaging in Finland in 1993.



• The first content sold to mobile phones was the ring tone, a service first launched in 1998 in Finland.

• The first full internet service on mobile phones was i-Mode, introduced by NTT DoCoMo in Japan in 1999.

• In 2008 Nguyen Xuan Linh of Vietnam introduced a mobile phone weighing 300 kilos, measuring 3.2 metres high and featuring a 42-inches plasma monitor and 100 watt speaker.



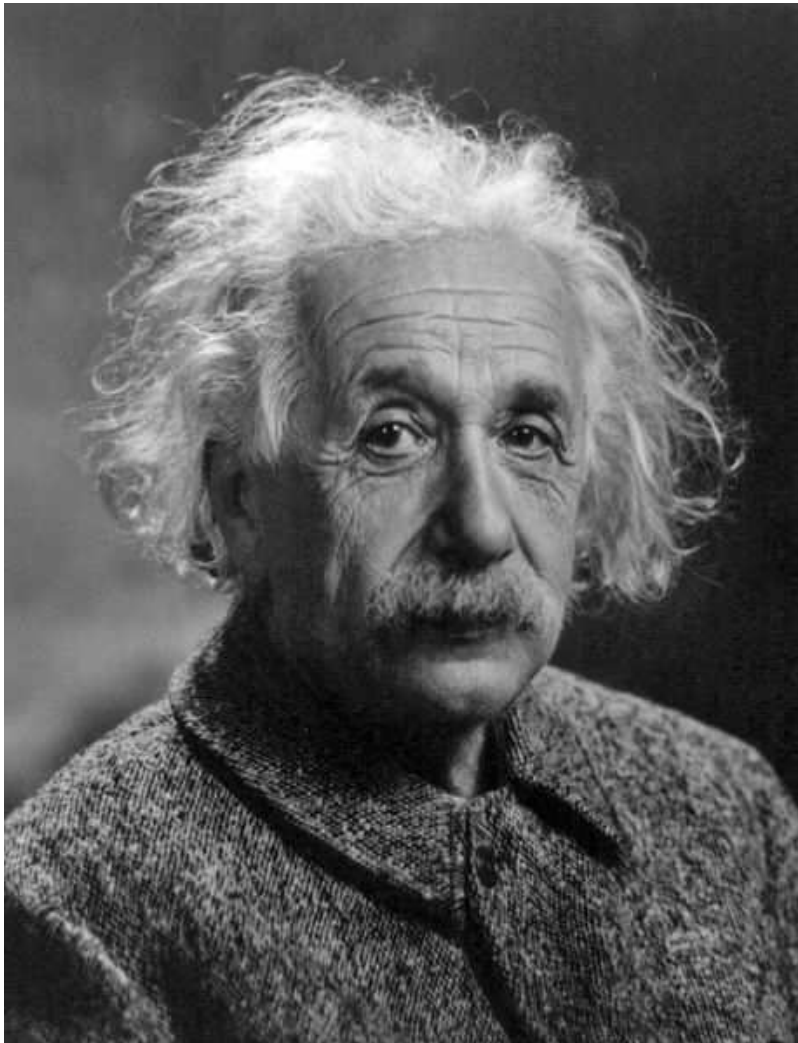
"Mobile" or "Cell"



Which is correct: "mobile" phone or "cell" phone?

Same thing. The word cell is short for cellular and has been used since Bell Laboratories set up the first wireless telephony system in 1947. It consisted of a network of low-powered transmitters, each placed to cover a small region or cell. Commercial cell phones were introduced in Chicago in 1978 and in Europe in 1983. If you're surprised to learn that mobile telephony has been around so long, here's another surprise: Bell Laboratories invented the videophone in 1927.

Как представлять ИТ-проекты бизнесу?



*“Сделай так просто,
как возможно,
но не проще этого”
(Альберт Эйнштейн)*



E-mail story :) 1

TO: Anna, Petr, Alex
Colleagues, Look at my presentation!

15 MB

reply to all TO: Anna, Alex, Vera
Vera, add some more photos to the presentation you sent!

4 JPEG, 1 PPT
 61 MB

2

reply to all TO: Petr, Alex, Vera
Guys, I've bought a new 10 MEGAPIXEL CAMERA! Look at my first photo I can do now!

7 jpg, 1 PPT attached
 160 MB

3

reply to all TO: Petr, Anna, Vera

STOP THE S.P.A.M. !!! RIGHT NOW !!!

- Send files I really need!
- Send files I have not yet!
- Send small size files!

8 attachments removed

4

This communication utilizes 256 MB in EACH mailbox and **1 Gigabyte** of server space !!!

Approved

✓ Corporate secured flash drives



✓ IPODs



✓ Personal mobile devices (GPRS, Calendar)



✓ BlackBerries



Denied

✗ Personal or client flash drives (read only)



✗ Bluetooth

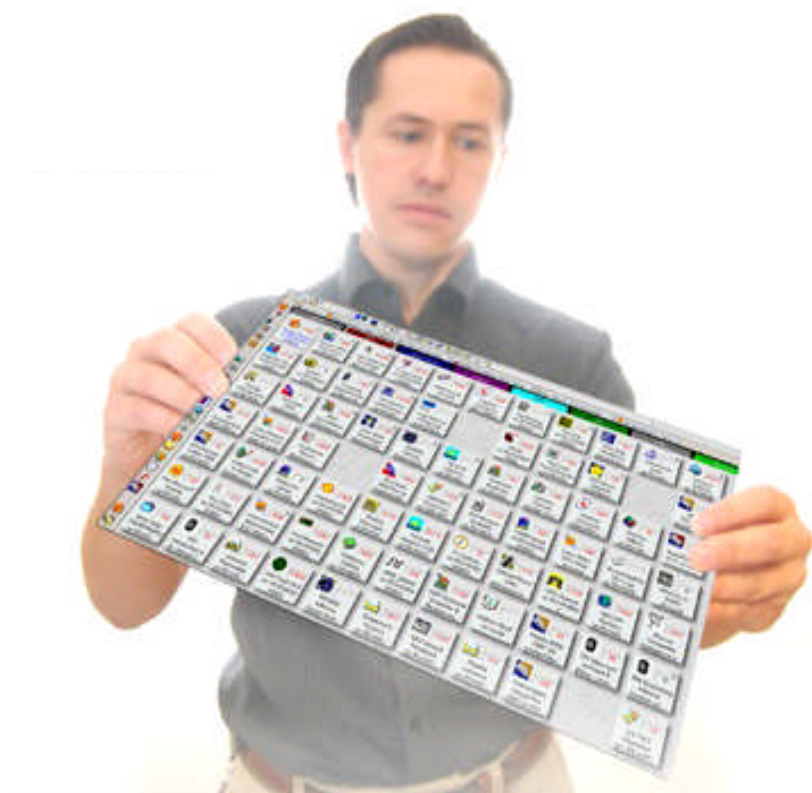


✗ Floppies (read only)



”Неделя ИТ” в РwС

баннеры, рассылки,
встречи, презентации,
конкурсы, вечеринка



- [-] PwC Experience
- [+] Global Network
- [+] PwC Regional
- [+] PwC Russia
- [-] Events
- [-] Our Wins
- [+] Assurance
- [+] Advisory
- [+] TLS
- [+] Partner in Charge
- [+] Admin
- [+] Business Development
- [+] External Affairs
- [+] Finance
- [+] Human Capital
- [+] Information Technology
 - [-] IT Week 2008
 - [-] What we do
 - [-] Who's who
 - [-] Structure
- [+] Marketing & Corporate Comms
- [+] Office of General Counsel
- [+] Translation & Editorial
- [+] Security

IT Week: Telephony team



1. IT Telephony team presentation

- ▶ What are the benefits of IP telephony for the firm and for you?
- ▶ New VoiceMail system
- ▶ Avaya SoftPhone: Skype-type telephony

Click the link below to get news!

[IT_week.Telephony.pps](#)

2. Telephony team presents the hottest movie



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- ▶ [Annual Review](#)
- ▶ [ARMOR](#)
- ▶ [Brandsite](#)
- ▶ [PwC Dictionary](#)
- ▶ [LMA](#)

*

Брэ́ндинг СІО: подніма́йте ўро́вень до́веря;
іспользу́йте возмо́жності



Заключение



**Используйте
маркетинговые приёмы
для продвижения ИТ
внутри компании!**

Спасибо за внимание!

Ваши вопросы?



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