



# *Onyx* Mysterious Sensation

M0-Document

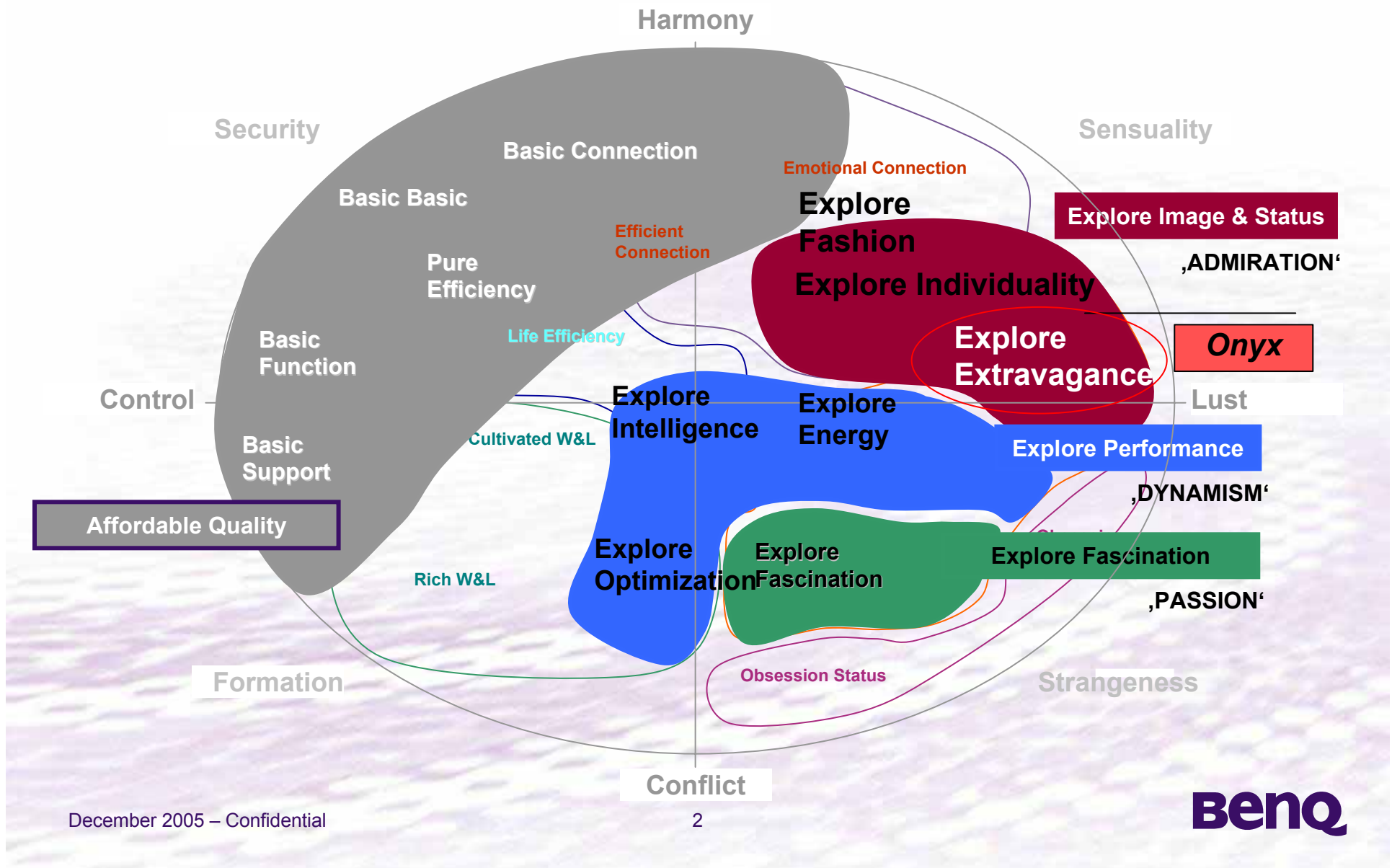
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**BenQ**

# Allocation of Product Categories & Product Lines within Core area for Branding

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# Category Value Proposition

## Product Line Vision & Mission

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Increase your self esteem and prestige by making a statement via the **perfect match of superior design and your distinctive personality & lifestyle.**  
Let yourself be admired.

### EXPLORE EXTRAVAGANCE

#### Vision

*'Create impressing, intelligent and luxurious style icons to achieve credible design leadership for BenQ mobile'*

**Mission:** Realize exceptional product experience via an **unexpected synthesis of design, material & outstanding handling experience** enabled by intelligent technology.

**Product Line 1**

### EXPLORE INDIVIDUALITY

#### Vision

*'Create real personalized fashion devices to become 1st choice brand among the expressive trendsetters'*

**Mission:** Realize exceptional product experience enabling **individual trend adoption** via unique concepts of **design, content** and **up-to-date technology.**

**Product Line 2**

### EXPLORE FASHION

#### Vision

*'Create joyful & fashionable devices for fast trend followers'*

**Mission:** Realize exceptional product experience by enabling the joy of **24/7 peer group interaction** via **fashionable design** plus applications to **share content and emotions** as daily ritual.

**Product Line 3**

**BenQ**

# Onyx continues Product Line 1

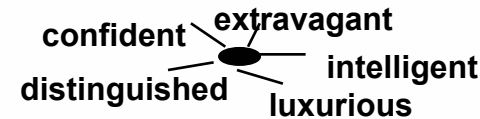


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## Explore Extravagance

,Spoiled, leading consumers looking for extravagant and luxurious design solutions‘

Price Level: High - Premium

Themes: **Style**, Music

Sensual-extravagant-magical-seductive- expensive-status- sophisticated – high-street – branded- style- luxury - zeitgeist- refined- distinguished - spoiled- vanguard -sensational- posh- classy- ahead -limited - perfection - splendid - envy - exposed – modern art – glamour – intelligent – arrogant – extraordinary – statement – intensive- architecture –confident – grown-up – indulging - flamboyant



### Need

- Award themselves
- Making a clear statement
- Attract attention
- Feeling ahead
- Indulge in all senses
- Longing for perfection
- Intuitivity

### Behaviour/Lifestyle

Impress others / be leading in style & brands / be respected / enlarge horizon/ professional career / earning money & spending money / experimental towards design / feeding body & brain (arts, culture, wellness)

### Purchase Drivers

,Emotional intelligence‘, aesthetics, exclusivity, brand, creatives (art, architecture), after sales service

### Identity Products/Brands

Louis Vuitton, Chanel, Jeager leCoultre, Armani, BMW Z4



# Onyx Product Idea: Mysterious Sensation

## Strategy

Continue the SL success story

## Product Idea

Mysterious Sensation – The innovative style statement that stays mysterious until it's real, powerful character is revealed by human touch.

## Product Segment

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## Target Group

### Socio-demographic Data

- Gender: Male and female
- Age Focus: 25 - 35
- Income: Mid-high income level
- Life Stage: Professionals



### Behavioral Aspects

- They award themselves with luxurious products
- They want to make a clear statement
- Attracting attention is important for them
- They need to feel ahead
- Indulge in all senses is key
- They are longing for perfection
- Intuitive usage is a must



# Onyx Product Story

## Need Based Consumer Experience

### Consumer need

I am looking for something special in whatever I buy. I want to be enchanted, like by **a modern piece of art** where it's real beauty needs to be discovered. When buying a product I do not only judge the looks but I also need to touch how it feels, to hear the sound- it needs to be **flawless with superb quality in detail**. Mass market does not interest me. I am not like others, I am confident in whatever I do and **with my style I make a clear statement**. That others try to copy me makes me feel flattered. In fact, **I love to be admired and to provoke jealousy**.

### Current Behaviour

I am prepared to pay a lot of money to get the latest design phone to make a style statement. But as I need a state-of-the-art phone I have to take the decision between a design phone which still looks like a phone (e.g SGH D500) or a design object which is lacking relevant features (e.g Nokia 7280).

### Future Behaviour

No more compromise between technology & design! I am owning not just another design phone, but something intelligent and magical which I can reveal. Something which feels that good to be a part of myself.

### Surprising & elegant solution (differentiator)- *Mystery*

Touching all senses: 'Haptics' with its organic shape and smooth material. 'Look ' through its mysterious dark surface which lightens up when touched and its mysterious sound when opening.

### Technical source of solution (mech., electronics, software...)

Compact stack-up, great visuals (true colour display, OLED/tbc) and acoustics (loud speakers), seamless and smooth finishing, new (combination of) high quality materials, EL foil for illumination concept, sensor touch keys (tbc), soft opening mechanism

### Competitive Solutions and BenQ differentiation

Outstanding design concept Nokia 8800: "must have" pull effect (stainless steel, sapphire glass, opening mechanism)

### Total Consumer Experience (extension of the benefit / solution)

Mystery packaging concept (exclusive, elegant, makes curious & jealous), deliver together with desktop stand to increase 'piece of art' appeal, accessories with matching design language & surprising design solution (smart & beautiful), broad ATL teaser campaign increasing curiosity and mystery, co-operation partner in non-technical industry (bundle?) representing same "mysterious" and style-related values



# Onyx Highlights

- Excellent integration of a complete 3G feature set in an ultra-thrilling design object
- Innovative & intuitive usability via Sensor Keys supported by an extraordinary light concept with mysterious effects
- Large and brilliant 2.0 inch QVGA display in 16.7 Mio colours for authentic content visibility
- Full multimedia range (mp3, radio, video & imaging-3 mpxl Autofocus)



## Technology

- UMTS 2100 + Tri-band 900/1800/1900
- QVGA True Color display 16.7 million colors
- 3.2 megapixel autofocus camera with night mode
- Video telephony, video & audio recording/playback/stream/download
- MP3 player, with AAC, ACC+ & E-AAC+ support
- FM radio
- Bluetooth®, USB, Micro SD card slot
- FSR-Keypad technology (Force Sensitive Resistor)

## Design

- A mysterious Slider in a precious stone format
- A valuable Onyx
- Building an art object with the bundled desktop stand



## Accessories

- Fitting desktop stand building with the phone the unique mystery story (bundled)
- Stereo headset with volume control (bundled)



# Onyx Consumer Benefits

## Modern piece of art

- Exclusive design object character: Reveals it's true character when touched on the touch sensitive surface
- Fine and precious details in premium material
- A modern piece of art character via the matching desktop stand including decorating and function light



## Flawless with superb quality in detail

- A 16.7M colour display in large 2.0inch makes all visual content a thrilling experience
- Enhanced camera and video usage with a 3.2 megapixel autofocus camera
- A fully featured music player supported by a memory card slot and outstanding sound quality



## Premium handling experience

- The well-crafted ProSlide mechanism supports handling in outmost convenience
- The unique organic shape fits perfectly in the hand and has the appeal of a smooth and precious stone



# Window of Opportunity - Untouchable Features

## Consumer needs

- Being impressed and impress others with a true object of desire (*'making a clear statement'*)
- Need to award themselves with precious objects
- Demonstrating a superb taste for design & style
- Want to indulge in all their senses
- Longing for ultimate perfection without gimmicks
- Need for fascinating handling experience

## Operator requirements

- ARPU through SMS, MMS, Java, VT, video streaming
- Customization options
- Lack of EDGE could have negative effect

## Competitor influences

- Slimness trend also continues to happen in 3G
- Market expectation to meet in 3G same size as in 2G
- Evolutionary upgrade of 3G multimedia features – camera expected at 3-4 Mpx AF
- Memory slots to increase storage flexibility
- Style-driven top sellers all with launch prices above € 300,-

## Untouchable Features

- Design (small size and valuable, mysterious look)
- Main display TFT QVGA True Color (16,7 Mio colors)
- UMTS, VT
- Sensor keypad

## Portfolio Differentiators

- Innovative design concept (footprint/form factor differentiator to Koala)
- UMTS (differentiator to Diamond)
- True Color Display

# Onyx Technical Information



Band	900/1800/1900 MHz W-CDMA: 2100 MHz
Browser	Openwave WAP 2.0
GPRS Class	10
Processor/OS	Qualcomm 6250A
Memory	~70 MB (internal), Micro SD Slot (Transflash)
Messaging	SMS/MMS/e-mail client/Instant Messaging
WAP Push	Yes
PIM/Sync	Yes/yes
Java	Midp 2.0
Games	Embedded games
DRM	Version 1.0
Camera	3.0 megapixel AF, VGA (video Telephony)
Video Record/Play	h.263, h.264, Real Video 8/9, 3GPP, MP4
Video Telephony	Yes
Sound/Ringtones (Supported Codecs)	FM radio + MP3, AAC/+ /++
Interfaces	64 Chord Poly
Display Type/Col/Size	Bluetooth®, USB (USB Mass Storage Profile), QVGA True Color; 2.0 inches
Accessories	Mysterious Desktop, Mobile Music Set, Car Kit Bluetooth®.
Dimensions	89x47x23 tbc
Weight	< 100 G
Battery/Standby/Talktime	Li-Ion 950 mAh/GSM: 400h/400min; UMTS: 400h/400min
Extras	FSR keypad technology; Document Viewer (Word, Excel, and PDF) tbc

**See „Steckbrief“ for more Details**

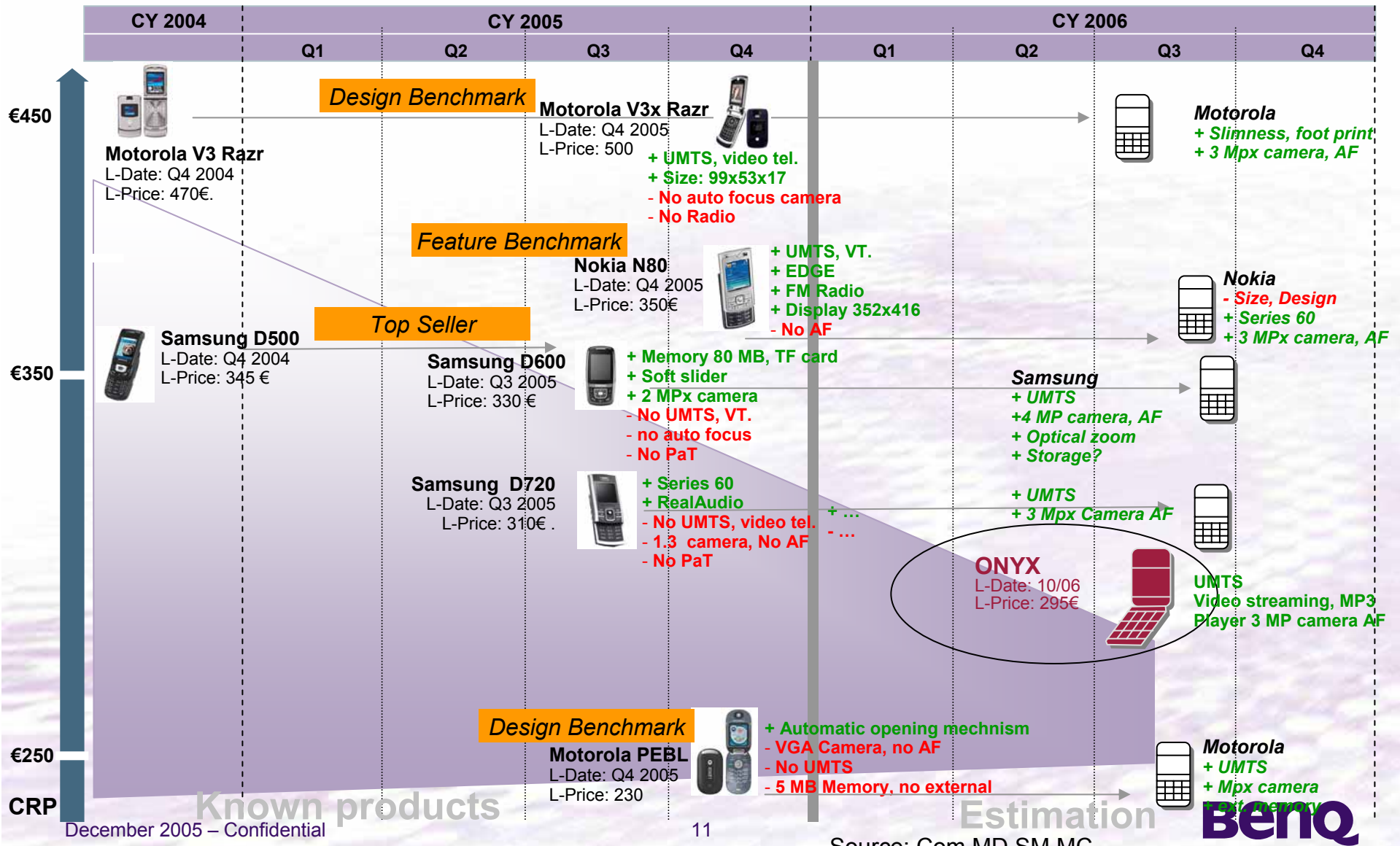


Microsoft Excel  
Worksheet



# Competitor Overview

Top Sellers, their estimated successor and price dropped products

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# Competition (1)

	Onyx	Samsung Serene	Nokia N80	Nokia N92
				
Positioning	Style	Style	Business	Video
Network	Tri / UMTS	Tri	UMTS / Quad	UMTS / Tri
Street Price [€] (Launch S)	tbc. / Q3 06	1000 / Q1 06	550 / Q4 05	890 / Q2 06
CRP [€]	275			
Dimension [mm]	89x47x23	65x70x24	95x50x23	107x58x24.8
Weight [g]	<100	110	134	191
Display	16.7M / 240x320 TFT	260K / 240x320 TFT	262K / 352x416 TFT	16M / 240x320
Form factor	Slider with Sensor keys	Clam shell	Slider	Swivel clam
GPRS Class / EDGE	10 / -	✓ / -	10 / ✓	✓ / 11
PoC / IMPS / Email	? / ✓ / ✓	- / - / ✓	✓ / ✓ / ✓	✓ / ✓ / ✓
Camera / AF / LED Flash	3 Mpx. / ✓ / ✓	VGA / -	3 MPx / - / ✓	2 MPx / - / ✓
Video play / record / stream	✓ / ✓ / ✓	- / ✓ / ✓	✓ / ✓ / ✓	✓ / ✓ / ✓
Radio / MP3 / AAC	- / ✓ / ✓	- / - / -	✓ / ✓ / ✓	✓ / ✓ / ✓
User Memory [MB]	70	n.a.	40	90
External Memory (bundled)	TransFlash	-	miniSD	miniSD
USB / IrDa / BT / W-LAN	✓ / - / ✓ / -	- / - / ✓ / -	2.0 / ✓ / ✓ / ✓	2.0 / ✓ / ✓ / ✓
Standby Time [h]	400	225	200	336
Talk Time [min]	300	210	180	240
Battery [mAh]	950	800	820	1500
Extras	Video telephony	Bang&Olufsen Design	Video telephony	DVB-H, Video telephony



# Competition (2)

	Onyx	Motorola PEBL U6	Nokia 8800	Motorola V3x
				
Positioning	Style	Style	Style	Style
Network	Tri / UMTS	Quad	Tri	UMTS / Tri
Street Price [€] (Launch S)	tbc. / Q3 06	370 / Q4 05	750 / Q2 05	450 / Q4 05
CRP [€]	275			
Dimension [mm]	89x47x23	87x49x20	107x45x16.5	99x53x17
Weight [g]	<100	110	134	118
Display	16.7M / 240x320	262K / 176x220 TFT	262K / 208x208 TFT	262K / 240x320
Form factor	Slider with Sensor keys	Clam with automatic opening	Pop up bar in stainless steel	Calm shell, aluminium housing
GPRS Class / EDGE	10 / -	✓ / -	8 / 8	10 / -
PoC / IMPS / Email	? / ✓ / ✓	✓ / ✓ / ✓	- / ✓ / ✓	- / ✓ / ✓
Camera / AF / LED Flash	3 Mpx. / ✓ / ✓	VGA / - / ✓	SVGA / - / -	2 Mpx / - / ✓
Video play / record / stream	✓ / ✓ / ✓	✓ / ✓ / -	✓ / ✓ / ✓	✓ / ✓ / ✓
Radio / MP3 / AAC	- / ✓ / ✓	- / ✓ (ring tones) / -	✓ / ✓ / ✓	- / ✓ / ✓
User Memory [MB]	70	5	50	64
External Memory (bundled)	TransFlash	-	-	TransFlash (32 MB)
USB / IrDa / BT / W-LAN	✓ / - / ✓ / -	✓ / - / ✓ / -	- / - / ✓ / -	✓ / - / ✓ / -
Standby Time [h]	400	250	200	360
Talk Time [min]	300	400	180	220
Battery [mAh]	950	720	600	850
Extras		automatic opening mechanism	scratch-resistant glass display window	A-GPS, video telephony

## Competition (3)

	Onyx	LG KV9500	Nokia 7380	Nokia 7370
				
Positioning	Style	Style	Style	Style
Network	Tri / UMTS	CDMA	Tri	Tri
Street Price [€] (Launch S)	tbc. / Q3 06	tbc.	500 / Q1 06	300 / Q1 06
CRP [€]	275	tbc.		
Dimension [mm]	89x47x23	93.5 x 43.8 x 14.4	114x30x20	89x43x22.6
Weight [g]	<100	tbc.	80	104
Display	16.7M / 240x320	260K	65K / 104x208 TFT	262K / 240x320 TFT
Form factor	Slider with Sensor keys	Slider with capacitive touch	Bar without keypad	Rotating
GPRS Class / EDGE	10 / -	tbc.	10 / 8	10 / 10
PoC / IMPS / Email	? / ✓ / ✓	tbc.	- / - / ✓	- / - / ✓
Camera / AF / LED Flash	3 Mpx. / ✓ / ✓	1.3 MPx / tbc.	2 Mpx. / - / ✓	1.3 Mpx. /
Video play / record / stream	✓ / ✓ / ✓	tbc.	✓ / ✓ / ✓	✓ / ✓ / ✓
Radio / MP3 / AAC	- / ✓ / ✓	tbc.	✓ / ✓ / ✓	✓ / ✓ / ✓
User Memory [MB]	70	512	52	10
External Memory (bundled)	TransFlash	tbc.	-	-
USB / IrDa / BT / W-LAN	✓ / - / ✓ / -	tbc.	- / - / ✓ / -	- / - / ✓ / -
Standby Time [h]	400	100	240	270
Talk Time [min]	300	100	180	240
Battery [mAh]	950	tbc.	700	700
Extras		OGG-Player	Mirror display	3D Speaker

# Onyx – SWOT Analysis

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## Strength

- 'Mystery' Concept (including designed desktop stand) as USP. Clear positioning within portfolio.
- Distinguishing, elegant design with superb quality in detail (true colour display, finishing, opening mechanism, 3,2 Mpix AF camera)
- Full UMTS Multimedia package in small slider form factor
- Margin contributor

## Weaknesses

- Lack of EDGE
- Lack of DRM 2.0
- Lack of HSDPA
- Lack of Flash LED

## Opportunities

- Re-entering hi-end market – brand builder to re-gain competence and visibility to convey design leadership
- Differentiating slider in UMTS market
- Continuation of the successful SL-Class story

## Threats

- Other compact UMTS sliders are expected (e.g Samsung)
- Successful design concepts (e.g Pebl) will be launched as UMTS without size compromise

Original Accessories – Portfolio *All Regions*

Fashion & Carry	Energy	Handsfree Portable	Car Solutions	Multi-tainment	Office
Case (1)	Li-Ion Battery (2)	Headset Basic HHS-100	Mobile Holder HMH-100	Music Cable IHM-100	Data Cable USB DCA-140 (12)
	Travel Charger EU/UK ETC-100/110	Headset HHS-110	Car Kit Portable HKP-100	Mobile Music Set Bluetooth® IMS-100 (11)	Sync Station DSC-100 (12)
	Car Charger Plus ECC-100	Headset Purestyle HHS-120	Car Kit Bluetooth® Easy HKW-100 (9)		
	Desk Top Stand EDS-100	Headset Stereo HHS-150	Car Kit Bluetooth® Portable HKW-700		
	ONYX Desktop Stand tbd (3)	Headset Stereo Volume Control (4)	Car Kit Bluetooth® HKW-710		
		Headset Bluetooth® HHB-100 (5)	Car Kit Bluetooth® SIM HKW-720, tbc		
		Headset Bluetooth® Clip EU/UK HHB-130/131 (6)	Car Kit Bluetooth® Voice (10)		
		Headset Bluetooth® Comfort EU/UK HHB-160/161 (6)	Car Kit Bluetooth® SIM Voice, tbc (10)		
		Headset Bluetooth® Stereo HHB-750			
		Headset Bluetooth® Stereo Sport (7)			
	Bluetooth Stereo Headset BHS-100 (8)	Headset Bluetooth® Stereo HHB-170 (7)			

## Remarks:

- 1) Case selected from existing AD portfolio according to phone dimensions
  - 2) Battery in Blister package as selected for the phone
  - 3) The ONYX Desktop Stand is a special accessory project offer for full bundling
  - 4) Special project offer for KOALA, no Blister product, only for phone bundlings, DS in 10/06
  - 5) New AD product, DS in 4/2006.
  - 6) New AD product, DS in 5/2006.
  - 7) New AD product, DS in 9/2006.
  - 8) New AD product under development in Taipei, availability and compatibility tbc.
  - 9) New AD product, DS in 6/2006
  - 10) New AD product, DS planned for 10/2006  
SIM access profile tbc for ONYX
  - 11) New AD product, DS in 8/2006
  - 12) USB cable and/or Sync Station proposed for bundling
- All other Accessory Device products are available from 2/2006.



# Onyx Lifecycle Management



# Ramp-Up Plan

20.12.05

Pilot  
RunRamp  
Up

Series

month in 2006	Aug	Aug	Sep	Sep	Sep	Sep	Okt	Okt	Okt	Okt	Nov	Nov	Nov	Nov	Nov	Dez	Dez	Dez	Dez	Jan	Jan	Jan	Jan	Jan
calender-week in 2006	CW 34	CW 35	CW 36	CW 37	CW 38	CW 39	CW 40	CW 41	CW 42	CW 43	CW 44	CW 45	CW 46	CW 47	CW 48	CW 49	CW 50	CW 51	CW 52	CW 01	CW 02	CW 03	CW 04	CW 05
milestones	21.Aug	28.Aug	04.Sep	11.Sep	18.Sep	25.Sep	02.Okt	09.Okt	16.Okt	23.Okt	30.Okt	06.Nov	13.Nov	20.Nov	27.Nov	04.Dez	11.Dez	18.Dez	25.Dez	01.Jan	08.Jan	15.Jan	22.Jan	29.Jan
dispo plan for critical parts		2,0	2,3	5,3	9,5	11,5	11,9	15,1	15,0	18,7	19,1	17,5	22,6	22,5	23,0	23,0	23,0	23,0	23,0	13,0	13,0	13,0	13,0	13,0
production plan global	0,0	0,0	0,0	1,0	1,5	4,1	9,3	10,8	11,4	14,1	16,8	17,5	18,6	22,5	23,0	23,0	23,0	23,0	23,0	13,0	13,0	13,0	13,0	13,0
rebooting of devices in KLF												25,0	30,0	11,6										
phones ready for delivery on stock total	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	42,5	48,6	34,1	23,0	23,0	23,0	23,0	23,0	13,0	13,0	13,0	13,0
phones ready for delivery on stock total /month															125,2				92,0					75,0
prod. plan KLF no-ID						4,1	9,3	10,8	11,4	14,1	16,8													
prod. plan KLF variant												17,5	18,6	22,5	23,0	23,0	23,0	23,0	23,0	13,0	13,0	13,0	13,0	13,0
rebooting of devices in KLF												25,0	30	11,6										
production plan KLF total						4,1	9,3	10,8	11,4	14,1	16,8	17,5	18,6	22,5	23,0	23,0	23,0	23,0	23,0	13,0	13,0	13,0	13,0	13,0
phones ready for delivery on stock KLF													42,5	48,6	34,1	23,0	23,0	23,0	23,0	23,0	13,0	13,0	13,0	13,0
dispo variant L36880-Nxxxx-A888		2,0	2,3	4,3	8,0	7,3	2,6	4,3	3,6	4,6	2,3	0,0	4,0											

*Production Peak Capacity: 90k / M (Dec. '06.)*

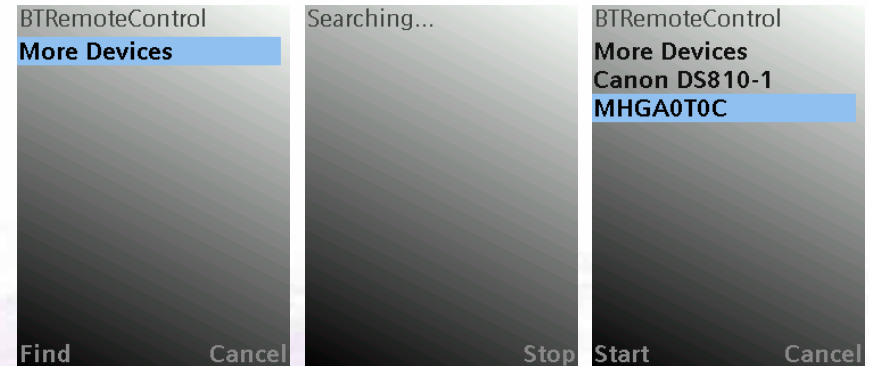
*Life Cycle Volume: 0,95 Mio; Material Peak Capacity: 117k /M => 30k /W (including 30% upside potential)*

## Application Highlight “BT MS Control”

### Description

This application is opening remote access to any standard MS Windows operating system on a PC and allows to take control over the Mouse on this PC. Remote controll your PowerPoint presentations, your Media Player, whatever you would do using the Mouse while sitting on the PC is now possible to do from your Mobile device.

The applications requires the Widcomm Bluetooth Stack on the remotely controlled PC.



### End user Benefits

- work/life, great user experience

### Brand

none

### Level of innovation

high

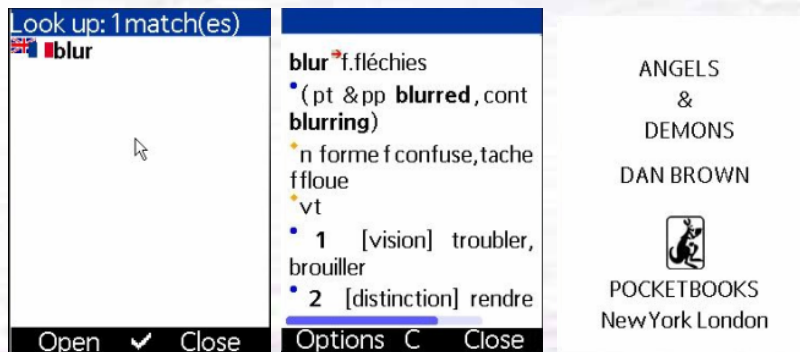
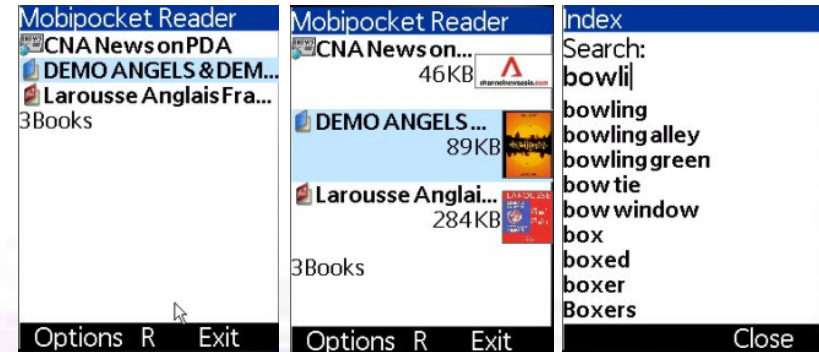
# AS

## Application Highlight “Mobipocket-Reader”

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### Description

The Mobipocket Reader enables mobile phone user to enjoy mobile text content in the popular, standards based, Mobipocket format (.prc or .mobi). The application provides access to more than 25,000 unique ebook titles in a variety of categories (novels, travel-guides, dictionaries, encyclopaedia) from all major US, German, French and Spanish publishers. Mobipocket, an Amazon.com company, provides a leading digital text platform with support for Symbian, PalmOS, Windows Mobile and Java based mobile devices.



### Operator benefits

- Increase traffic and service usage (ARPU generator) by downloading eBooks from internet over the air

### End user Benefits

- Get content easy and fast
- Have lot of books on mobile

### Level of innovation

- First JAVA-based Mobipocket-Reader for mobiles



## Application Highlight “Photo Editor”

### Description

Photo Editor allows you to personalize and edit pictures, create colorful MMS templates and much more. Take a picture with the integrated camera, use the PhotoEditor to frame it, add text comments and clipart objects - and you have a funny mobile-postcard ready to be sent to friends via MMS.

Quickly assemble a nice looking collage in three steps. Images on the collage can be selected and placed individually to create background images and MMS templates.

Photo Editor supports many of the most common editing functionalities. Its clipboard functionality underlines the its semiprofessional featureset. The application comes with frames background images and cliparts.



### Operator benefits

Increasing revenues from MMS

### End user Benefits

Image manipulation on the mobile

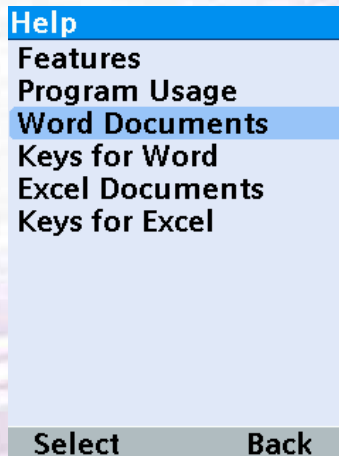
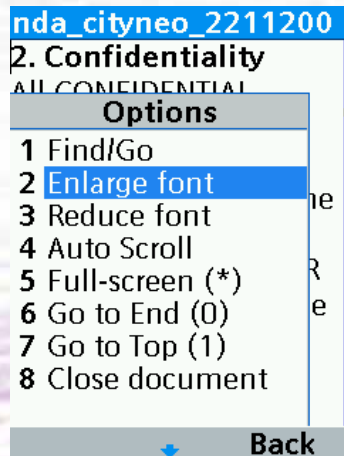
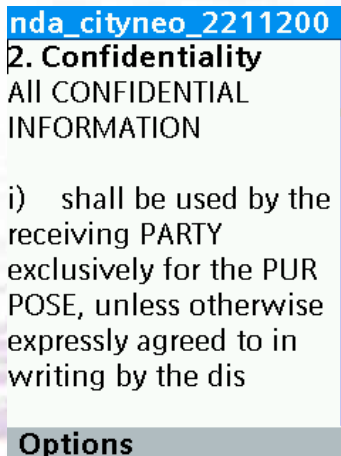
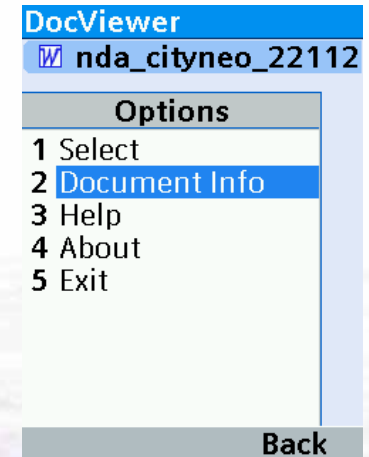
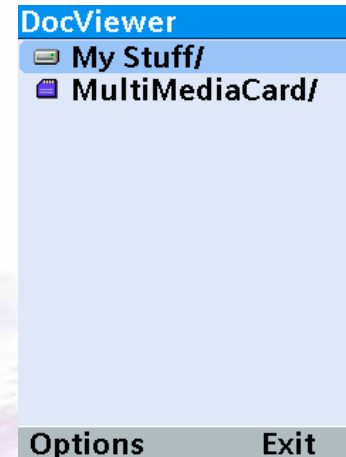
Ad -hoc production of funny messages

### Level of Innovation

Mobile application with common features for image manipulation plus advanced effects like Bluebox and Warp

### Description

The viewer can open native DOC and XLS documents on a BenQ-Siemens java based OS device. All fonts in the document are mapped to pre-loaded fonts in the terminal for display on the screen. Fonts are displayed with typeface, size, bold, italics, underline, and colour.



### Operator benefits

- Messaging usage support

### End user Benefits

- work/life

### Brand

none

### Level of innovation

mid

**These & potential further applications TBD till M1**

## Service

## Image & Status

### A. Global Repair Requirements

**The Global Repair Requirements are defined in order to realize most effective handling and cost for repair of mobile products at Siemens and authorized repair partners world wide**

This is only a short overview of the 'Global Repair Requirements' which are available in the feature list and in the appropriate project folder to the document: "GRM Feature List Master".

#### **Main Technological**

It must be possible to completely disassemble and assemble the mobile with standard tools. Reuse of case shells shall be possible. The battery shall be exchangeable by customer. System relevant data shall not be stored on an external memory card. Software updates shall be possible via the Siemens Global Repair Tool (GRT) respective a maximum time of 5 minutes preferably using USB terminal.

#### **Main Requirements for the Hardware**

Mechanically (separately) exchangeable shall be all housing parts, e.g. display, microphone, loudspeaker, keypad, main PCB, vibra, shielding frames etc. in order to allow access to the electronic parts. A water indicator shall be placed on a position close to the PCB, but also shall be easily read by only detaching the battery case and the battery itself.

#### **Main Requirements for the Software**

It shall be possible to program specific initialisations (customisation) locally at the LSO side inclusive "cross booting". These initialisations are variant or customer / operator specific data like welcome text, WAP/ GPRS profiles etc.

Software update over the air (SOA) shall be possible.

In order to support trouble shooting via the GRT, the device shall support all API / AT commands.

A call centre monitor according to the Siemens specifications has to be implemented in the mobile SW. This shall allow qualified remote diagnostics of the customer's phone through call centres.



## Service

### *B. Service Requirements*

Software and Hardware Features requested by end-customers through calls or email contact. These features have been collected and categorized by Customer Care.

Reference list available under file name: Featureliste Customer View\_14122004.xls

Features required from Customer Care point of view in order to ensure quality of service consultation.

- Standardized procedure of factory reset (including standardized settings) (\*#9999# / hook-off key)
- Standardized procedure of Call Center Monitor access (\*#06# / Info / Info)
- Standardized procedure to read out Software variant and mapping of phone (\*#06# / Info)
- Self test (\*#06# / Info / Info / Info)

Documentation of all standardized procedure (including parameters) and realization of features (also reasons for declining of features)

These features should of course be also implemented in all OEM/ODM projects

Technical caused variations have to be documented and justified (Inhouse and OEM/ODM projects)

SW updates should be made available to end users via the Siemens web site (siemens-mobile.com)

Water Indicator: This is not only a repair requirement but also a strong Operator requirement from NAFTA.

TACFAC (Type Approval Code / Final Assembly Code) for Germany/KLF is necessary for swap boards (also for SSMC products)



## Service

### *B. SCM & BA Requirements*

#### **Supply Chain Management Requirement**

The delivered service quantities regarding

- CC units and boards
- CC parts

have been taken into consideration for the overall quantity planning (sales, production).

The service quantity is based on following information

- Monthly sales figures split up into regions or countries (China should be separated) which has been provided about three weeks before M0.

#### **Business Administration Requirement**

The service cost (cost per return and cost per unit sold) has been included in the overall business case.

The service cost is based on following information

- Monthly sales figures split up into regions or countries
- BOM
- Return Rate

which has been provided about three weeks before M0.

## Design, Business Case, Lightning & Usability

**Available upon request**

**Thanks !**