

neotelis

# ConneXion

April 2008 – No.13



CONTACT US

## From the CEO

Dear readers of ConneXion,

April 2008 will forever be a landmark month in the history of our company. On the 1<sup>st</sup> of April (no joke!) we changed our name, to "Neotelis". You can read below the reason for the change and the significance of this new name. Also this month we expanded our consulting and training services into the socially and economically critical area of Information & Communication Technologies for Development (ICT4D). Building on the momentum of our new branding as a provider of professional services to the whole ICT sector worldwide, more important developments for Neotelis are in the works and will be announced later this year. Watch this space!

Michel Bruyère  
Chief Executive Officer  
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*Welcome to  
Neotelis!*

## Special Announcement: Goulet Telecom International Becomes Neotelis

We are pleased to announce that our company has changed its name to Neotelis. This new name captures our ongoing evolution as a professional services provider to the converging telecommunications and information technology industries. It reflects the expansion of our consulting and training services to meet the needs and requirements of organizations operating in the whole ICT sector worldwide.

### A New Burst in Mobile Web

Despite problems encountered in its infancy, the Mobile Web keeps seducing more and more users. The Mobile Web consists in accessing the World Wide Web from mobile devices (cell phones, PDAs and other portable devices) through a public network. This technology was introduced a few years ago and its use keeps on growing and reaching new markets. In the past years, users were located in mature markets such as European countries and the United States, but there seems to be a new wave of users, bigger than the first wave. Following the results of a recent study led by a company specializing

The name Neotelis is built from "neo", which represents our priority of staying fresh and current, "tel", which represents our roots and ongoing commitment to the telecommunications sector, and "is", the abbreviation for Information Systems, which represents our transition to the global ICT sector.

For more information or if you have any questions, please visit our new website at [www.neotelis.com](http://www.neotelis.com) and contact us at [info@neotelis.com](mailto:info@neotelis.com).

in Mobile Web, today 54% of people surfing the Mobile Web come from outside the United States and Europe. In January 2008, people accessing the Mobile Web were from United Kingdom at 25%, India at 11%, the United States at 10%, South Africa at 8%, Indonesia at 7% and China at 6%. China has risen fast up the Mobile Web surfing charts from 19th position in June 07 to 6th position in January 08.

Nowadays, Mobile Web access still suffers from interoperability and usability issues. This is due to different factors such as the small physical size of the screens of mobile devices and the incompatibility

### What Clients Say

"The overall program was excellent. I am very impressed with all subjects presented" said a participant of the 'Product & Service Management in the Mobile Telecommunication Industry' Training Program that took place in Maputo, Mozambique on 11-15 February 2008.

of many mobile devices with the computer operating systems or with the format of much of the information available on the Internet. The information displayed on the Web needs to be customized for Mobile Web users to access it. Recently, new tools appeared to help lighten the content of pages and deliver the information to mobile devices.

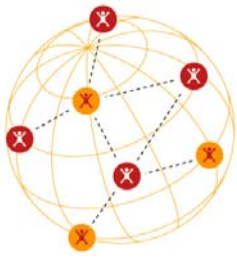
There are still many limitations to this technology but Mobile Web is certainly destined to grow in popularity and usage since society craves more and more access to information anywhere anytime.

For further information, please contact Ms. Amélie Fournier at [afournier@neotelis.com](mailto:afournier@neotelis.com).

### Upcoming Training Programs

- Business Intelligence in Telecommunications, 19-23 May 2008, London, United Kingdom
- Gestion financière en télécommunications, 19-30 May 2008, Paris, France
- Telecom Billing Fundamentals, 26-30 May 2008, Cape Town, South Africa
- Management of Regulatory Affairs, 9-13 June 2008, Kingston, Jamaica
- Human Resources Management in Telecommunications, 9-20 June 2008, London, United Kingdom
- Méthodologies de détermination des coûts, 16-20 June 2008, Paris, France
- IP Interconnection & Commercial Arrangements, 16-20 June 2008, Montreal, Canada
- ICTs for Poverty Reduction, 7-11 July 2008, Montreal, Canada





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## Neotelis' CEO Trip in the Middle East

Mr. Michel Bruyère, CEO of Neotelis (formerly Goulet Telecom International), visited six countries in the Middle East from 24 March to 10 April 2008. The objective of this trip was to meet with current and potential clients and discuss collaboration in the areas of telecom and ICT consulting and training. Mr. Bruyère had the privilege to meet with over 30 senior

executives working for operators, regulators, policy-makers and other telecom organizations in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

For further information, please contact Ms. Amélie Fournier at [afournier@neotelis.com](mailto:afournier@neotelis.com).

## Neotelis Closely Collaborates with a Telecom Operator in Uganda

Neotelis (formerly Goulet Telecom International) has been selected by a telecom operator in Uganda to lead a series of Training Programs and a Human Resources Consultancy in Kampala in 2008.

In the past few years, this operator has experienced a phenomenal growth in its number of subscribers as well as new challenges brought by the liberalization of the market. It is against this background of a new increased competitive environment, organizational structure and job design challenges that the telecom operator chose Neotelis to help it sustain its leadership status and customer service delivery performance.

Neotelis is currently leading a 25-day Consultancy to review some of the company's current human resources strategies and develop recommendations adapted to its

current and future needs. The telecom operator also chose Neotelis for the organization of on-site Training Programs in various areas: interconnection, settlements, costing and telecom technologies & services. These Training Programs will be adapted to the specific needs of the company, allowing participants to benefit from expert knowledge and giving them the possibility of applying it in their day-to-day work.

This collaboration between Neotelis and the Ugandan telecom operator in 2008 will help the operator maximize its resources and assure the company's position as a leader on the Ugandan mobile telecommunications market.

For more information on our services, please contact Ms. Hélène Duran at [hduran@neotelis.com](mailto:hduran@neotelis.com).

## What Clients Say

"What I specifically appreciated in the Training Program is the amount of knowledge and insight communicated and the training environment" mentioned a participant about the 'Fundamental Interconnection Principles' Training Program that took place in Dubai, United Arab Emirates on 3-7 February 2008.

"The workshops were excellent, learning from experts from different areas was an excellent opportunity to learn and network" said a participant of the 'Management of Regulatory Affairs' Training Program that took place in Dubai, United Arab Emirates on 27-31 January 2008.

"I specifically appreciated learning about positioning in marketing communication and making your brand consistent" indicated a participant about the 'Marketing Communication' Training Program that took place in Cairo, Egypt on 30-31 January 2008.



## Neotelis Now Offers Expertise in ICT for Development (ICT4D)

Neotelis was proud to announce earlier this month the expansion of its services to meet the needs and requirements of organizations operating in the ICT sector worldwide by providing a wide range of ICT4D Training Programs and consulting services. A selection of these Training Programs will be held in the second half of 2008 in Montreal and Ottawa, Canada. It is also worth mentioning that all Neotelis Training Programs are accessible through the on-site organization of sessions specifically for your organization, in your country or at any other location of your choice. Please find out more about our [ICT4D Training Programs List](#) and our [2008 ICT4D Training Programs Schedule](#) by clicking on the links.

For more information on our ICT Training Programs, please contact Ms. Ekaterina Cheina at [echeina@neotelis.com](mailto:echeina@neotelis.com).

## Participation to ITU Telecom Africa 2008

Neotelis is pleased to announce its participation to ITU Telecom Africa 2008 that will take place from 12 to 15 May in Cairo, Egypt. Mr. Michel Bruyère, CEO of Neotelis and Ms. Hélène Duran, Director Business Development & Marketing will take this opportunity to meet with clients in the region and discuss potential collaboration.

If you are attending ITU Telecom Africa and are interested in meeting with Neotelis, please contact Ms. Hélène Duran at [hduran@neotelis.com](mailto:hduran@neotelis.com).