

T Fiber Hub

Challenge

The challenges of fiber-optic expansion are complex and multifaceted. Every building and infrastructure presents unique hurdles. Coordinating work on public, private, and municipal land requires seamless collaboration among multiple stakeholders, including service providers, property owners, employees, and customers. In this context, uncertainty about the next steps, unclear responsibilities, and a lack of transparency can hinder progress and cause stress.

The fundamental challenge lies in finding a way to provide all stakeholders with the right information, activate them when needed, and guarantee planning security and transparency throughout the whole construction process.

Idea

To meet these challenges, we need to develop an inclusive and digitally coordinated central platform that is easily accessible. The core idea is to empower every individual and organization involved in the fiber rollout process.

The platform should offer customized information to each user, based on their specific roles and responsibilities. This ensures that users only access information and functions relevant to their tasks, providing clarity and personalized support.

Additionally, the platform should be capable of accommodating changes in construction processes automatically and adjust the resulting modified planning and scheduling accordingly.



Result

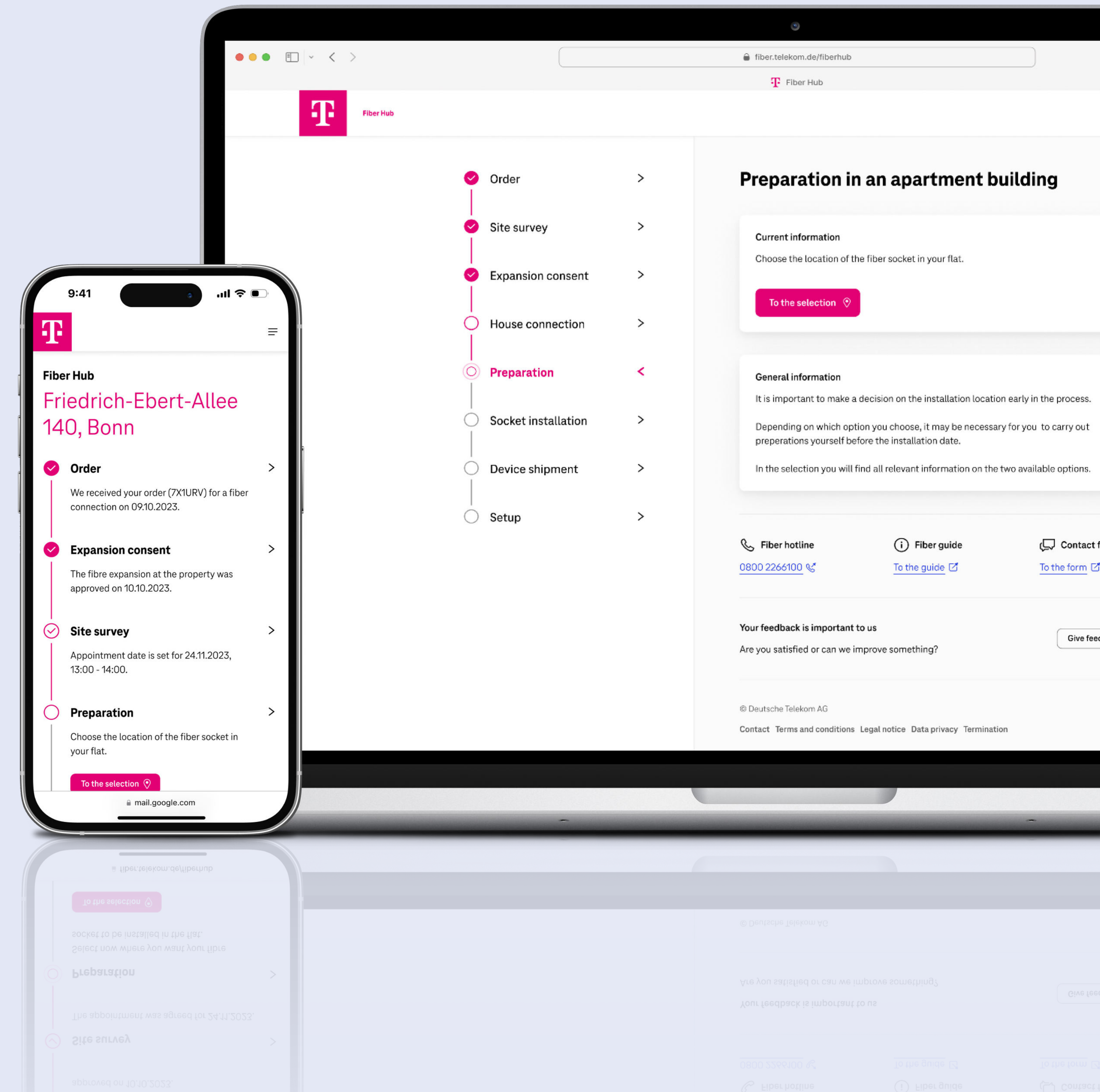
With our newly developed Fiber Hub, all stakeholders have access to live data, making it easy to track current progress and upcoming tasks.

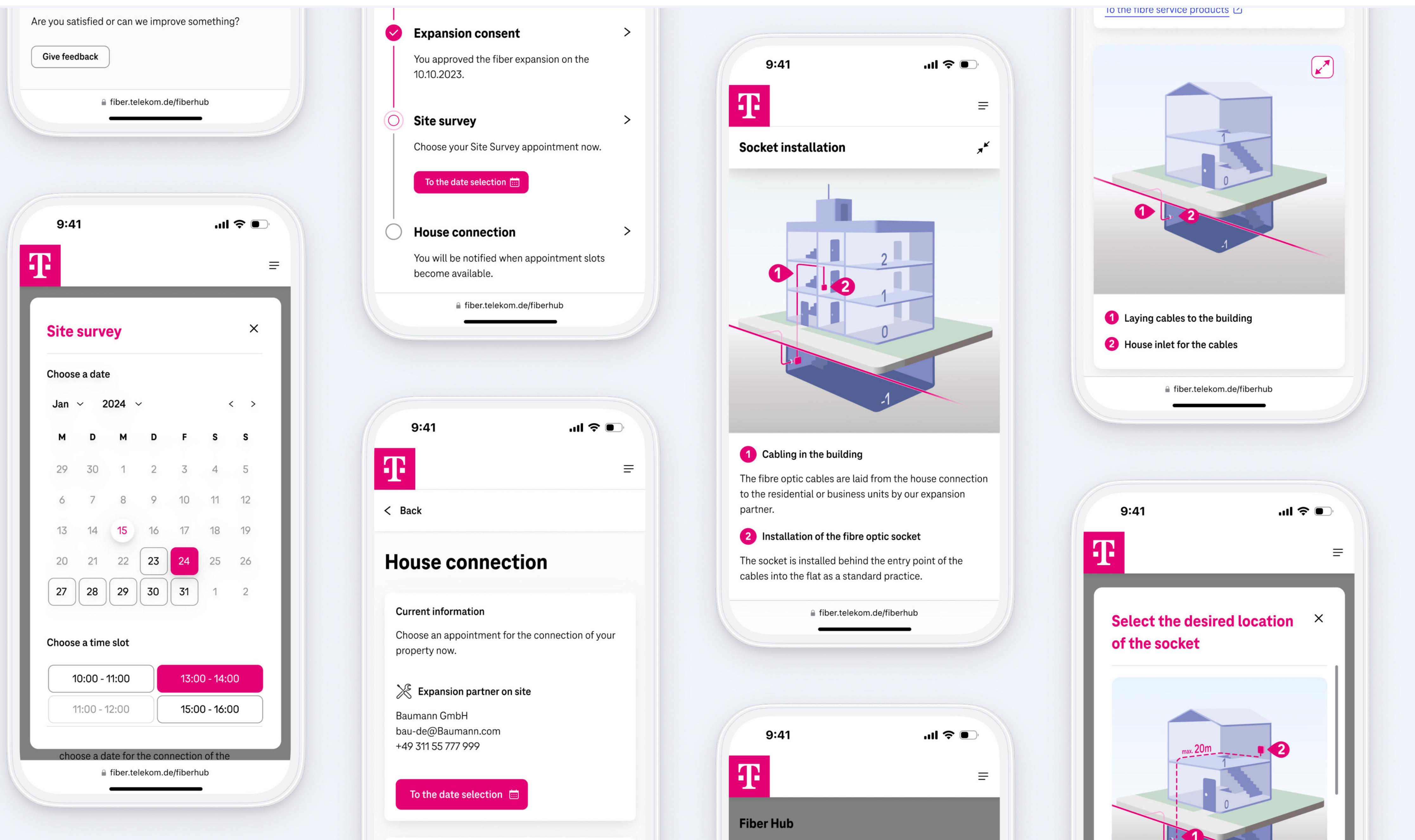
Fiber Hub takes the different roles and responsibilities of various users into account, so that they only have access to information and functions that are relevant to their respective roles. This guarantees that users are always informed about their current tasks and receive personalized support.

The use of secure, unique crypto-links allows uncomplicated, instant access and sharing information without the need for traditional login.

The platform's innovative modular backend architecture automatically adapts to changing construction processes, and matches workflows, information, and tasks individually – to ensure that users are always in the right place at the right time and can effectively implement the necessary steps.

Fiber Hub offers a fully digitalized and personalized user experience, enabling seamless coordination between customers, property owners, construction service providers, and Deutsche Telekom Service staff. The result is a more efficient, transparent, and accessible fiber-optic expansion process.

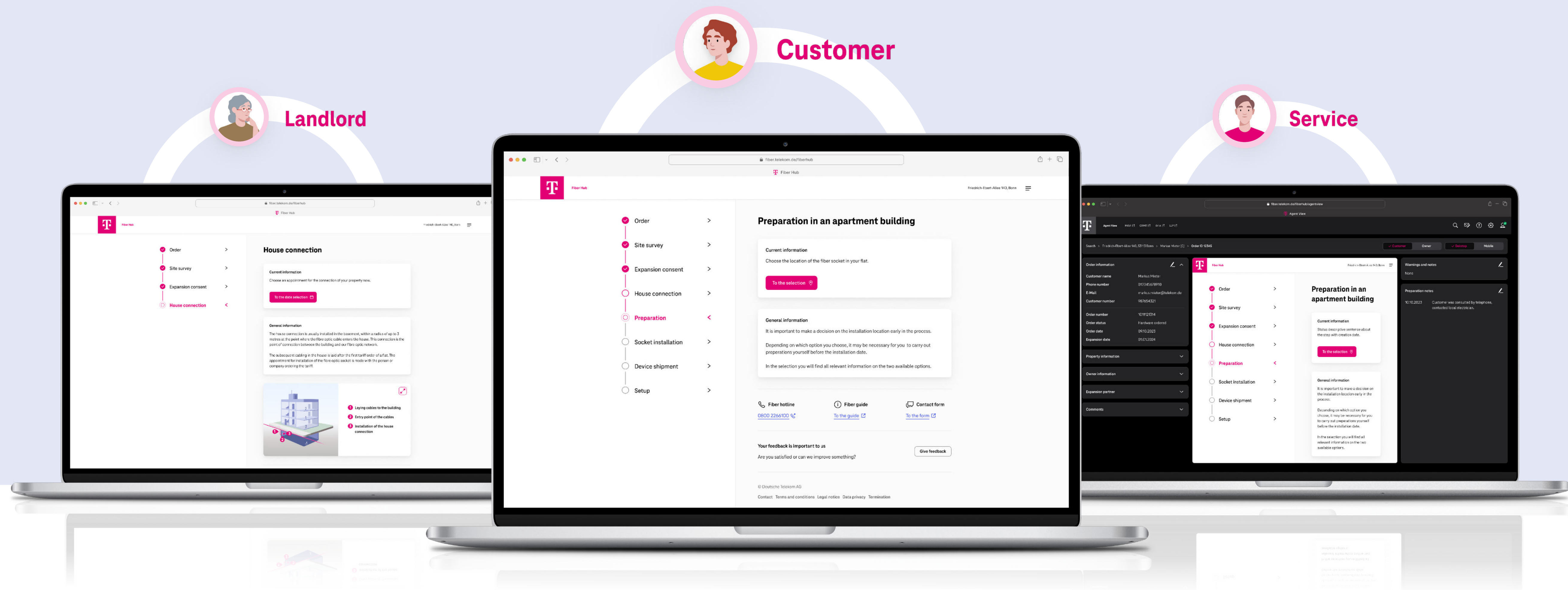




The Fiber Hub platform connects service providers, property owners, employees and customers – making sure that everyone is on the same information level and that the various expansion phases are handled transparently for all stakeholders.

User-friendly: Fiber Hub offers users a clear and understandable user interface that explains technical processes in accessible language. This enables users to grasp and implement the complex processes involved in fiber rollout more easily.

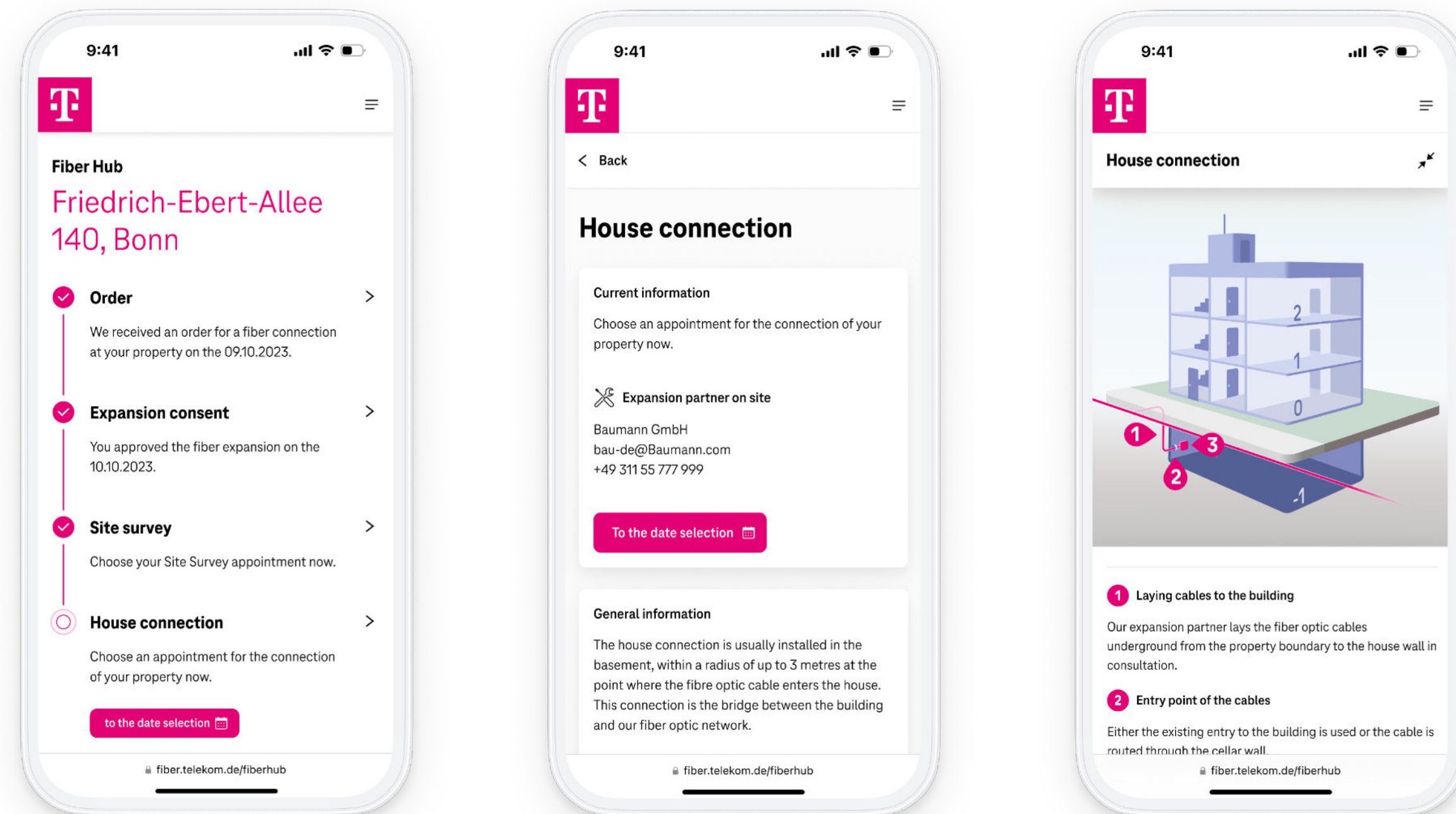




Customized information: The platform considers the multiple roles and responsibilities of different users – and orchestrates them automatically. As a result, users only have access to information and functions that are relevant to their respective roles. This guarantees that users are always informed about their current tasks and receive personalized support.

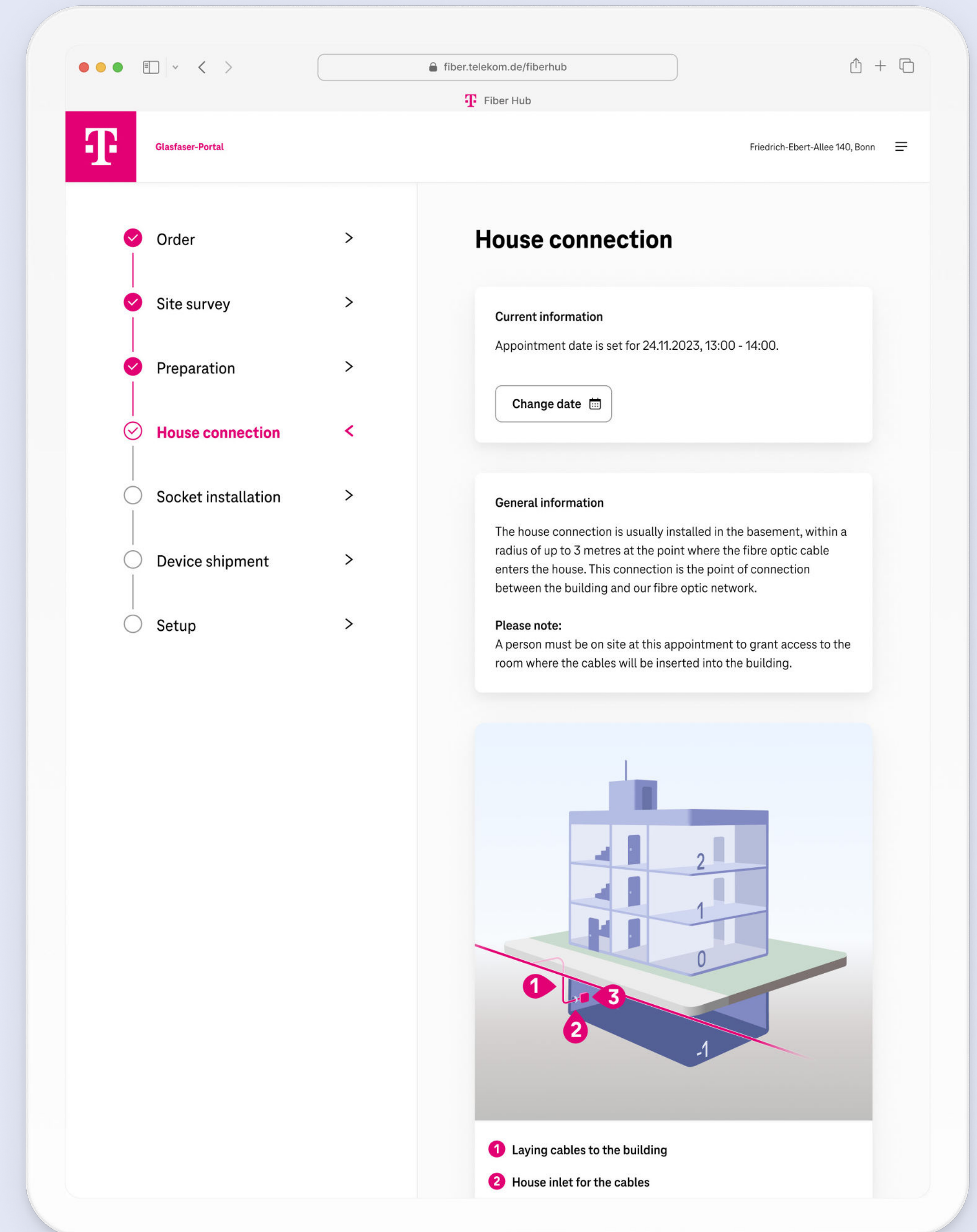
Easy access: Crypto links are secure, unique links that allow users to access certain Fiber Hub features without the need for traditional login. This makes it easy, for example, to coordinate appointments, share information, edit tasks, and schedule resources without any additional effort.





Live data and personal guidance: The platform provides a transparent overview of all relevant live data and information in the fiber optic rollout. Step-by-step instructions personally guide each user through the necessary tasks from the very first step of placing their order to finally setting up a fiber optic connection in their home.

Modular backend: The modular backend architecture of the Fiber Hub is a basic structural design that enables the adaptability of the platform. As a result, the platform automatically adapts to changing construction processes, and matches workflows, information, and tasks individually with each user. In this way, changes in the construction process can be organized easily and efficiently. This ensures that users are always in the right place at the right time and can effectively implement the necessary steps.



T Fiber Hub

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1 ↑ 2 amazon US\$299.3 bn -14.6%	2 ↓ 1 Apple US\$297.5 bn -16.2%	3 ← 3 Google US\$281.4 bn +6.8%	4 ← 4 Microsoft US\$191.6 bn +4.0%	5 ← 5 Walmart US\$113.8 bn +1.7%
6 ← 6 SAMSUNG US\$99.7 bn -7.1%	7 ↑ 8 ICBC US\$69.5 bn -7.4%	8 ↑ 10 verizon US\$67.4 bn -3.2%	9 ↑ 28 TESLA US\$66.2 bn +43.9%	10 ↑ 18 TikTok US\$65.7 bn +11.4%
11 ↑ 17 T US\$62.9 bn +4.6%	12 ↓ 11 中国建设银行 US\$62.7 bn -4.4%	13 ↑ 20 THE HOME DEPOT US\$61.1 bn +8.4%	14 ↓ 7 facebook US\$59.0 bn -41.7%	15 ↑ 16 STATE GRID US\$58.8 bn -2.2%
16 ↓ 15 Mercedes US\$58.8 bn -3.2%	17 ↓ 14 中国农业银行 US\$57.7 bn -7.0%	18 ↑ 29 Starbucks US\$53.4 bn +16.9%	19 ↓ 12 Toyota US\$52.5 bn -18.3%	20 ↓ 13 WeChat US\$50.2 bn -19.3%
21 ↑ 32 贵州茅台集团 US\$49.7 bn +15.9%	22 ↑ 26 AT&T US\$49.6 bn +5.5%	23 ↓ 19 Disney US\$49.5 bn -13.2%	24 ↑ 30 Allianz US\$48.4 bn +7.0%	25 ↓ 23 Shell US\$48.2 bn -3.4%



Deutsche Telekom Worldwide Brand Value Ranking

#1 German Brand

#1 European Brand

#11 Brand in the world