

# TELEKOM AUSTRIA GROUP

Telekom Austria Group, is the leading communications provider in Central and Eastern Europe with almost 23 million customers across its markets of operations. The Group has roughly 16.000 employees as of April, 2015 and revenues were roughly EUR 4 billion as of year-end 2014. Telekom Austria Group's portfolio encompasses products and services of voice telephony, broadband Internet, multimedia services, data and IT solutions, wholesale as well as payment solutions.

Telekom Austria runs an annual nomination-based programme for its young potentials. The programme consists of three face-to-face modules and a telecom business simulation game that runs alongside the programme from December until April with biweekly decision-making rounds. The simulation culminates at the final day of the programme when teams pitch their experience to the group CFO.

## The Role of Cesim Connect

During the telecom simulation, teams manage the strategy and decisions for their full-service telecom operators. All teams start from the same position and they compete against each other for market-share and profits. Participants manage consumer mobile, fixed broadband, entertainment services, distribution channels, corporate solutions, network investments, and finance decisions. During the telecom operator management simulation rounds, they are faced with changing customer preferences, technological evolution, different economic conditions, and of course unanticipated competitor maneuvers.

## About the experience

"One of the key goals of our Young Potential Development Programme is to provide the participants with a holistic idea about the telecom operator business. In addition, the programme develops the participants' intercultural and team-work skills. Cesim simulation is a great tool for delivering the holistic picture and it also gives the participants the opportunity to put in practice the team-work and intercultural skills that they learn during the programme. The simulation operates fully online so our participants can fit the simulation rounds to their individual schedules and collaborate virtually during the programme."



**Ulrike Oswald**  
Programme Manager

## The Outcome of the Training

Watch the video below for more participant impressions of the programme:

