



BUILDING BRIDGES

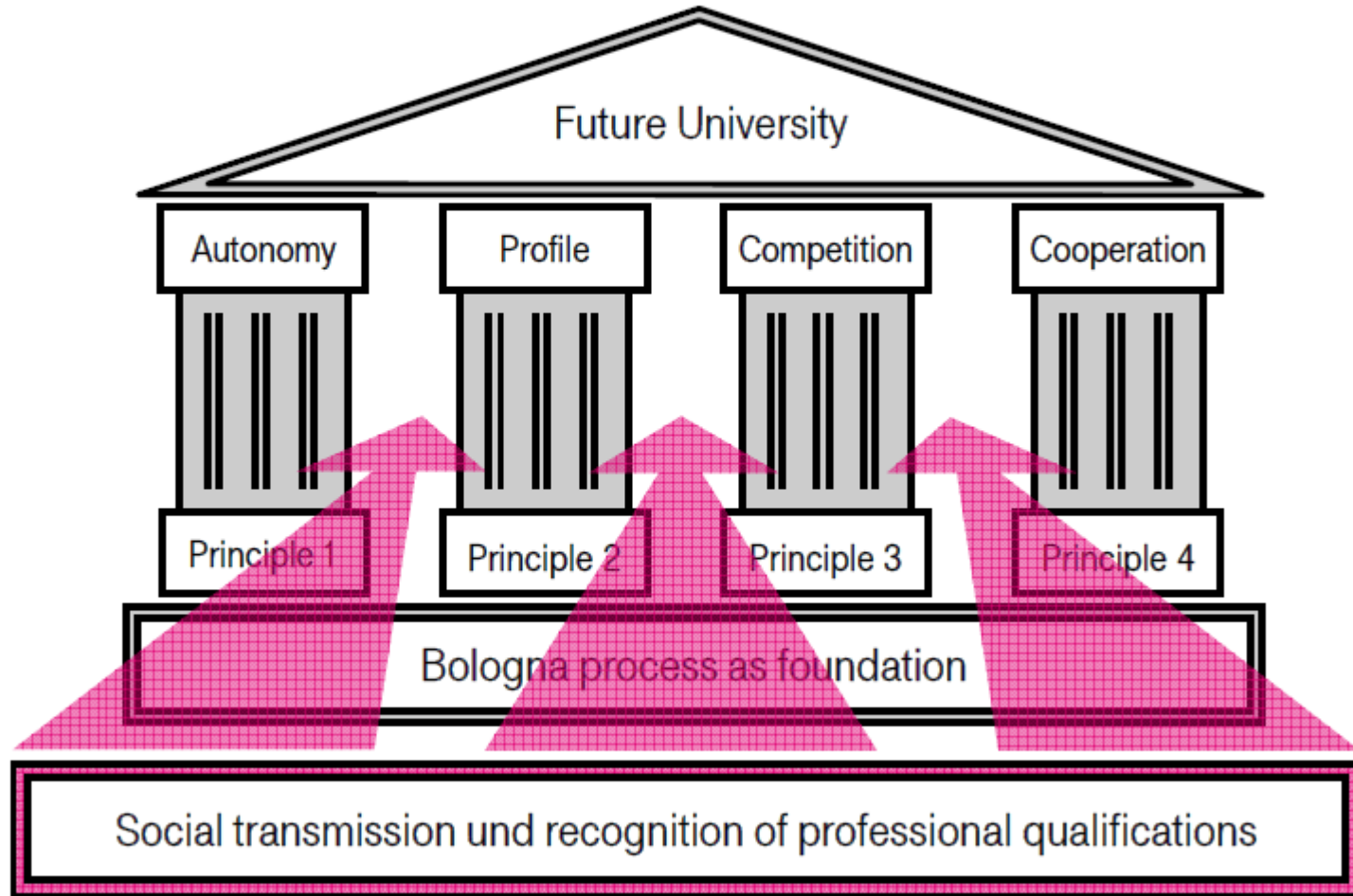
FOR A MORE PROFESSIONAL HIGHER EDUCATION

Markus Lecke, Group Performance Development, Deutsche Telekom AG
EURASHE Seminar, Otocec, 16/17.10.2014

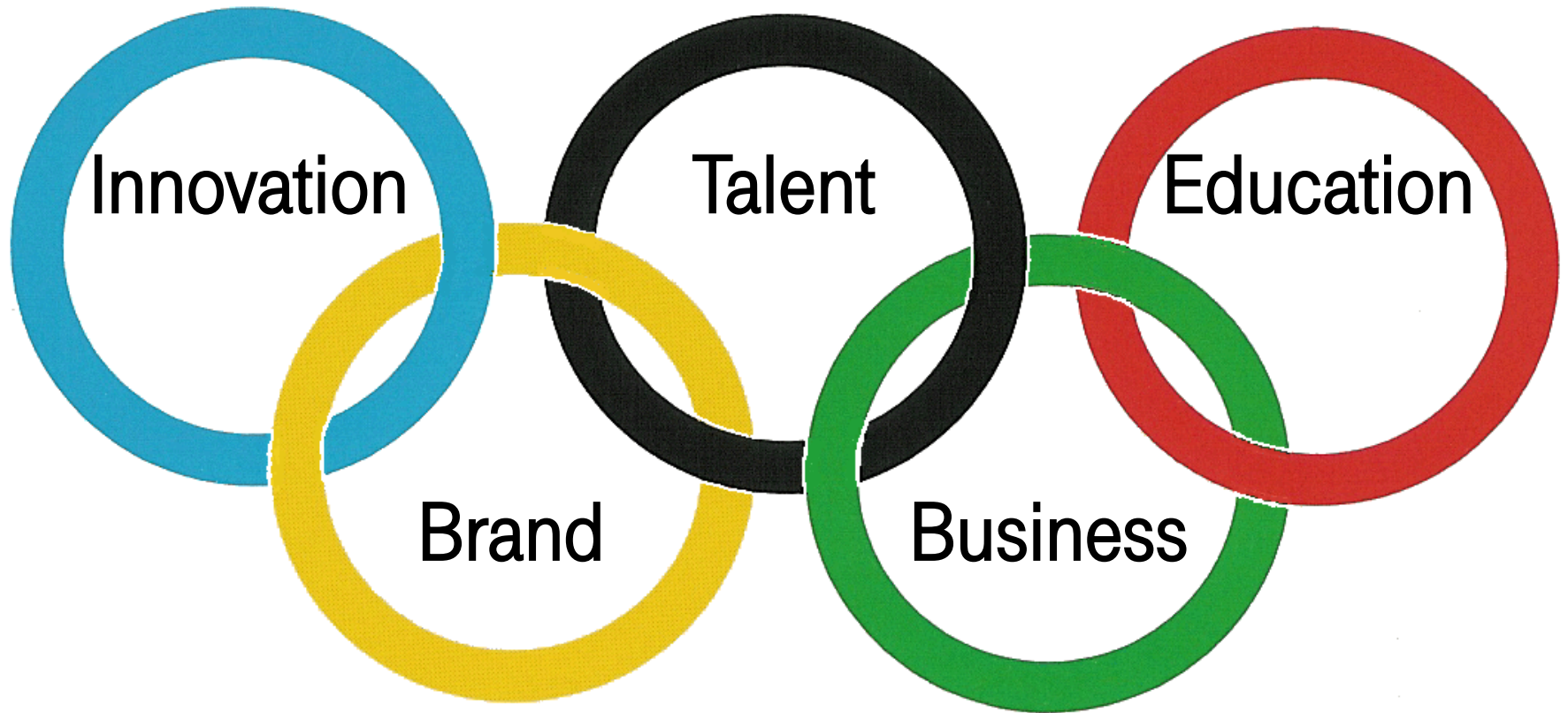


LIFE IS FOR SHARING.

Overall concept „Future University“



FIVE DIMENSIONS FOR GOOD COOPERATIONS



WHY WE COLLABORATE WITH UNIVERSITIES

FIVE ASPECTS TO IMPROVE OUR COMPETITIVE MUSCLE...

1 Innovation (R&D)

- channel to public researchers
- creation of intellectual property rights (e.g. patents...)
- product development, field studies, etc.
- expert opinions / reviews

2 Talent

- recruiting of talented students
- (global) employer branding
- Selection of Top - Talents

3 Education

- cooperation to enrich student education with real-business experience
- Collaboration for knowledge transfer (such as leadership programs or further education)
- establish dual and extra occupational study courses

4 Brand

- presenting the company as good corporate citizen („local global player“)
- transforming our image positively
- supporting our brand values

5 Business

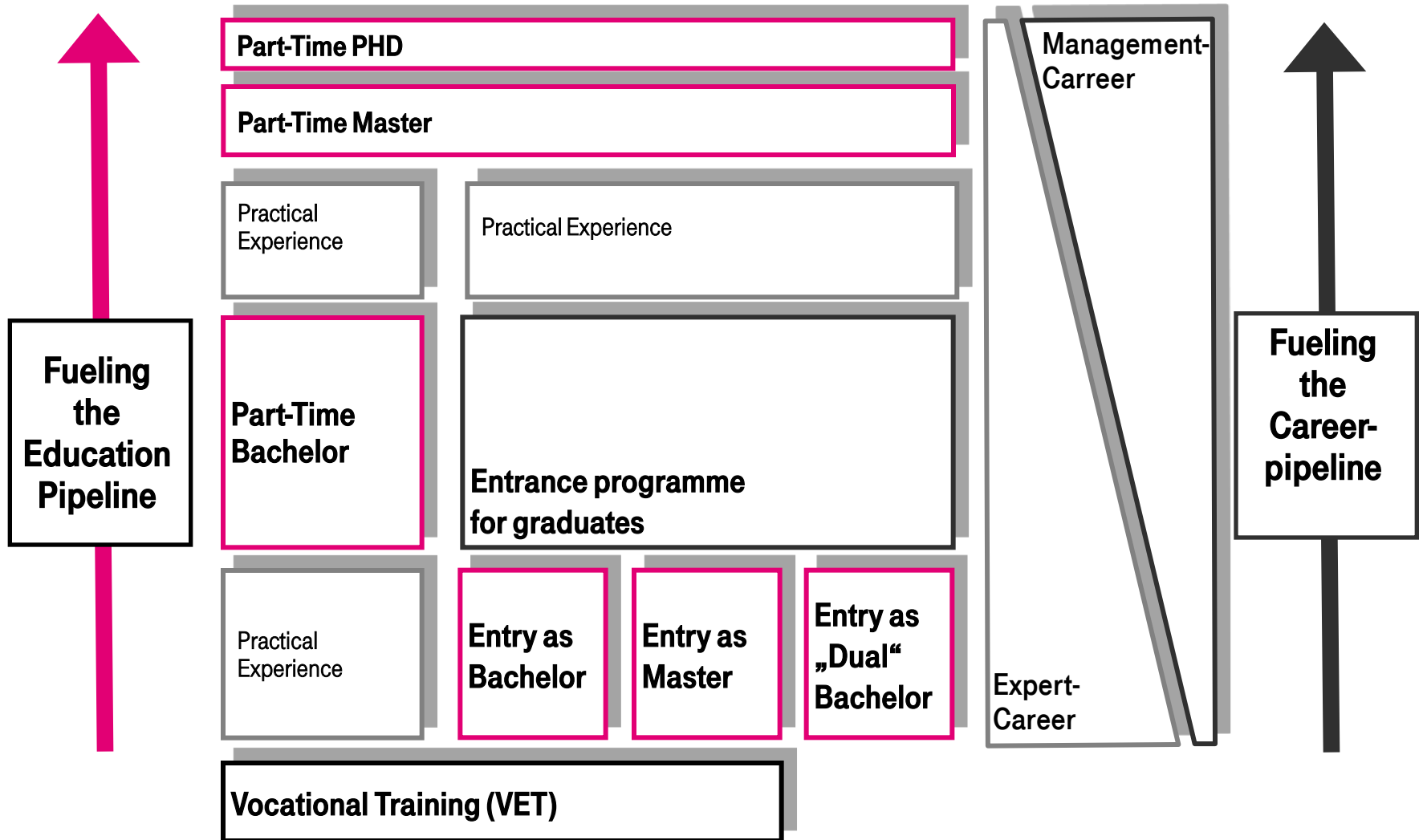
- reference implementations
- huge deals in public sector (B2B, esp. TSI activities in education segment)
- campus activities to support the B2C sales-strategy

Improve the Competitive Muscle

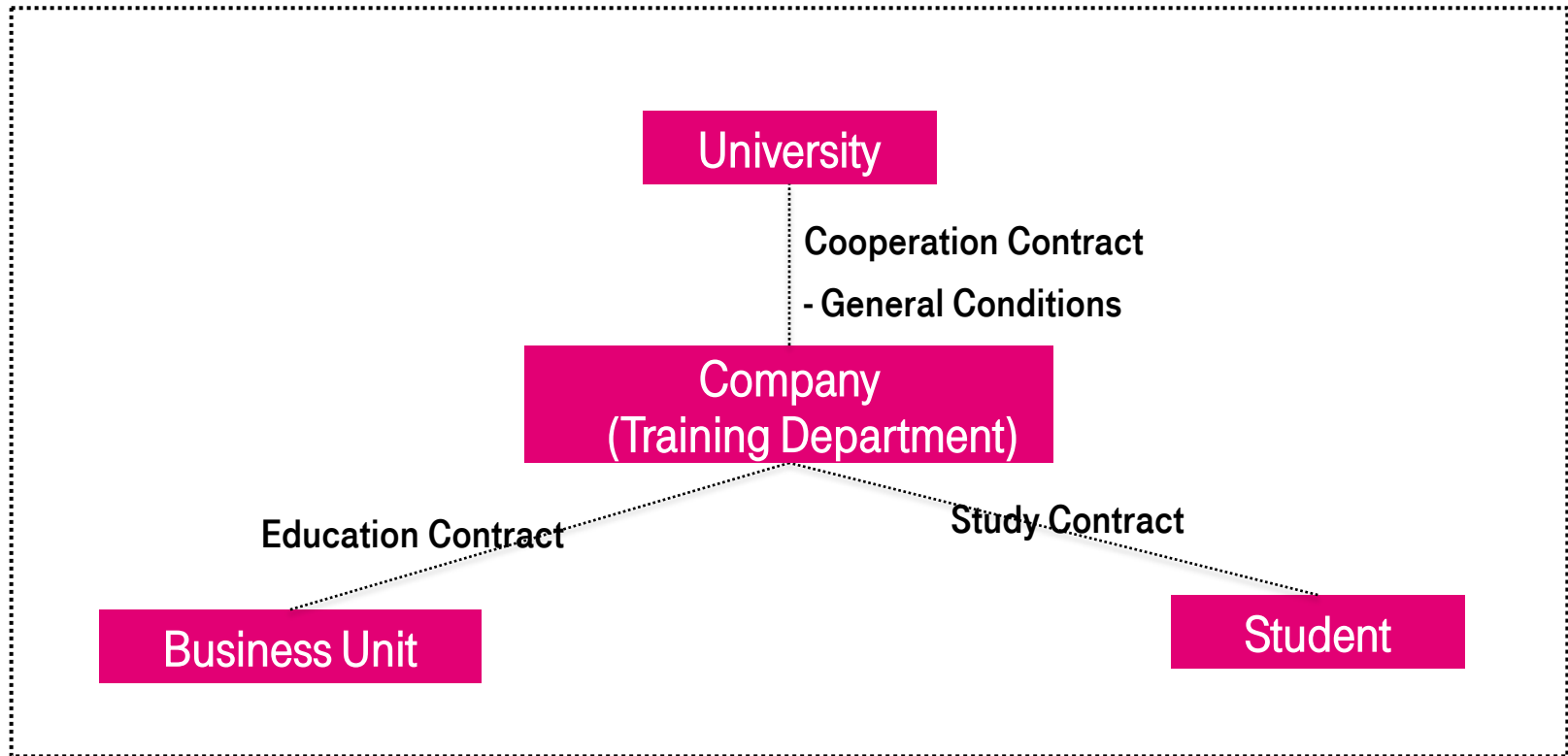
- attractive, highly innovative products
- magnet for talents
- business-oriented skill-profile
- good image @ future decision makers
- growth & prospering business

OUR APPROACH: BOLOGNA@COMPANY

ACADEMIC EDUCATION GOES CORPORATE



Cooperation Model 1 (central)



Cooperation Model 2 (decentral)

