



**FOR IMMEDIATE RELEASE**

**Ekaterina Kutsenko**

Press Service

Deloitte CIS

Tel: +7 (495) 787 06 00

[ekutsenko@deloitte.ru](mailto:ekutsenko@deloitte.ru)

**Deloitte Telecom Engineering EMEA Centre of Excellence agrees with Cellwize to offer innovative mobile communications solutions and business transformation services**

**Moscow, 16 January 2017** - Deloitte Portugal and Cellwize are pleased to announce the celebration of a cooperation agreement between Cellwize and Deloitte's TEE, the Telecom Engineering EMEA Centre of Excellence of Deloitte located in Portugal.

The agreement combines the strength and market position in Engineering and Business Transformation Processes of Deloitte Portugal also supported by Deloitte Israel, and the renowned Self-Organizing Networks ("SON") solution of Cellwize, to establish a distinctive joint offer aiming to transform the Telecom Engineering and Business Processes of mobile communications services providers, by implementing a tailored fit package comprising analytical tools, engineering consultancy and business process transformation.

Deloitte Portugal and Cellwize will change the way their clients perform Network Planning, Optimization and Operation of Radio Access Networks across all wireless technologies and form factors by deploying Cellwize solutions and tailor-fitting the operators' business processes which are affected by new implemented technologies. The mentioned solutions also pave the path to new network realities such as Network Functions Virtualization ("NFV") and Management and Orchestration ("MANO") that will further change the infrastructure landscape and business processes within the communications services providers.

This agreement not only covers selected Cellwize software solutions and Deloitte's complimentary Engineering Consulting and Strategy & Operations services for a large set of countries but also foresees a deeper cooperation in other areas like analytics and expansion to new markets.

António Lagartixo, partner of Deloitte Portugal and global sponsor of Deloitte's Telecom Engineering CoE stated: "Deloitte Portugal and Cellwize joint capabilities are expected to enhance the business impact of SON and network automation in our clients, in addition to the technology benefits. Ultimately, we focus on adding value to our clients, and process optimization services are key to capitalize on today's network automated technologies and digital services. We are confident that the telecommunications industry will recognize the differentiated offer that this agreement brings to the market and we have been receiving excellent feedback from our clients."

Pedro Tavares, Associate Partner of Deloitte Portugal and Head of Deloitte's Telecom Engineering CoE stated: "We focus on delivering value and transforming the operations of our clients to an upper level and these days, technology is only a part of the value equation of our clients. Business Transformation

Services, an area where Deloitte Portugal is the market leader, can complement Cellwize solutions and bridge the world of technology and business transformation. We believe this offer to be a key component to improve business value, speed up deployment and enhanced a return on investment to our clients.” Ofir Zemer, CEO of Cellwize stated: “Cellwize mission is to enable the digital transformation of our clients, mobile network operators and digital enterprises. By bridging the connectivity gap between the digital services and offerings and the wireless networks, we are facilitating the full alignment between the networks and each customers’ digital moment-of-truth.” He further commented “at Cellwize we are excited about this cooperation with Deloitte to realize this vision; bringing together the value and benefits of Cellwize’s innovative technology along with Deloitte’s deep understanding of the Digital Transformation and business processes are a win-win situation for clients worldwide.”

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## **About Deloitte Telecom Engineering EMEA Centre of Excellence**

Deloitte Telecom Engineering EMEA Centre of Excellence (also referred to as “Deloitte’s Telecom Engineering Excellence - TEE”) is an operational area specialized in telecom engineering services, managed by Deloitte Portugal, that offers engineering services for mobile, fixed and convergent telecom networks, service platforms and operating support systems (“OSS”) for the Europe, Middle East, Africa region (“EMEA”).

## **About Deloitte**

With over 225,000 employees, Deloitte has grown to be one of the largest professional services firms worldwide with a presence in over 150 countries. Deloitte offers unrivalled depth, breadth and quality of professional expertise to serve the needs of clients across various industry sectors.

Deloitte CIS is one of the leading international professional services firms that offers audit, consulting, corporate finance, enterprise risk, and tax and legal services leveraging professional experience of approximately 3,400 employees in 19 offices of 11 countries across the region. Today, Deloitte has offices in Moscow, St. Petersburg, Ufa, Yekaterinburg, Yuzhno-Sakhalinsk and Novosibirsk in Russia, Kyiv in Ukraine, Minsk in Belarus, Tbilisi in Georgia, Baku in Azerbaijan, Aktau, Almaty, Astana and Atyrau in Kazakhstan, Bishkek in Kyrgyzstan, Tashkent in Uzbekistan, Dushanbe in Tajikistan, Ashgabat in Turkmenistan and Yerevan in Armenia.