

Chap. 7 Our Values

Best Service Quality

Committed to creating the best experience for customers, Taiwan Mobile has expended a lot of effort into building high-quality communication platforms, continually developing a wide range of new products to facilitate “one-stop shopping” and conducting regular training activities for its customer service personnel. Dedicated areas highlighting the Company’s latest products, including smartphones, netbooks and GPS devices, have also been set up in directly owned “myfone” shops nationwide to let customers try out and experience the convenience that mobile digital technology and value-added services provide.

In 2009, TWM won two Next Magazine Top Service Awards – in the mobile / fixed line operator and 3C retailer categories – for the second year in a row. TWM was the only company to win top awards in two different categories.

These awards underline the vital role that TWM plays in the telecom service distribution channels and the high reputation that TWM enjoys among consumers in Taiwan.

Excellent Brand Image

The value of the Taiwan Mobile brand is built on its commitment to “Simplicity, Innovation, Passion and Integrity” and on helping customers achieve the lifestyle they want. Following a re-integration of the Taiwan Mobile Group’s resources in 2008, three brands were launched: Taiwan Mobile, TWM Broadband, and TWM Solutions. These three brands work closely together to meet customers’ diverse needs in today’s digital world, seeking to create a simpler, more human-centered user experience.

With a view to becoming an integral part of customers’ daily lives, Taiwan Mobile provides mobile communication.

- ▼ Taiwan Mobile’s objective is to satisfy their customers’ needs and provide an easy, simple and user-friendly communication experience.



tions, mobile value-added services and mobile broadband Internet access for individual customers. TWM Broadband expands on this position, offering a wide range of digital lifestyle and entertainment services to cover the whole household. TWM Solutions, meanwhile, is focused on the enterprise market, providing customized information and communications technology and systems integration solutions for corporate customers. With its professional expertise and ability to provide “one-stop shopping” service, TWM Solutions is able to work closely with corporate customers to help their business grow.

As we enter the new era of integrated digital technologies, the Taiwan Mobile Group is leading the way in digital convergence by rolling out TIME – Telecommunications, Internet, Media and Entertainment – services throughout Taiwan. The Company’s goal is to ensure that with Taiwan Mobile in their life, people are able to enjoy user-friendly mobile communications, television and other services wherever and whenever needed. Taiwan Mobile – A Part of Your Everyday Life!

Green Company

In response to the threat of global warming, TWM established a sustainable development committee to promote efficient energy use, protect the environment, and reduce greenhouse gas emissions. The Company seeks to comply with international environmental protection standards as well as domestic laws and regulations while building an environmentally friendly green corporate system.

In November 2009, TWM received the “ROC Enterprise Environmental Protection Award” for its promotion of environmental protection in Taiwan. TWM was the first company in the service sector to receive this recognition from the Environmental Protection Administration.

1. Handset recycling

TWM introduced Taiwan's first recycling campaign in April 2008, encouraging consumers to bring their old batteries, handsets and accessories such as chargers, headphones, and transmission wires to TWM 600 myfone stores for recycling. As of December 2009, 22,591 handsets had been recycled, yielding 753g of gold and 2,259g of silver. In addition, 4,477kg of handset accessories and 1,085kg of batteries were also recycled; bringing total recycling

volume close to 5.6 tons. As a result, TWM received recognitions from the ROC Environmental Protection Administration and successfully set the recycling mode in the industry.

2. Energy conservation

Given concerns over the proliferation of telecom base stations, TWM follows three major principles in setting up base stations: one, co-stationing and co-construction; two, minimizing the number of base stations and antennas to protect the environment; and three, using energy-saving equipment at base stations. Since 2008, TWM has adopted energy conservation measures for its green equipment room. This has raised its cooling efficiency and saved up to 30% in energy consumption.

Additionally, under the condition of not interrupting normal business operation, the Company urged employees to carry on electricity and water saving programs. TWM was able to reduce its office building's power and water consumption by 8.02% and 1.6% from 2008 respectively. At a per employee basis, the average power and water consumption dropped by 11.2% and 5.01% from last year respectively.

3. Recycling

1. Wire and cable recycling

TWM outsourced the treatment and disposal of waste copper wires and cables to waste cable management service providers qualified by the Environmental Protection Administration since 2000. A total of 600,568kg of bare copper wires was disposed of and recycled in 2009.

2. Battery recycling

To serve both energy and operating cost saving purposes, batteries from main mobile switching centers and base stations have either been regenerated or outsourced to qualified handlers for recycling since 2008. In 2009, TWM recycled waste batteries and found 345 of them to be reusable, while disposing of 7,089 (approximately 319,005 kg) as flawed.

3. Waste recycling in the office

Complying with the government waste recycling policy, a total of 78,731kg of waste items were recycled at the Company's headquarters in 2009.

4. e-billing and paperless campaign

TWM began promoting e-billing in 2004, and by the end of 2009, 405,288 users had switched to e-billing. Assuming that each physical billing statement uses 2.42 sheets of A4-size paper, by the end of 2009, e-billing had conserved 980,000 sheets of A4-size paper. TWM also initiated a "paperless store" campaign in 2006, customers can choose to receive short message instead of paper receipts. This allowed the Company to conserve 3.34 million sheets of A4-size paper in 2009.

By formatting all of the Company's internal announcements, official documents, and meeting notices into electronic files, setting up employee pass-code system for print out, and encouraging use of recycle and light-weighted paper, the Company's annual consumption of A4 paper fell 20% year-on-year in 2009. That represented a 23% reduction of average paper usage per employee to 113 sheets from 147 sheets.

5. Buying green

TWM purchases environmentally friendly low-impact products in three categories, namely "EPA-approved Green Mark products," "low-pollution, recyclable, resource-saving products made from reusable materials," and "other products offering identical or similar performance and which benefit society or reduce societal costs." Furthermore, TWM regularly collects information to formulate guidelines and train staff on the concept of buying green.

6. Environmental protection education

In order to encourage employees to conserve energy and reduce carbon dioxide emissions, recent annual family days focused on environmental protection as the theme, with managers leading employees and their families in taking action to care for the Earth.

Corporate Social Responsibility

Corporate Social Responsibility (CSR) has been the governing rule for corporate management. TWM was the first to issue a CSR report among the Taiwan telecom opera-

- ▼ Harvey Chang, the President and CEO of Taiwan Mobile, and the employees morphed into environmental conservation vanguards at Guandu Nature Park.



tors in 2007. Moving ahead, in 2009, TWM issued a CSR report, this time conforming to international standards on three major areas – corporate governance, environmental sustainability, and social responsibility. This report has been compiled using the GRI/G3 guidelines of the Global Reporting Initiative (GRI), verified by The British Standards Institution (BSI).

TWM established a dedicated social responsibility department in 2007 and contributed NT\$50–60 million annually to public welfare. Of the 2009 TWM Foundation's spending, 52% was used in social welfare activities, 22.3% for bridging the digital divide and emergency communications, 21.2% went toward telecom research and competition, and 4.5% went to lectures and others. A majority of the funds were used to care for underprivileged groups and people living in remote areas, art promotion and community development, and youth activities.

1. Corporate volunteers

TWM set up a corporate volunteer program in 2007. The Company offers volunteer staff two-day paid leave each year, transportation allowance, insurance and advance training to encourage them to take part in activities that serve the local community. Aside from receiving a certificate upon completion of the program, employees are able to share their insights and experiences on the Company's volunteer website.

Normalizing the corporate volunteer program not only fulfills the Company's social responsibility but also creates "Four wins" for the employees, the Company, society, and underprivileged groups.

2. Community feedback

1. Typhoon Morakot reconstruction

When Typhoon Morakot struck in August 2009, it caused severe devastation in southern Taiwan and caused extensive damage to communication devices and networks. TWM immediately organized a task force to repair network equipment and base stations in the stricken areas. The Company was able to restore communications in severely affected areas such as Taimali in Taitung County, Mudan and Jiadong in Pingtung County, and Dongpu in Nantou County.

TWM provided monthly subsidies of NT\$300 for telecom expenses to residents of affected areas for six months after the disaster, as well as free replacement of lost SIM cards and other services. TWM raised more than NT\$30 million by encouraging employees to donate a day's pay to complement corporate donation. The Company also offered paid leave and allowance to encourage employees to help out on the affected area recovery.

Looking at the damage inflicted by the typhoon, the Company found that it had destroyed a number of bridges, including Shanmei Bridge – the major means of access to the villages of Shanmei, Shinmei, and Chashan – bringing tourism in the Danuoyi Valley to a standstill. To aid residents in these areas, TWM commissioned an experienced specialist in building bridges – the Chiayi Do-good Organization – to rebuild Shanmei Bridge. The new Shanmei Bridge will be a concrete bridge 86 meters long and 8 meters wide and is expected to be completed in June 2010.

Chiayi Do-good relies on volunteer work for its projects,



so there are no subcontractors or middlemen involved. By working with this organization, TWM was spared the usual lengthy administrative process – from surveying to budgeting, bidding, contracting and funding allocation – and hopes to shorten the bridge reconstruction project by at least one year. The Company is spending NT\$17 million on this project but hopes to generate NT\$50 million to NT\$60 million in social value.

2. Caring for senior citizens living alone

In 2008 and 2009 TWM joined forces with the Kernel of Wheat Foundation to hold a New Year's Eve event, "Providing Companionship to Solitary Seniors" in Hualien County. This event received the enthusiastic support of shops in the area. TWM hopes that local communities will jointly address the problem of long-term care for seniors living alone.

3. After-school tutorial for children from underprivileged

families

TWM has participated in the Chinese Christian Relief Association's "After-school Tutorial Program for Children from Underprivileged Families" since 2005, sponsoring 10 tutorial programs for 205 children from economically disadvantaged families.

4. Outdoor community concerts

TWM held seven large outdoor concerts throughout Taiwan in 2009, with more than 70,000 people attending these events. Through these musical performances, the Company hopes to soothe and touch people's hearts.

- ▼ 66 Taiwan Mobile volunteers helped to build Alisan's bridge, which was washed away when Typhoon Morakot hit the island in August 2009, with Chaiyi Do Good Organization, a local NPO with more than 40 years of experience in building roads and bridges for the underprivileged.



Taiwan Mobile's outdoor concerts in 2009

Date	Location	Name	No. of participants
February 22	Beinan Township, Taitung County	Lika Mengmei's Banquet	Over 3,000
April 11	Taoyuan Cultural Park	Taiwan Mobile Outdoor Concert in Taoyuan	Over 11,000
September 9 October 3 October 10	Sun Moon Lake, Nantou County	Taiwan Mobile Outdoor Concert at Sun Moon Lake	Over 38,000
November 28	Wei-Wu-Ying Center, Kaohsiung	Violinist Hu Nai-yuan	Over 10,000
December 26	Yuanman Theater, Taichung	Fairytales, Movies, Symphonies	Over 8,000

5. Mobile treatment

With its telecoms infrastructure, TWM provides community emergency communications functions in conjunction with community assistance services conducted by the Kaohsiung/Pingdong, Mobile Medical Care Network, Department of Social Welfare - Taipei City Government, and Taidong Christian Hospital.



- ▲ True concern is far better than mere material assistance. Taiwan Mobile volunteers helped seniors living alone purchase Chinese New Year supplies and enjoy a warm get-together year-end lunch.
- ▶ Taiwan Mobile held large outdoor concerts throughout the years to elevate public appreciation of classical music and to cultivate their understanding of different cultures as well as creativity.



3. Bridging the digital divide

To bridge the urban and rural divide, TWM has donated second-hand computers and established seven "e-learning centers" in Alishan County, Dajia in Taichung County, Jhushan in Nantou County, Minsyong in Chiayi County, Donggang in Pingtung County, and Wanrong in Hualien County. The Company provides carrier-free cellphones, broadband Internet and cable TV services to facilitate communication in remote areas and help local residents connect with and obtain first-hand information on improving their quality of life.

TWM has been working together with National Chengchi University since 2009 to produce Internet security videos and teaching modules and promoting these programs in schools. The Company is also working on turning a number of concerts and children's plays on environmental protection into e-learning materials for students in remote areas, bringing them the latest ideas to bridge the digital divide and enhance their competitiveness.

4. Promoting digital applications, enhancing creative skills

1. myfone Mobile Creativity Awards

TWM initiated the "myfone Mobile Creativity Awards" in 2007. Awards are given to creators or composers of the "Best Short Message Literature" and "Original Ringtones." The number of submitted works increased 400% in 2009; successfully encourage creativity using mobile technology.

The selection process involves three stages: preliminary review, secondary review and finals. Prominent figures from the literary and music world are invited to serve in the panel of judges. Past judges include well-known figures such as Yu Kwang-chung, Chang Hsiao-feng, Chang Ta-chuen, Chiang Hsun, Jerry Huang, Vincent Fang and Summer Lei.



Entries/votes for the myfone Mobile Creativity Awards

		2007	2008	2009
No. of submitted works	Short messages	5,232	4,745	22,612
	Ringtones	138	331	436
No. of votes		40,581	35,832	49,674

909 cellphone audio guide usage in recent years

Year	Usage amount	Seconds
2004	32,119	3,564,815
2005	19,016	1,471,338
2006	2,256	1,395,541
2007	3,679	2,759,068
2008	62,697	41,497,473
2009	27,223	7,728,359

2. 909 Cellphone audio guide

TWM pioneered the use of cellphones as a museum audio guide with the introduction of its 909 service in 2004. In 2009, the Company provided audio guide services for an exhibition of artifacts from Xinjiang, an international exhibition of the works of Andy Warhol and permanent exhibits at the National Museum of Marine Biology in Pingtung.

5. Caring for the underprivileged

1. Training spinal injury patients to live independent lives

In July 2003, TWM, together with its customer service subsidiary and the Taoyuan Center for Developing the Potential of Spinal Injury Sufferers, developed a remote program to train spinal injury patients to become professional customer service personnel. After receiving intensive pre-service training and complying with strict customer service quality requirements, each of these trained spinal injury patients can now respond to an average of 80 to 100 calls

- ▼ Held Digital Camps for children throughout Taiwan and had well-known directors teach them how to use digital devices, such as digital cameras and mobile phones, to tell stories through images in order to increase their competitiveness in the digital era.



第3屆 myfone 行動創作獎

www.myfone.com.tw



▲ The "myfone Mobile Composition Award" brought together heavyweight domestic critics from both the literary and music industries to guide the public into the Web 2.0 Art Sharing Age, which merges technology and art.

each day. These personnel are deserving of the title "customer service supermen and superwomen".

TWM has provided jobs to 58 spinal injury patients since the "Customer Service Superman" program was initiated. A total of 131 patients have benefited from the different types of customer services classes that TWM offers.

2. 5180: Building a bridge for donations

TWM introduced the "5180 Real-Time Donation" platform in December 2005 to provide a fund-raising channel for social welfare groups. This voice donation hotline is free of charge and allows donors to participate in charity activities online. The service makes optimal use of cellphones' mobility and convenience, allowing users to show their concern anytime, anywhere.

Through this service, over 40 welfare groups have received more than NT\$21 million in donations from 52,000 callers; it has become a major channel for real-time donations.

6. Consumers' rights and interests

1. World-class information security

Mindful of the importance of customer information security, TWM obtained a global first ISO 27001 Information Security Management System certification in 2006 and passed the global system's three-year overall review in 2008. The certification included examining more than 200 operating

processes and 30 systems in the IT and customer service departments, covering new subscription, billing, anti-fraud, and customer service to ensure that, without authorization, no one is able to access clients' private information.

2. Transparent and fair rate plans

In accordance with the rules set forth by the NCC to protect consumers' rights and interests, the Company submits all service and rate plans for approval by the Commission. All contracts with customers are drawn on the basis of fair and equal treatment and fulfill all the requirements stipulated in the Consumer Protection Law. The Company also provides clear and detailed billing information to customers.

3. Special discount to underprivileged group

TWM and Taiwan Fixed Network Co. jointly were first to offer special discount rate plans to the underprivileged group in 2007. In addition, TWM also offered mobile, local, long-distance and international integrated discount program to non-profit organizations to help them save on cost.

For the elderly, TWM offered up to 50% discount on the monthly fee as well as supplied handsets with large screen, clear display and loud sound alert.

4. Teen protection

As the number of mobile internet users increases, the Company has developed pass-code rules in compliance with the NCC's regulations preventing children and teenagers from accessing information which is not suitable to their age. In addition, parents can block the unsuitable services at the "Catch" portal. TWM will continue to strengthen information security to screen content accessible to children and teenagers.

5. Customer satisfaction survey

TWM's dedication has won positive responses from customers, with Company surveys (including telephone and internet polls and focus groups) over the years showing respondents giving high marks to improvements in network quality, SMS rates, retail services, call center services and billing information, etc. Based on the survey results, TWM will originate action plans for continuous improvement.

7. Employee benefits and employee rights protection

The Company has set up an employee conduct/ethical standards policy to serve as guidelines for employee behavior and development. To motivate employees, the Company has launched various compensation and benefits programs that are performance-based. Overall, the Company's human resources policies surpass basic labor law requirements, such as the Labor Standards Law. These policies are detailed as follows:

1. Employee behavior/ethical standards

The Company has established policies and rules as a guide for employee conduct, rights, responsibilities, and ethical standards. They are as follows:

1. Delegation of authority

- (1) Authorization guidelines and limitations: Aimed at streamlining business processes, strengthening distribution of responsibility, as well as detailing management authority at each job level.
- (2) Empowerment and delegation rules: Designed to ensure smooth and normal business operations.

- (3) Job ranking, title and organizational structure policy: Formulated to correspond to employees' career plan.

2. Work regulations

The Company's work regulations clearly define the rules and responsibility of management and labor. The Company's modern management approach has effectively promoted cooperation among employees and benefited the Company.

3. Divisional responsibilities

The Company's major divisions are separated by functions. Each division is tasked with specific job responsibilities and this separation of functions has strengthened the core competency of the Company.

- ▼ Invited celebrity volunteers to record charity ringtones. They can be downloaded for free, through 5180 Mobile Donation Hotline, allowing anyone to become a public interest awareness ambassador.



4. Reward and punishment policies

The Company has drawn up a number of policies on rewards and punishments to encourage employees who have made special contributions to the Company as well as discourage employees from behaving in a manner deemed damaging to the Company. These policies are stated in Article 14 and Article 47 to Article 58 in the Company's "Work Regulations."

5. Employee assessment policy

Supervisors provide feedback, assistance and map out individual development plans based on employee performance.

6. Attendance and leave policy

Enforcement of this policy – designed to serve as a guideline for employees – helps enhance work quality.

7. Business confidentiality policy

To safeguard the Company's competitive advantages, employees are required to sign a "Confidentiality and Intellectual Property Rights Statement" and "Employment Contract" in order to protect the Company against potential damage from the disclosure of trade secrets. The Company provides employees with the required information and training courses to strengthen their understanding of information security.

8. Sexual harassment prevention and handling procedures

The Company's "Work Regulations" include rules designed to prevent sexual harassment in the workplace and promote gender equality. The Company disseminates information on laws and procedures for filing complaints of sexual harassment on the intranet to serve as a guideline for employees.

2. Benefits programs

1. All employees are entitled to labor insurance, national health insurance, and group insurance coverage starting from the first day of work.
2. The Company has an employee treasury stock subscription plan, an annual bonus plan, and an em-

ployee profit-sharing plan. To incentivize employees, the Company has accumulatively transferred shares bought back from the market (equivalent to 4.96% issued shares) at cost to employees as of the publication date.

3. An Employees' Welfare Committee was established in July 1998 to handle and implement employee benefits programs. The committee is in charge of a number of benefits designed to raise employees' quality of life and promote physical and mental well-being, including club activities, company outings, family day, and benefits for special occasions such as weddings, festivals and funerals. Its current prevailing annual budget amounts to NT\$70mn from the Company's contribution.

3. Employee stock ownership plan

Designed to boost employee retention, the Employee Stock Ownership Plan was implemented in January 2006. Under the plan, employees are encouraged to invest a certain amount of their monthly pay – with the Company contributing a similar percentage – to purchase company shares.

4. Employee training and education program

1. Training expense from 2009 to the publication date totaled NT\$16,980,969 (including travel expense), with 62,403 training hours and 10,137 participants.
2. Orientation for new employees includes introduction into the corporate culture, company organization, telecommunications market, IT and network systems, labor safety, as well as information security training.
3. Core competency development: Focus on basic competencies, including problem solving, decision-making, communication, project management, basic legal knowledge of the telecommunications market, team building and service skills.
4. Management training and development: Separate training programs for entry-level management, middle management and senior management. Training

courses include performance management, leadership, motivation skills, strategy management, project management, team dynamics skills and organizational development skills.

5. The Company sends large numbers of employees to local and international telecommunication conferences, management forums, consulting seminars, and vendor training programs every year. These activities have a profound effect on upgrading the Company's technologies, developing new products, introducing new and innovative ideas, and improving managerial skills.
6. To help employees develop their expertise in telecommunication technologies and business administration, the Company has a scholarship program designed to provide employees with on-the-job training.
7. The Company sponsors external training courses for all employees annually. Employees can select courses that combine their personal interests and job needs to reap the maximum benefits from these training sessions.

5. Retirement plan and implementation

1. The Company has specific Employee Retirement Guidelines.
2. The Company has set up a Labor Pension Supervisory Committee, which was approved by the Taipei City Government in February 1998. Since May 1988, the Company has been allocating on a monthly basis, a retirement pension equivalent to 2% of the employee's monthly salary.
3. The Company implemented the New Labor Pension System in July 2005.
4. In accordance with Issue No. 18 of the Financial Accounting Standards of the ROC, the Company shall retain the services of an actuary to assess and calculate the labor pension reserve and provide a detailed report.

6. Employee safety and sanitary policy

To fulfill the Company's social responsibility in providing its employees with a safe, healthy and comfortable working environment, the Company endeavors to:

1. Abide by and comply with regulations on environmental protection, safety and sanitation.
2. Be on constant lookout for potential hazards in the work environment to minimize accidents.
3. Promote health education, conduct physical examinations, and implement health management programs.
4. Promote and instill energy-saving consciousness to help reduce waste of resources.

The Company's employee safety and sanitary policy is posted on its internal website and summarized as follows:

1. A unit dedicated to conducting environmental inspections and carrying out employee sanitary training courses was established in accordance with regulations.
2. A Health and Safety Committee was set up to draft a plan to prevent job injuries; ensure compliance and review related rules on employee health and sanitary improvement solutions through periodic meetings.
3. Full-time professional nursing personnel are employed to conduct health examinations for employees, track the progress of staff who fail to pass their health examination, and hold talks on how to promote health. Staffers who are able to administer first aid treatment have been placed in each work area.
4. Fire/flood protection exercises are performed periodically to reduce risks of employee injury and property loss from natural disasters.
5. Entrance guards and security systems have been placed at all main base stations and work offices to secure staff, property and information security.

6. Energy-saving policies have been set to reduce carbon emissions.

7. Management/labor relations

The Company, working under the management and labor as one concept and belief that a win-win situation can be achieved when the two sides work together, has followed

relevant labor laws and regulations, held quarterly management/labor forums to facilitate communication, and promoted employee benefits to build a harmonious and satisfactory management/labor relationship. The Company has therefore not experienced any losses due to management/labor disputes and does not foresee any such situation in the future.

Year	2008	2009	As of Jan. 31, 2010
R&D expense (NT\$'000)	488,744	594,509	45,188
As a % of total revenue	0.90%	1.04%	0.95%

Innovative Research and Development

1. Research and development expenditure

Investment in research and development and its ratio as a percentage of total revenue are shown in the table below. For 2010, the Company plans to spend NT\$782 million on

research and development for more advanced technologies designed to increase customer satisfaction, which in turn should boost revenue and overall operations growth.

2. Major research and development achievements

Project name	Details
SOA-based service delivery platform (SDP)	The function of service-oriented architecture (SOA) based services was integrated with information management system (IMS) to develop SDP.
Front-end event-based marketing (EBM)	Front-end EBM system is used to produce campaign leads from data warehouse and integrated with front store sales system. Whether serving customers in stores or at call centers, TWM's customer representative can draw on the recommendation produced by the front-end EBM system to respond to customers' service request and produce more effective sales results.
TWM brand website system	A TWM brand portal was set up to serve as the overall entry for CBG, EBG and HBG. Products, services and other related information are placed together for better content management.
Next generation operational support system (NGOSS) based customer relationship management (CRM) system	NGOSS framework is used to plan TWM's customer relationship management (CRM) system covering customer information management, sales/channel management, marketing/selling services, order service, retention & loyalty, service assurance and billing service, and loosely-coupled with the back-end system to increase customer service efficiency.
Digital TV (DTV)	Digital TV technology is used to provide cable TV viewers with diversified programs and channels and develop interactive applications on DTV.
Advertisement ring back tone (ADRBT)	Subscribers who use this service are rewarded with billing discounts or merchandise coupons.

3. Future research and development plans

1. Strategic plans

Project name	Objective	Status	Completion date
IP-VPN video service network architecture PoC	Develop IP based video service network architecture for IP-VPN corporate accounts and build proof of concept (PoC) prototype.	Finished feasibility analysis and partial prototype functions	June 2010
Workflow engine enabling project	Establish a general purpose workflow engine that can be used in multiple applications such as order management and fulfillment.	Core capability completed. Currently undergoing system analysis stage for future release.	June 2010
Customer-facing trouble ticket management system(CF-TTMS)	Build a CF-TTMS to support all business lines. The objective is to provide a customer centric trouble ticket management system for triple/quad play and improve the quality of customer services. It will provide a scalable and extendable infrastructure to fulfill future business needs.	Working on system planning	Dec. 2010
Private Cloud Computing	Build an integrated infrastructure resources environment, and provide TWM with private cloud computing to get the benefit of infrastructure as a service (IaaS).	Working on technology solution evaluation and SOP.	Oct. 2010
ERP IFRS	Adopt International Financial Reporting Standards (IFRS) of accounting to provide domestic and international investors more transparent and reliable financial information. At the same time, TWM's daily operation and internal reports will be fully in line with the internal control provisions set by regulators.	Working on business planning	Jan. 2012

2. Systems development

Project name	Objective	Status	Completion date
Evaluation of LTE & WiMAX systems and establishment of an LTE system channel model	<p>Provide suggestions on deploying LTE system by comparing LTE and WiMAX's major techniques:</p> <ul style="list-style-type: none"> to track and study information developed by standard organization; to study the physical layer standards of LTE and WiMAX 802.16m & 802.16j; to create channel models of LTE and WiMAX, and compare the pros & cons of these two systems. 	Completed the study of the physical layer standards of LTE and WiMAX 802.16m & 802.16j, as well as comparison of the two systems. Channel measurement and model development are in progress.	Mar. 2010
Performance evaluation and integration of wireless network architectures	The project comprises four parts: an automatic fire alarm system, HSDPA/ femtocell deployment and compatibility, software define radio (SDR) investigation, and multiple radio architecture, and multiple input multiple output (MIMO) system performance	Fundamental research completed.	May 2010

3. Value-added services

Project name	Objective	Status	Completion date
Mobile mail	Deliver a more flexible and widely supported mobile mail service to feature phone users who demand quick and easy access to their email anytime, anywhere.	Working on testing service	Feb. 2010
TWM application market "Match Market"	As smartphones increase in popularity, the demand for applications and games for these devices has also increased. TWM plans to build an app store that caters to this demand. The target device platform is Android in the short run.	Planning and designing system specifications	Mar. 2010
e-Book	Establish an e-Book management platform and e-Book readers. The digital content will be protected with encryption and digital rights management (DRM) mechanism. Users will be able to easily purchase and download e-Books using their mobile or e-Reader devices anywhere and anytime.	Working on service planning	June 2010