

Mobile Business II
SS 10
Assignment 2

***Telecommunication strategy
of Google***

Fachbereich
Wirtschaftswissenschaften

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Prepare a summary (max. 3 PowerPoint slides) of one the following topics in teamwork:

Topics:

1. Describe the current operating model of Google and explain their objectives regarding the mobile internet.
2. Give an overview of the telecommunication products and services which Google offers to the business and consumer customers.
3. Give an overview of the hardware and software stack from Google.
4. Explain the strategic relevance of network neutrality (Netzneutralität) for Google.
5. Depict the parts of the telecommunication value chain which will be entered from Google and other Web 2.0 companies.
6. Give an overview about the acquisitions of Google refer to the telecommunication industry.
7. Describe the assignment of the „Open Handset Alliance“ and which objectives Google will pursuit.
8. Describe the strategic relevance of Android.
9. Summarize the current discussion about data privacy protection in Germany and EU and Google's point of view.
10. Illustrate the objectives of Google regarding the broadband trail in US to establish a telecommunication network.

All the topics are aspects of the telecommunication strategy of Google. Each group presents one of these topics in the exercise (max. 5-8 min.).

Please send the 3-slide summary not later than May, 1st 2010 to michael.pachmajer@accenture.com