

Business Model

Rostelecom's business model is designed to provide top quality, advanced telecommunications services and fully fits into the corporate strategy of the Company's transformation into an integrated digital services provider. Alongside its core operations, the Company is strongly focused on sustainable development by facilitating Russia's economic growth and balancing interests of key stakeholders. Rostelecom is building a profitable business for the benefit of its shareholders and creating value for the community by improving quality of life for its customers across the country.

OPERATING ENVIRONMENT

RESOURCES

- 
Production assets >>
- 
Intellectual capital >>
- 
Social capital and goodwill >>
- 
Employees >>
- 
Finance >>
- 
Natural resources >>



MISSION

Rostelecom creates more opportunities for people and organisations by providing services and supporting projects and initiatives, which are important for society.

STRATEGY

- » Edge on technology in IP networks
- » Differentiated offerings
- » Customer service in line with best practice
- » Organisational and cultural transformation
- » Operational excellence

PILLARS

- » Geographic coverage
- » Technology-driven growth
- » Comprehensive approach
- » Sustainability

JOINT VENTURES



RISKS

