

2 June 2007

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## 11-12 Nokia Phones Sold Every Second

### *New study results flatter Nokia*

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AMR Research has made a study on the top 25 supply chains of manufacturers and retailers. This revealed the fact that Nokia is situated at the top of the classification. Nokia has just received a new acknowledgement of its performances to pride with. "As a pioneer in value chain strategy, Nokia has led in supplier development, sales and operations [planning](#), and collaborative product development," wrote AMR Research. This has proved to be more than enough in order to place Nokia at the top of the classification. AMR took into consideration financial aspects as well as the dominant presence in a large number of supply chains. Nokia managed to surpass other companies due to a considerable revenue growth on 2006 as well as through profit, the assets that have been made and inventory turns. Nokia too has made a research on just how appreciated their phone models are. Thus, they found that, in 2006, they sold 347 million mobile [devices](#), which means an average of 11-12 units per second. This has eventually translated in an operating profit of 5.5 billion euro, with sales in more than 160 countries. Nokia gave the proper appreciation to those that have helped them reach such a performance by an Oscar winning recognition of their importance. "This would not have been possible without comprehensive planning and [execution](#) throughout our whole demand supply chain, including suppliers, subcontractors, manufacturing, sales and channel management, customer collaboration and logistics. So we feel that this ranking is also recognition of our excellent partnership community", said Robert Andersson, Executive Vice President, Customer and Market Operations at Nokia. Another study developed by Interbrand has positioned Nokia as being part of the world's first six most appreciated brands. This means that the average number of worldwide Nokia mobile phone users is situated at about 850 million.