



MWC 2025

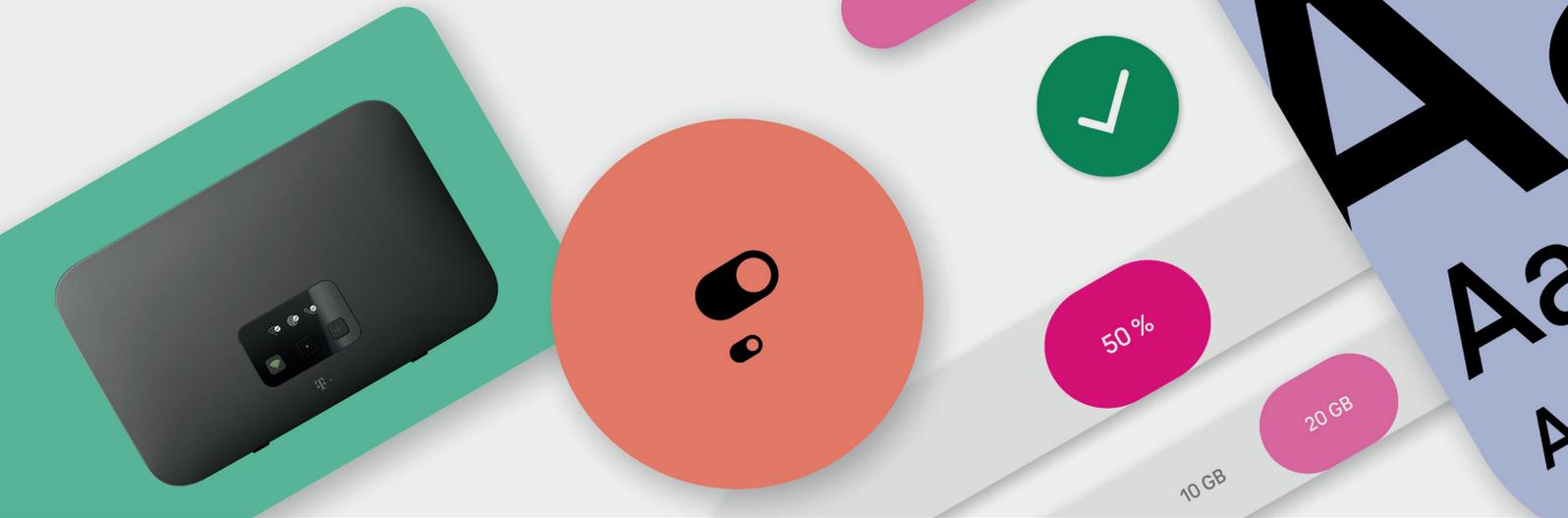
BARCELONA

03. – 06.03.25

SHAPING TECHNOLOGY FOR ALL

OneExperience

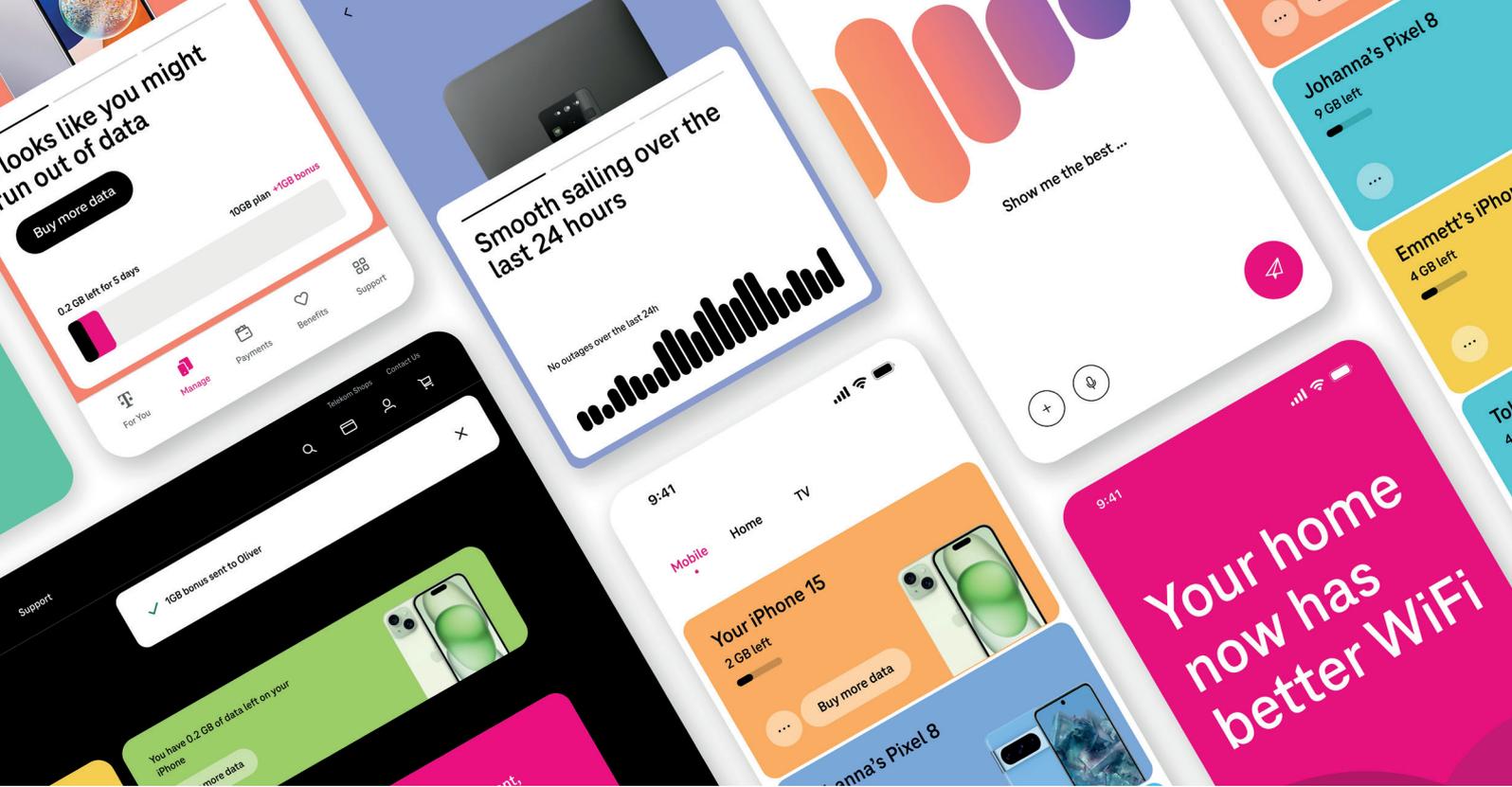
A new digital experience
for our customers



OneExperience is Telekom's foundation for digital products, services, and experiences. It defines the principles and guidelines for Telekom's digital design identity, and provides a design system with accessible and working code, design components, and in-depth specifications – all built to ensure that technology serves everyone equally, with accessibility embedded right from the start. It not only helps to make product teams work more efficiently, but also creates one cohesive experience across products and markets for our customers.

Key facts

- Our new digital design identity – **vibrant, engaging, and emotional**
- Creates exceptional digital experiences – **consistent, omni-channel, and customer-focused**
- Connects designers, developers, and leaders – **driven by a smart design system**
- **Raises quality, simplifies compliance, and speeds up delivery**
- **Redefines inclusion**
- **Equal access for everyone, everywhere**
- Our connected vision – **OneExperience for all**



The OneExperience initiative is transforming Deutsche Telekom's digital experience, ensuring it remains relevant to customers while driving engagement with its products. Focused on creating omnichannel, accessible, and seamless experiences across Telekom's digital portfolio, OneExperience aligns with the rapidly evolving expectations of modern customers. By prioritizing quality, consistency, and innovation, it redefines how we deliver value in a competitive landscape.

OneExperience ensures that every interaction reflects Telekom's unwavering commitment to excellence. Our bold, accessible, and user-centric design philosophy, characterized by vibrant colors, clear layouts, and the iconic magenta, creates a recognizable and inclusive digital presence. Every detail is carefully crafted to provide users with a seamless and enjoyable journey across our apps, websites, and customer portals.

Central to this initiative is the OneExperience Design System (ODS), a groundbreaking multi-brand design system launched in May 2024. The modular system empowers teams across markets and platforms to deliver consistent, seamless experiences aligned with Telekom's vision. ODS represents a significant step forward in streamlining design processes and fostering collaboration.

Emphasizing accessibility as a core value, the design system ensures inclusivity for all users, fostering trust and usability. By adhering to rigorous standards, OneExperience enables everyone to interact effortlessly with Telekom's digital offerings. Telekom's AI Guideline integrates user-centric artificial intelligence, simplifying interactions and enabling more intuitive user experiences.

OneExperience creates a holistic digital ecosystem within which customers can move seamlessly between services without disruption. This unified approach builds a stronger connection between users and the Telekom brand, delivering functionality, reliability, and innovation.

By setting new benchmarks for quality and user satisfaction, OneExperience ensures Telekom remains a leader in the digital space, setting an example of what telco experiences should be.