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## **Marconi: One Lemming Doesn't Make A W...inter**

by Paul Quigley

Embattled UK telecoms manufacturer Marconi plc plans to shed a further 4,000 positions in order to cut costs and rebalance its financial position.

If taken in isolation, one could be readily forgiven for believing that mobile telecoms was still in the doldrums with little prospect for recovery for another twelve months or more. Poppycock.

When one swallow doesn't make a summer, neither does one lemming doesn't make a winter. Piling in at the eleventh hour to become a one-trick pony was Marconi's - ahem - strategy. Yet the laggard former GEC monolith, who once had a respected GPT - GEC Plessey Telecom - reputation, was hijacked by wannabees and lackies on a scale only seen in quangos of the eighties and early nineties.

How, then, can Marconi, the dullard of digital wireless, castigate the whole industry to hell and damnation on the same day that Ericsson clinches a multi mega million dollar deal for worldwide MMS with Vodafone? I'd rather punt on the nous of savvy sausages like Sir Chris Gent and the wily Swedish fox Kurt Hellstrom at Ericsson than a bunch of half-baked has-beens and never-weres. Smacks of sour grapes with nobs on? Bring back Jim Prior and the Weinstock posse, all is forgiven.

PAUL QUIGLEY

paul@paulquigley.com