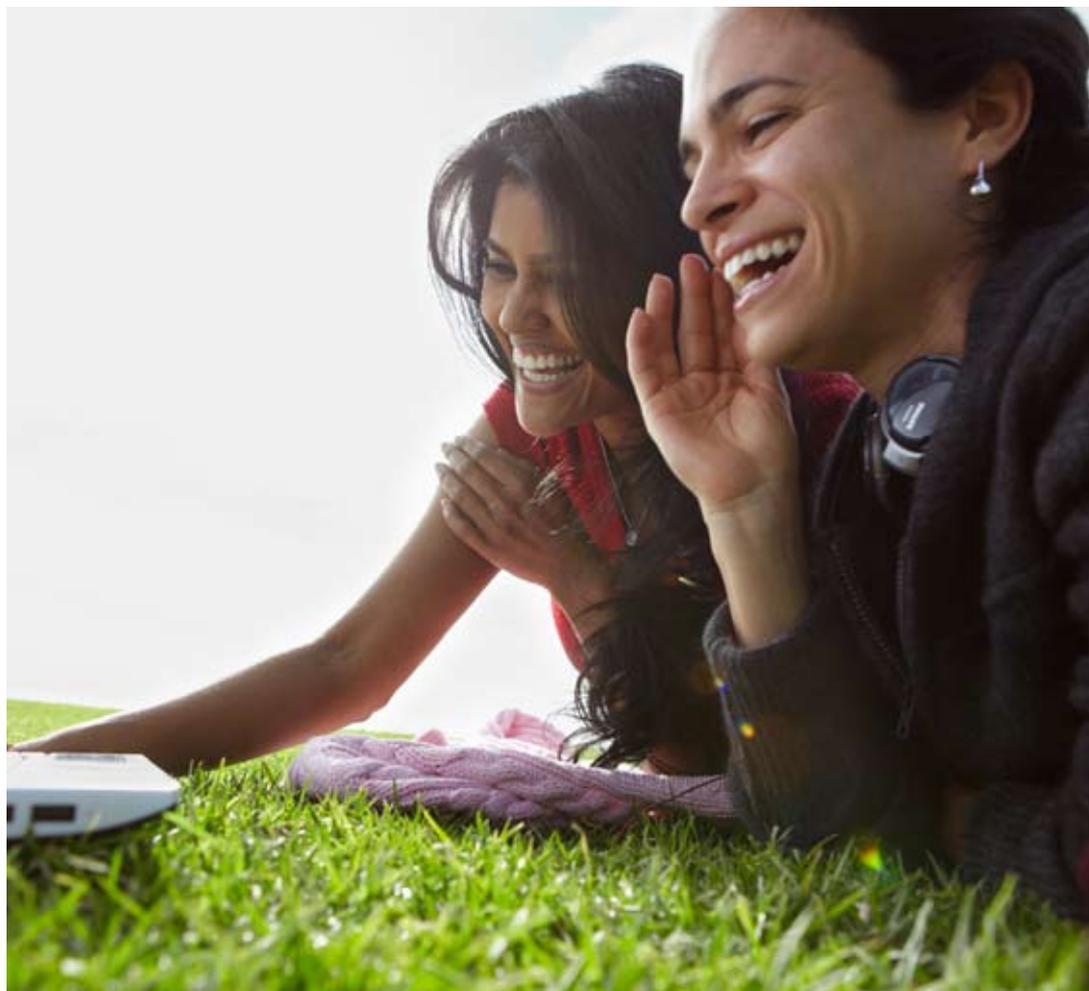




QUALITY MAKES A DIFFERENCE



SERVICE QUALITY – A KEY DIFFERENTIATOR

Operators face significant challenges as traffic grows. Voice is considered a commodity and customers expect the quality to be high. Smart devices and new services drive data growth and high performance is increasingly becoming an ever greater competitive edge. At the same time added network complexity and new technology make it even more challenging for organizations to operate their networks and keep their staff's competence up to date.

The performance of both networks and services is strategically important. It leads to greater revenue from satisfied customers and cost efficiency from a well-functioning network and organization. Quality and performance are not only important for new services such as IPTV and Mobile TV, but for all services.

Operators therefore need to optimize both the performance of the network and services and the organization and its processes.

With the current market situation of reduced growth in traditional services, margins declining (even in growing markets) and limited space for investments, cost and asset

utilization are of primary importance. The introduction of new services and the explosion in data traffic put additional strain on the quality of the network.

Ericsson takes a partnership approach which focuses on transforming network and service performance.

As a trusted partner, we work collaboratively with your personnel to achieve optimum quality levels taking into account end-user reality, the competitive landscape, and your overall business strategies.

Network Performance Partnership is our solution for optimizing network, services and operational performance through the analysis and improvement of Key Performance Indicators (KPIs). As a partner we strive to ensure that you provide the service quality your customers expect in a cost efficient manner.

We offer a scalable solution encompassing:

- End-to-end Service and Network Optimization across different technologies e.g. GSM & WCDMA

- Joint evaluation of competence, processes, and tools.
- Targeted training and competence development designed to suit individual needs, minimized costs and wasted training effort.
- Industry-leading tools to automate and improve performance.

The Partnership engagement involves a guaranteed outcome, demonstrated by monitoring and improving KPIs, thereby reducing your risk. This is true even though you may have a multi-vendor and

multi-technology environment.

Taking into account end users' expectations, your competitive environment and overall business

strategies, we apply an end-to-end approach, delivered in three phases:

1. Baseline Assessment

In the initial phase, a team of Ericsson consultants assess the current performance of the network and services. Details are collected regarding procedures and tools used by the relevant teams in your organization. All of this data is added to a benchmark of competitor performance and an overview of end-user expectations to determine a baseline against which to set performance optimization targets.

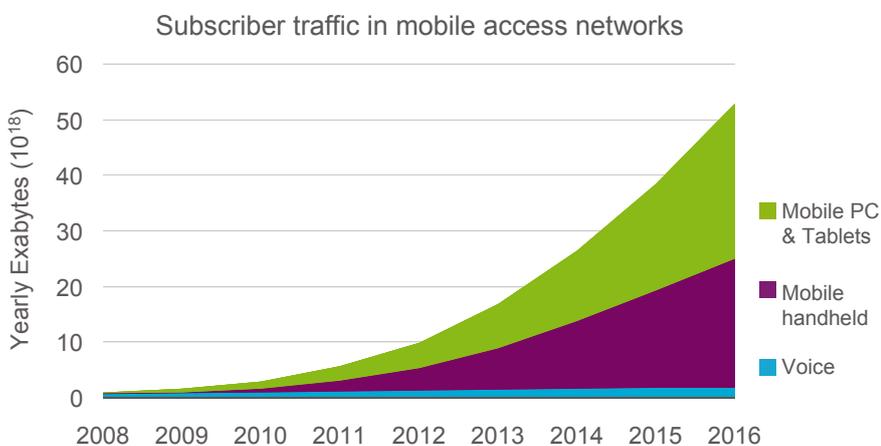
2. Recommendations and Target Setting

The second phase consists of the creation of a detailed action plan for reaching the performance levels indicated in the Baseline and Target Assessment. A number of reviews are carried out to determine which activities should be undertaken, with each activity's benefits weighed against the investment costs.

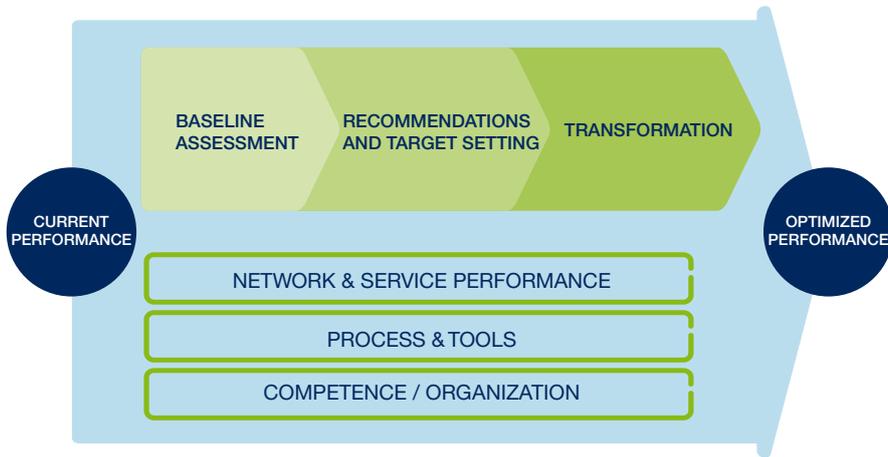
3. Transformation

Following the Recommendations and Target Setting phase, Ericsson

TOP NETWORK
PERFORMANCE
TO MEET USER
DEMANDS



The dramatic growth in data traffic should be followed by a focus on securing the end-user quality for the offered services. Source: Internal Ericsson



Ericsson offers a structured approach for achieving lasting performance improvements.

resources will be assigned to support deployment of the new tools, processes, and network tuning required, putting the quality optimization initiatives into place to fulfill the defined performance targets.

Added Value

- Increased return on investment.
- Optimized network and service accessibility, retainability, and integrity.
- Gains in market share as a result of reduced churn and differentiation through network and service performance.

Cost efficiency

Optimization of resources, including

improved staff competence and efficient processes and tools.

Network efficiency through the right use of your current assets through optimized traffic flows.

Improved risk profile

Reduced uncertainties and guaranteed outcome KPIs through a one-partner approach.

GET THE MOST OUT OF YOUR INVESTMENTS

A full commitment from an agreed cost and time perspective in a multi-technology and multi-

vendor environment.

Alignment between service performance targets and business and strategic objectives.

ERICSSON ENGAGEMENT FACTS:

TECHNOLOGY CONSULTING

More than 300 consulting projects delivered by Ericsson every year.

OPERATIONAL CONSULTING

As Ericsson is the largest operator of mobile networks, through our Managed Service contracts, we have extensive experience of operational efficiency and best practices in work methods.

LEARNING SERVICES

300,000 education days delivered every year.

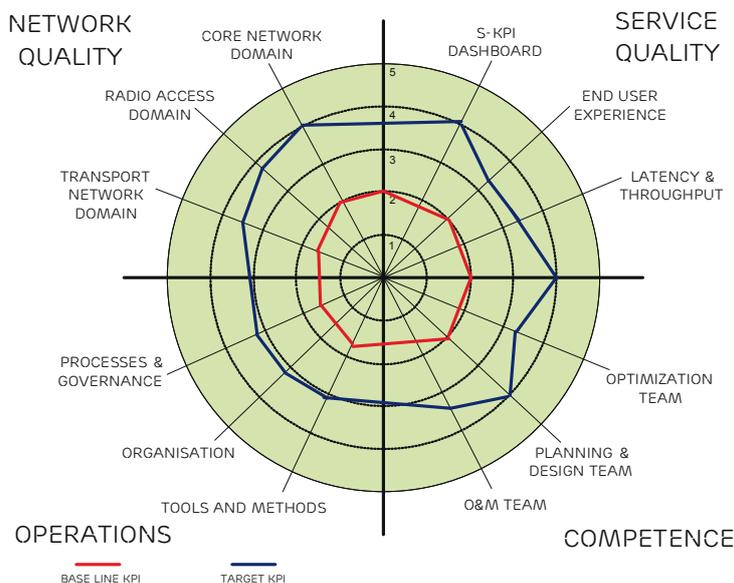
REFERENCE CASE

Ericsson delivers a Network Performance Partnership to Unitel. The service covers multiple technology domains, as well as equipment from several vendors.

“With this agreement we feel confident that we will continue to stay ahead of our competitors in the region“

Amilcar Safeca,
Deputy CEO, Unitel

NETWORK PERFORMANCE PARTNERSHIP CONCEPT



Ericsson offers a holistic, scalable approach that can address Service Quality Performance, Network Performance, operational work methods, as well as the competence aspect.

