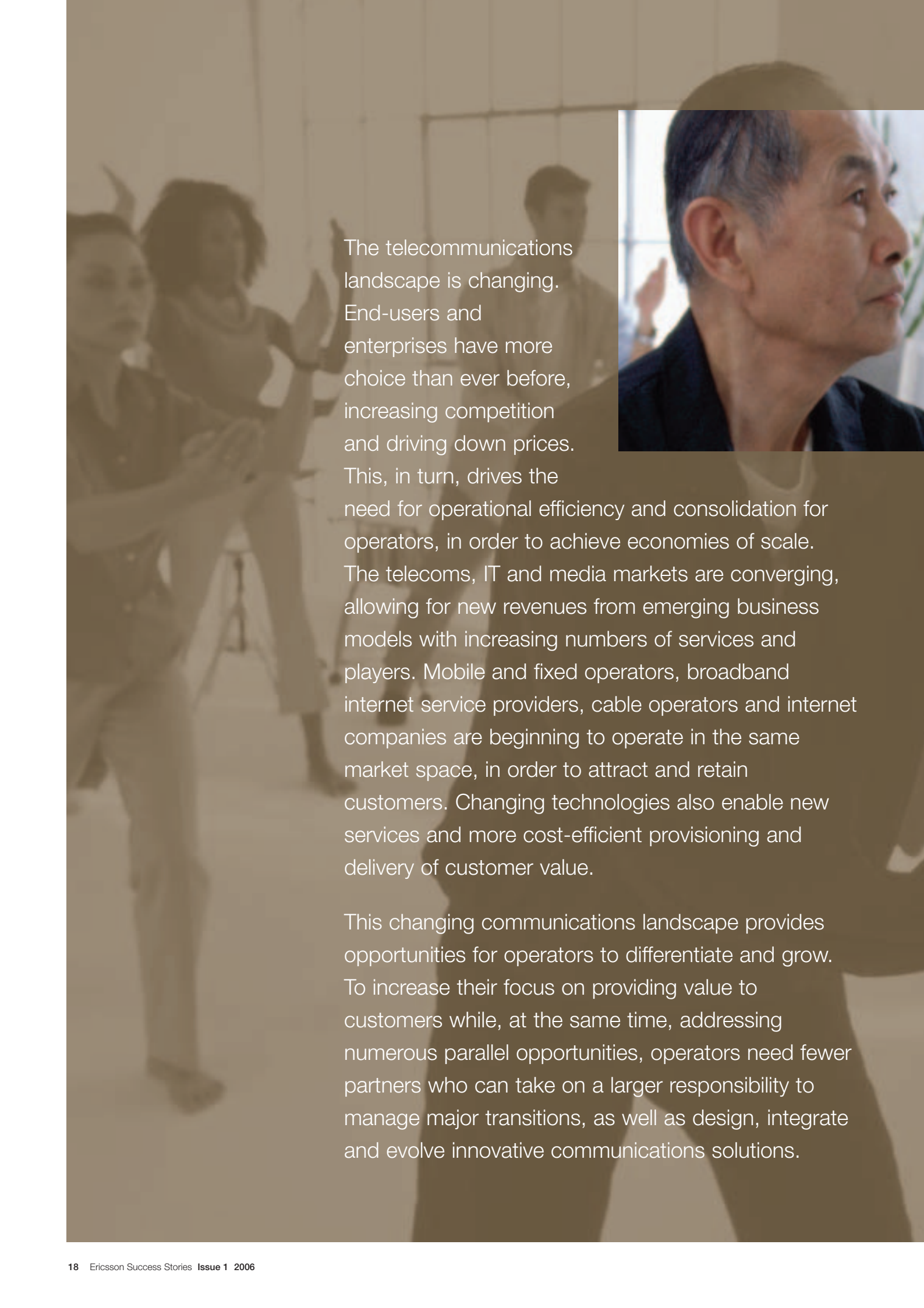




Managing opportunities for operators in a changing communications environment by sharing a unique set of end-to-end integration skills, solutions and experience.

MAXIMIZING COMPETITIVENESS



The telecommunications landscape is changing. End-users and enterprises have more choice than ever before, increasing competition and driving down prices. This, in turn, drives the need for operational efficiency and consolidation for operators, in order to achieve economies of scale. The telecoms, IT and media markets are converging, allowing for new revenues from emerging business models with increasing numbers of services and players. Mobile and fixed operators, broadband internet service providers, cable operators and internet companies are beginning to operate in the same market space, in order to attract and retain customers. Changing technologies also enable new services and more cost-efficient provisioning and delivery of customer value.

This changing communications landscape provides opportunities for operators to differentiate and grow. To increase their focus on providing value to customers while, at the same time, addressing numerous parallel opportunities, operators need fewer partners who can take on a larger responsibility to manage major transitions, as well as design, integrate and evolve innovative communications solutions.

Capitalizing on experience and ability

Ericsson is one of the few companies with the existing capacity and end-to-end approach required to perform and coordinate activities such as service fulfilment, solution deployment, end-to-end integration and business process integration, taking a prime integrator role in both large and small-scale projects. This is thanks to the company's technology leadership, long-term experience of business and technology consulting, network deployment and expertise in systems integration for operators globally.

Hans Vestberg, Executive Vice President, Global Services, Ericsson, underlines how this grouping of experience and expertise directly addresses customer demand: "Ericsson engages more with our customers to deliver excellent services and solutions, based on a relationship where operators want Ericsson to take greater responsibility and deliver total solutions. There are many components and competencies needed and Ericsson is one of the few who can deliver on that."

Prime integrator partners must be able to form a single interface for operators, particularly during activity involving multiple suppliers or subcontractors. The existing set of successful skills and experience is a direct result of Ericsson's global technology and telecoms services leadership.

Unique skills, solutions and experience

Erik Oldmark, Vice President, Strategy and Marketing, Ericsson, describes the strengths of this approach: "Ericsson has the working processes and skills, such as consulting, program management, multi-vendor verification and partner management, required to add value, enabling operators to focus on their customers."

For many operators and service providers worldwide, Ericsson is already a trusted business partner capable of performing and coordinating a broad range of activity. Focused business and technology consulting is required in order to realistically assess the scope of any project, taking an overview of operators' overall business strategies, focusing resources and effectively establishing operator requirements before delivery.

Effective program management ensures a structured approach and predictable lead-times for operators. Ericsson also uses partner management experience to orchestrate multiple relationships with operators' key suppliers. These features, combined with mitigation of risk through multi-vendor verification and multi-vendor support ensure reliable end-to-end solutions for operators, regardless of the complexity of their challenge.

Employing global best practice ensures the efficient sharing of Ericsson's knowledge advantage via experts involved in projects around the world. The re-use of successful solutions and experience guarantees a dynamic approach to major change projects.

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Operators need fewer partners who can take on a larger responsibility to manage major transitions





Ericsson shares its knowledge advantage using experience and expertise from projects around the world

Proven customer benefits

Ericsson successfully completes a wide variety and vast number of integration projects annually, showcasing its end-to-end integration ability for operators worldwide. Björn Olsson, Executive Vice President, Systems, Ericsson, describes the key benefits to operators from this unique combination of capabilities: "Ericsson works closely with the operator in implementing new technology. Operators in very competitive environments are supported in bringing in new technology and services from Ericsson and others, allowing them to concentrate on their business."

In 2005, Ericsson successfully upgraded Cingular Wireless' WCDMA infrastructure to an HSDPA mobile broadband network in the USA. The network will carry all voice and high-speed data traffic from existing WCDMA customers. Also provided in the scope of the relationship are all civil site construction services and the integration of a mobile network, acquired from AT&T in late 2004, into Cingular's larger footprint. All changes were performed on the live network. Ericsson has recently expanded its strategic partnership with Cingular, confirming Ericsson's role as a major supplier and

integrator in the build-out of Cingular's next generation voice and data network.

"Ericsson has flexibility, financial strength, an understanding of our business and ways of working, and technology leadership."

Sergio Cozzolino, Vice President of Innovative Services Development, Telecom Italia

Ericsson is also a strategic partner for Telecom Italia in Italy. As a response to greater convergence in the market, Ericsson has assisted the operator in areas such as the merger of its fixed and mobile networks, evolution towards all-IP, including IMS, and the integration of multi-media services and telecom management solutions. Sergio Cozzolino, Vice President of Innovative Services Development, Telecom Italia, underlines the importance of having strong partners: "We have a long relationship with Ericsson, spanning many areas. What Telecom Italia looks for in business partners such as Ericsson is flexibility, financial strength, an understanding of our business and ways of working, and technology

leadership. One of the key components of our successful relationship is that Ericsson really understands and contributes to our business goals, thereby creating a win-win situation."

"Ericsson has outstanding local competence in handling complex integration projects, as well as making sure that the end-to-end solution works."

Eduardo Duato, Chief Technology Officer, Amena

The future also looks bright for Spanish operator, Amena (recently acquired by France Telecom), as it continues to attract increasing numbers of young, early adopters to its range of multi-media services. Ericsson has been Amena's technology and integration partner for the deployment of GSM, WCDMA and HSDPA, as well as the deployment of its service delivery environment. Eduardo Duato, Chief Technology Officer, Amena, describes the value of Ericsson's role: "Ericsson has outstanding local competence in handling complex integration projects, as well as making sure that the end-to-end solution works."



Adding value through global capability

Growing competition, convergence and complexity will continue to offer new opportunities for operators around the world. A partner that is able to take a prime integrator role with proven processes and solutions, based on world-class experience and expertise, can ensure that operators can focus on delivering new services and applications to their end-users.

Hans Vestberg, Executive Vice President, Global Services, Ericsson, sums up the uniqueness of Ericsson's

capabilities: "What Ericsson has is very hard to copy. It's the combination of best practice, methods, tools and processes that have been developed in all services areas, including integration and managed services, that truly provide added value to customers."

