



OPTIMIZED PERFORMANCE

MANAGED SERVICES PARTNERSHIP IS A WIN-WIN SPRINT, USA

Under Sprint's Network Advantage program, Ericsson assumed responsibility for the day-to-day services, provisioning, and maintenance of all Sprint-owned wireless and wireline networks.

"Ericsson's Network Advantage partnership with Sprint is a global landmark: a Tier 1 carrier has entrusted its entire network operations – a core function traditionally managed in-house – to a partner, Ericsson," says Ericsson's Ajit Bhatia, Vice President and Head of Marketing and Business Development in North America.

Ericsson is responsible for the operation, maintenance, and management of the Sprint network, while Sprint retains ownership of all strategic decisions, the network assets.

"We decided on Ericsson because of their vast experience in running managed services across the globe," says Sprint's Bob Azzi, Senior Vice President for Networks. "They had the know-how to increase efficiencies. And that was the key – they could deliver real and continuous productivity improvements."

SPRINT

Sprint is North America's third-largest carrier. The company has an enviable track record of innovation, offering the first wireless 4G service from a national US carrier, as well as unlimited data plans for its smartphone users. By the end of 2011, Sprint was serving more than 55 million customers. Its leading prepaid brands include Virgin Mobile USA and Boost Mobile.

Customer needs

- > Reduce network costs
- > Increase network efficiency
- > Secure ongoing productivity improvements

Ericsson delivers

- > Full scope managed services, resulting in the transfer of 6,000 employees to Ericsson

Customer benefits

- > Reduced costs, improved network performance, increased customer satisfaction
- > Customer able to focus more on business objectives, rather than operating the network



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SERVICES."

Bob Azzi
Senior Vice President
for Networks, Sprint

