



ERICSSON

# MARKET OVERVIEW NORTH AMERICA

## INVESTOR UPDATE 2016

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ERICSSON

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# NORTH AMERICA MARKET SITUATION



## 1 Mobile investment stable

- RAN capex flat to low growth
- Exponential data growth (+50% YoY)
- 5G deployments expected to begin in 2018/2019

## 2 Mobile & media convergence

- Mobile and media converge as content goes over the top (OTT) with increasing mobile consumption
- Mobile network is becoming the video network

## 3 Operators transforming network and IT

- Operators implementing programmable architectures for agility and cost reduction
- Large transformation opportunities

## 4 Operators look to video & Internet of Things (IoT) for growth

- Focus on delivering and monetizing video traffic on mobile networks
- Significant investments in IoT across industries

*This slide contains forward-looking statements. Actual result may be materially different.*

# STRATEGIC PARTNERSHIP WITH CISCO

## PROGRESS



### Background

- Partnership to create the networks of the future
- Cross license agreement signed
- Global joint activity across all regions

### Expansion and innovation

- Extended scope - datacenter switching, Wi-Fi, security
- Extending partnership into enterprise and public sector segment for Transport, Smart City, Utility and Web segment
- Developing joint services portfolio based on skill and global scale
- Ericsson achieved 2,500 Cisco networking certifications/qualifications

### Growth

- Signed 60+ deals across all regions, doubling the wins each of the last two quarters
- Expanding customer engagements to 250+

Routing

Data center

Networking

Cloud

Mobility

Management  
and control

Global services  
capabilities

Partnership areas