

# YOUR DEVELOPMENT SKILLS CREATE A NEW MARKETPLACE

Ericsson Mobility World  
Developer Program



**ERICSSON**   
TAKING YOU FORWARD



## The creation of mobile online consumption

As operators rush to fill their networks with new, interactive content, the need for your special development skills has never been greater.

When you join the Ericsson Mobility World Developer Program, we'll help you create the applications that will increase traffic for operators and benefit end-users. Your development creativity will enable subscribers to become mobile consumers, with functionality that allows people to do, watch, play, hear and buy what they want.

Operators must make this transition and they need you to make it happen. Through our network of local Ericsson Mobility World centers around the world, we act as your key business contact, bringing together many of the brightest and best names in the telecom industry. Joining forces with us gives you the opportunity to network with some big players – from online multimedia providers, to major retailers, IT companies and even large consumer brands. While the development challenge is great, the goal is simple: to promote revenue-generating content that users everywhere will love.

“Ericsson has valuable contacts around the world and we very much appreciate their help in bringing our products to the global mobile market.”

Amy Schulman, CEO and founder, HIPnTASTY, USA



## Looking ahead – steady growth or a profit explosion?

Users are expected to substantially increase their spending on non-voice services during the next few years – by more than 30 percent annually, according to some experts. Voice services will also expand with breakthroughs such as video telephony and Push-to-Talk. The technology and solutions are now finally available to make true fixed–mobile convergence a reality. This means operators need attractive services that are easy to use, manage and bill. To win and maintain user loyalty, these services must offer the highest levels of performance and quality.

That’s where you come in – you and your skilled colleagues from so many regions and cultures around the globe.

## What’s in it for you?

Participating in the Ericsson Mobility World Developer Program will leverage your existing skills by combining them with the expansive world of telecom services. It also helps build a solid, big-picture perspective that includes technology, system architecture, marketing and service quality. Your company ultimately benefits because you understand the core technology and the business drivers.

“Ericsson Mobility World helps us integrate our offering from technical and marketing perspectives. It can help us with its sales network and introduce us to new partners, especially wireless operators.”

Nadav Gur, CEO Mobimate, Israel



## The Service Layer – a rich and limitless horizon for developers

With sales to more than 350 operators worldwide, Ericsson is the leading provider of Service Layer solutions. To meet the increasing demands of these customers, and their millions of end-users, we need a continual input of smart developers.

With our help, you can reach your full development potential in the vast and unexploited Service Layer located between the network and the terminal. You don't need to develop new skills. You can start already by using your existing Java expertise. We'll provide the necessary telecom knowledge to help you bridge the gap.

The Service Layer – which barely existed a few years ago – is fast becoming the ultimate resource for developers. Here, your applications will provide users with access to big retail brands, news, weather, sports, music, multimedia, infotainment and location-based services.

Ericsson's Service Layer solutions are designed to help you by providing freedom and flexibility in the creation, delivery and charging of fixed and mobile services. We draw from our end-to-end portfolio and expertise to combine leading Service Layer products, solutions and support. With these you can create and manage profitable fixed, wireless and converged services on your own terms.

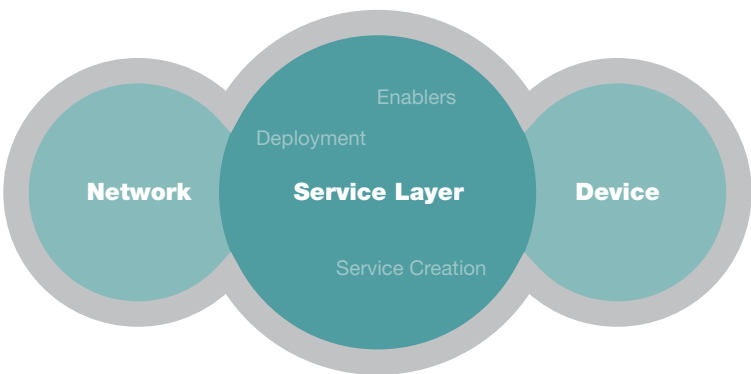
“Ericsson Mobility World has raised the visibility of Atchik's mobile community offering in markets where we were not yet present. Ericsson Mobility World can help increase awareness of Atchik among decision makers.”

Bertrand Darrouzet, CEO of Atchik.



**Your development skills are needed...**

- **In business environments** – where our Service Layer solutions support activities within the enterprise segment.
- **In network environments** – where our solutions encompass service assurance, delivery and enablers, user databases and charging systems.
- **In user devices** – where we can work together to help make services easier to use and manage through facilities such as over-the-air activation and self-provisioning.



*The Service Layer bridges the convergence gap between telecommunications and IT. In fact, working in the Service Layer is a natural extension of what you're already doing in Java, .Net, J2EE and J2SE. Our end-to-end Service Layer solutions create a 'marketplace' where you and third-party content and application providers can work together. You will find all the functions that join the core network, business support systems, content and applications.*



## Focus on what you do best – we'll help get your application to market smoother and faster

The Ericsson Mobility World Developer Program is all about helping you successfully plan, create and verify your applications. We'll look after the details – such as support, strategy, tools and training. This gives you more time to concentrate on what you do best.

We also help to get your application to market rapidly. With our support you have a much stronger foundation for selling your final product to operators and their customers worldwide. Your ability to turn your hard work into 'hard cash' improves substantially.

Members of the Developer Program receive the superb technical, business and sales support expected from the largest supplier of mobile systems in the world. Our end-to-end expertise helps transform your clever ideas into profitable business. Furthermore, membership is free, and you get online access to the Ericsson Mobility World portal 24 hours a day.

With our many local developer centers around the globe and hundreds of thousands of registered members, you're always close to the action, no matter where you're located.

### **By becoming a member, you access a start-to-finish process for getting your content creativity to market**

#### **Plan**

- Learn from case studies and success stories
- Gain business training
- Receive market updates and perspectives

#### **Create**

- Get help starting out
- Receive product information and documentation
- Work with software tools
- Receive training and support including development resources, tips and tricks
- Participate in discussion forums

# Network with the best – our Developer Days bring operators and talented developers together

Knowing and meeting the right people can make the difference between signing a deal or losing one. That’s why we created Developer Days – a series of road shows all over the world that bring telecom industry players together.

Here’s a sample of what you can expect from a typical Developer Days event:

- How to build and test applications
- Success cases along with application demonstrations
- Practical information about Ericsson products and solutions
- Strategies to develop new applications for the latest technologies
- Operator and partner presentations
- Workshops on key topic areas
- Local and global market insights and trends
- Advice on getting your application to market

These gatherings give you an ideal opportunity to network and talk business with operators, service providers, fellow developers and, of course, Ericsson specialists. Furthermore, each event is specifically tailored to the local market.

Now you’ve been introduced to the Ericsson Mobility World Developer Program and learned how we can help get you and your application idea on the fast track to success.

Would you like to join us?

Register at [www.ericsson.com/mobilityworld](http://www.ericsson.com/mobilityworld). We’ll do our best to help you do what you do best – develop.

“We were already talking to some operators, but the final ‘go’ for a business deal was actually a direct result of the Developer Days. The event allowed us to meet with the right people and establish even better contact.”

Charles Chen, General Manager, Reallusion, Taiwan

## Test and verify

- Perform code testing with emulator tools and work to eliminate bugs
- Test your application remotely online by accessing service enablers to confirm correct interaction with operators anywhere in the world
- Receive verification support and certify application testing end-to-end

## Go to market

- Make business-partnering connections
- Reach millions of users in dozens of markets and get paid quickly for your content and applications with IPX, Ericsson’s brokerage and payment service

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.