

Ericsson is listening

With its rich heritage, Ericsson is nothing short of an historical fixture in the telecoms industry landscape. A fixture, yes, but an inflexible, immovable monolith? Not hardly. Like a great sage, the company can remain focused and pragmatic. And thanks to its heritage it has learned the absolute necessity of listening.

Ericsson is also bubbling with youthful enthusiasm and creative energy. The company mindset embraces change – just not change for the sake of change but rather change with a purpose. The purpose, of course, is to take customers forward. How? By providing them with what they need: lower total cost of ownership. If you read on, it will soon become apparent that this is a recurring theme throughout much of this issue.

Take the article *Ericsson MSC Server Blade Cluster*, which describes the server part of Ericsson's Mobile Softswitch Solution. The MSC Server Blade Cluster provides capacity, scalability, and outstanding system availability. Put another way, it lowers operating expenses per subscriber and sets the stage for efficient network solutions. Specifically, compared with traditional, non-scalable MSC servers, it has the potential to reduce power consumption by up to 60 percent and the physical footprint by up to 90 percent.

In *Multimedia services overview* you can read how Ericsson has adopted the use of commodity technology to help operators reduce their capital investments. Also, where operating costs are concerned, the company is doing its part to make it easier for operators to create, deploy, market, manage and collect revenue from services.

In *Machine-learning technologies in telecommunications*, you can read how operators now have the ability to exploit their user, network and traffic data assets to better understand their subscriber base and to analyze network traffic and media files. These capabilities may also be used to boost existing services or to identify why users do not adopt certain services.



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Finally, in *Mobile broadband backhaul: Addressing the challenge*, you are told that cost considerations are the actual decision-making criteria for planning backhaul networks. This, from a technology journal!

See what I mean? Ericsson is listening.

On another note, regular readers of Ericsson Review will have noticed that this issue sports a new look and feel. Through the readership survey conducted last year our readers told us that the old design, while faithful, had grown tired and threadbare. As a consequence, we have updated the graphical form and tweaked the color palette, fonts and illustrations. Also, apart from esthetic changes, the journal has been launched in a new direction and infused with a new purpose, as follows: *Ericsson Review unfolds and clarifies Ericsson's technology and product strategy, showing customers how to make technology and solutions work.*

The ambition behind the esthetic changes was to make the journal more appealing and accessible while at the same time aligning the overall presentation more closely with Ericsson's corporate visual language. Likewise, the ambition behind the new direction and purpose is to deliver content that is especially pertinent to Ericsson's customers.

We, too, are trying to listen and we hope you like what we have done with your input.

Eric Peterson
Editor

