

## MANAGEMENT WORLD 2009



Dear customer,

Europe's major telecom-management event is rapidly approaching. Get ready now for Management World in Nice, May 6-8. With "Strategies & Tactics for Tough Times" as its major theme, this TM Forum event will focus industry attention on five summit topics: the Digital Media Value Chain; Business Transformation; Technology Transformation: Charging & Revenue Management; and the Customer Experience.

Ericsson will of course be there. You will see us in a mix of speaker presentations, at our booth in the exhibition hall and in a series of "Meet the Ericsson specialists" sessions, each devoted to a specific topic.

You can learn about Ericsson's track record, service offerings, products and solutions aimed to support:

- Transformation – especially how network transformation can go hand-in-hand with IT and business transformation
- New revenues – and how to create and manage them
- Cost-efficiency – how you can benefit from Ericsson's experience in cutting costs for network operations.

Ericsson has the knowledge and experience of how to transform telecom-management systems and processes thanks to its multiple roles – as a global consultant and systems integrator, as well as providing managed operations and running network operation centers. On top of this, Ericsson is also a vendor, with world-leading solutions in the OSS and BSS domains.

In other words, Ericsson spans multiple levels in the value chain. Our various roles create definite synergies, and you get the benefits.

We would like to invite you to meet the Ericsson specialists who will examine several different themes. The meetings will be exclusive – you will have sole access to the specialists during a 20-30 minute session on a separate topic. The topics we have in mind (but you are welcome to propose others) are:

1. Network-transformation-driven OSS: Network transformation should be matched by a corresponding telecom-management transformation. Operators need to remove the “stovepipe” solutions – dedicated to network technologies such as wireline, wireless and data/IP – and adopt a business-driven framework that links business functions with a set of common processes and systems. Ericsson shares concepts for managing this transition with a focus on business continuity.
2. Operational efficiency: Ericsson shares experiences from introducing automation and KPI-driven processes in network operations and maintenance.
3. Consolidation: By consolidating network operations, as well as the systems and tools for operations, you can optimize your operational costs and total cost of ownership for your operational telecom-management systems landscape. Hear how Ericsson did it in its network operations centers.
4. Provisioning and activation: The product management team for the Ericsson Provisioning Suite will give you an update and discuss developments in this area.
5. Service Assurance: Ericsson is a world leader in network and service management for mobile networks. Get an update on where the Navigator, ENIQ and OSS-RC product suite is heading.
6. Service assurance for mobile broadband: We take a close look at mobile broadband, at how to gain better insights into the end-user experience and service usage, and present Ericsson's unique approach.
7. Integrated resource management and operations: Ericsson shows how you can simplify and enrich resource management for broadband networks, with a focus on end-to-end management of mobile backhaul, IPTV and transport infrastructure, all implemented within a single management suite, ServiceOn.
8. Revenue management: Ericsson is a market leader in revenue management. With the recent acquisition of LHS, Ericsson has a full suite of revenue management products, capable of providing solutions that both improve cost-efficiency and open new revenue streams.
9. Revenue assurance: Ericsson has great experience and excellent references in revenue assurance. We describe our approach and explain the benefits, including references from a recent customer success story.

We hope that several of these topics catch your attention. Please get back to your local Ericsson representative and list the subjects you would like to discuss with us. And let us know if a specific time suits you best, or if there is anything else you want to discuss.

Looking forward to meeting you in Nice!