



REVENUE ASSURANCE AND COST MANAGEMENT IN TELECOMS

LONDON, UK, MAY 19-20, 2009

Dear customer,

Europe's major Revenue Assurance event is close at hand. This year's Revenue Assurance and Risk Management event will provide you with practical strategies for protecting revenue and making a substantial contribution to the profitability of your company.

As a sponsor Ericsson is there to discuss business opportunities, challenges and solutions for your operation, based on our continuous technology leadership. Listen to our presentations and meet our experts for deeper discussions in one-to-one meetings.

Revenue leakages and fraud consistently impact the top line revenue and bottom line profitability of every telecom service provider, with annual losses typically ranging from 3 to 15 percent of gross revenue. The root cause can lie anywhere in the service delivery chain. Ericsson can confidently cover the full scope of operator revenue assurance transformation – including the specific challenges involved in evolving networks – and provide specific support in line with individual customer needs, through its unique combination of flexible solutions and broad experience and expertise.

For conference program and details please visit the [official web site](#).

Looking forward to meeting you in London!