

STAYING ON TOP OF THE GAME - a wireline perspective -

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Business Unit Systems

Staying on Top of the Game

1

Grow operator revenues

2

Launch new services fast

3

Reduce core network OPEX

Staying on Top of the Game

1

Grow operator revenues

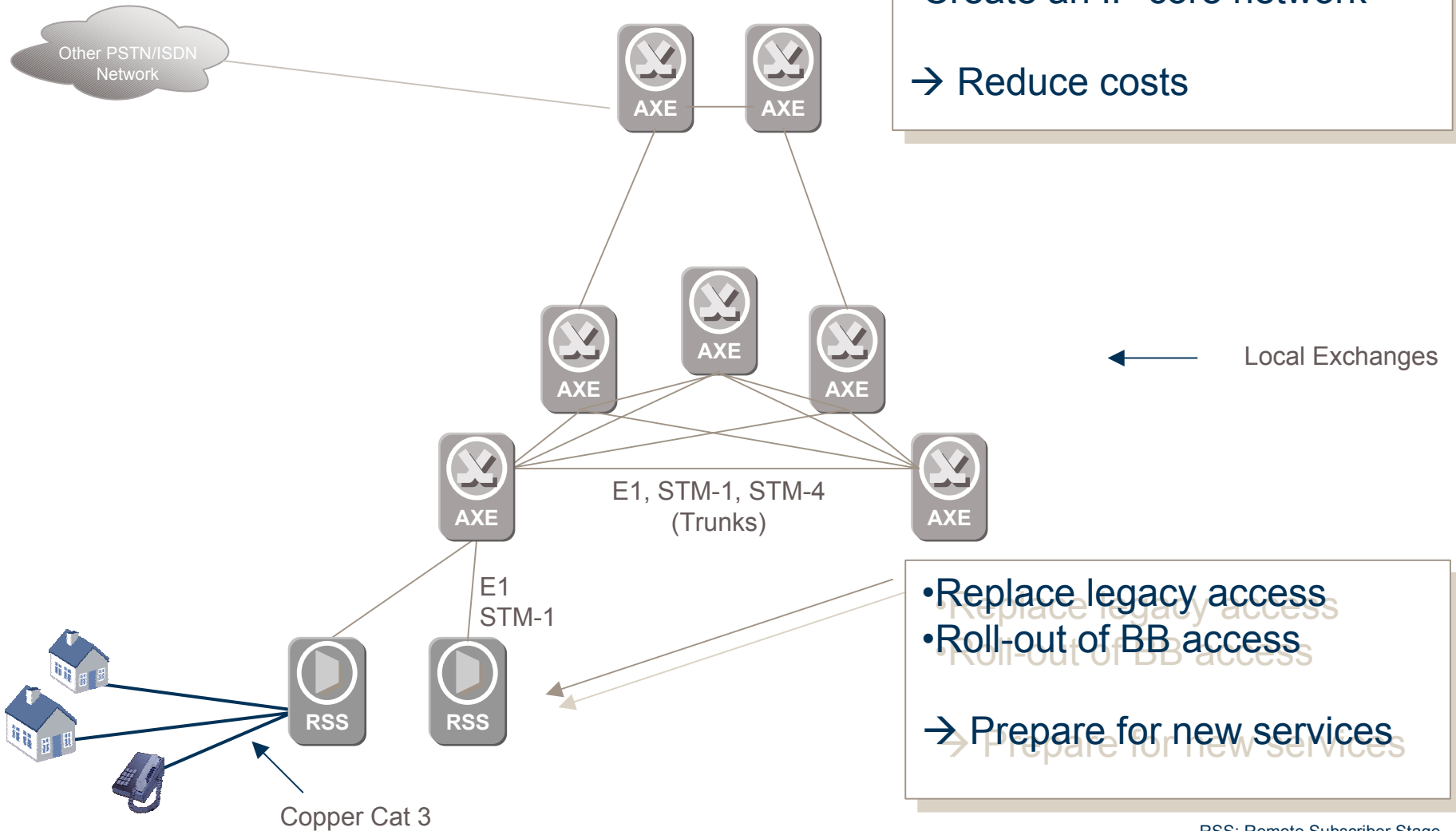
2

Launch new services fast

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Reduce core network OPEX

The current situation



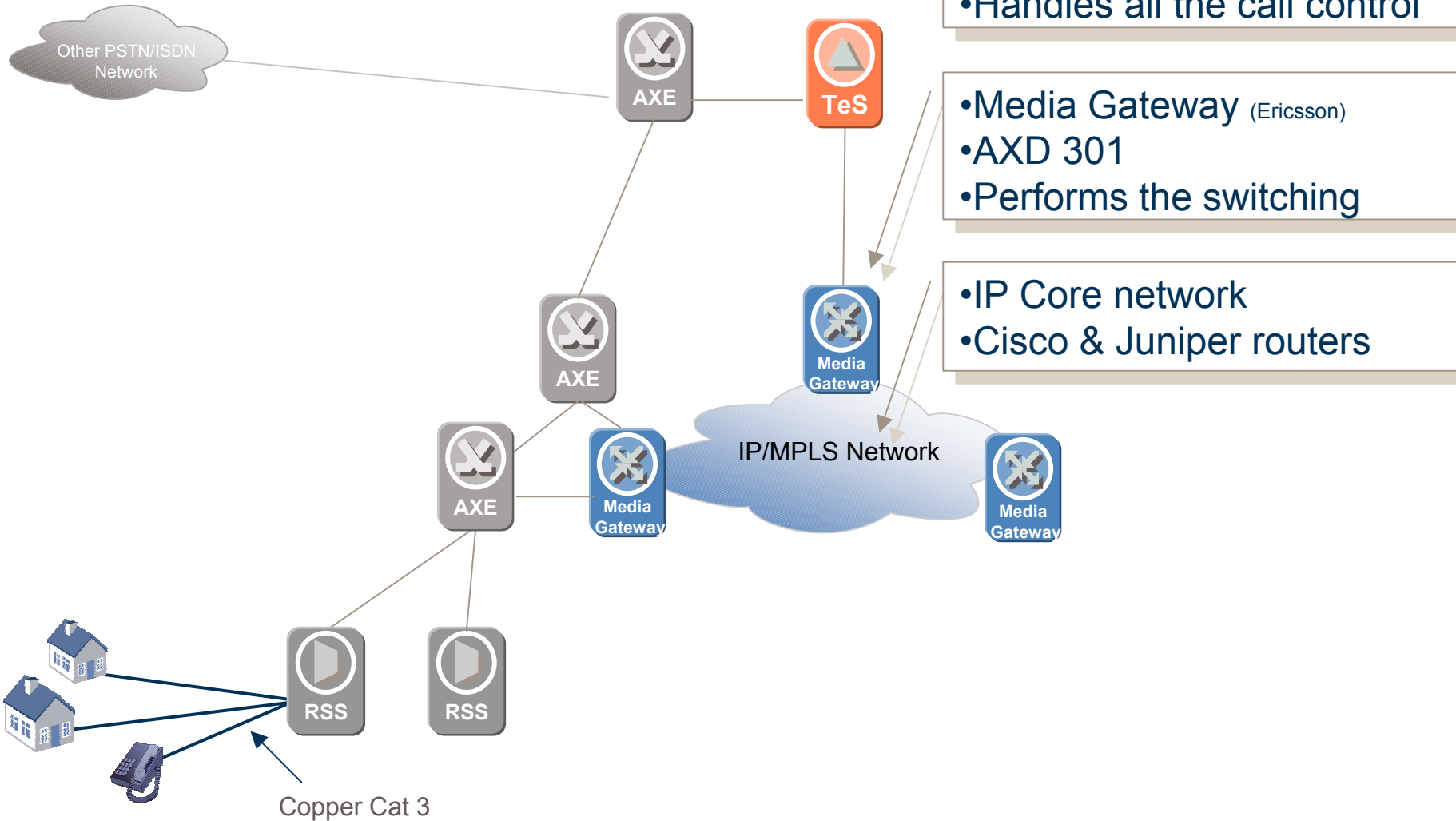
- Need for modernization
 - Need for less nodes
 - Need for a less trunks
 - Create an IP core network
- Reduce costs

- Replace legacy access
 - Roll-out of BB access
- Prepare for new services

RSS: Remote Subscriber Stage
 AXE: No acronym, Ericsson name

Layered architecture

Reduced costs, IP core network



Tes: Telephony Server

Access modernization

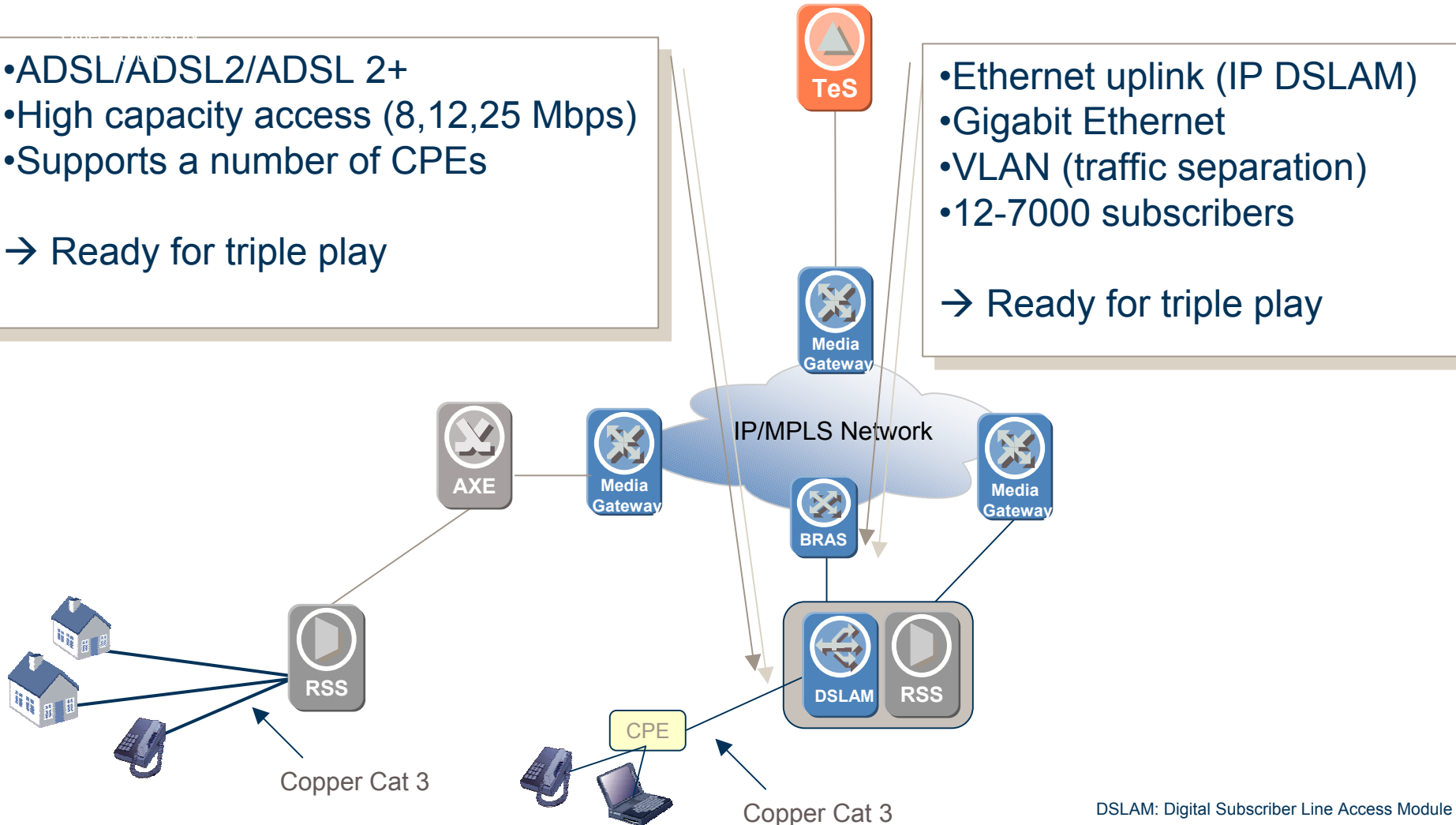
High capacity access- Public Ethernet (Ethernet DSL Access)

- ADSL/ADSL2/ADSL 2+
- High capacity access (8,12,25 Mbps)
- Supports a number of CPEs

→ Ready for triple play

- Ethernet uplink (IP DSLAM)
- Gigabit Ethernet
- VLAN (traffic separation)
- 12-7000 subscribers

→ Ready for triple play



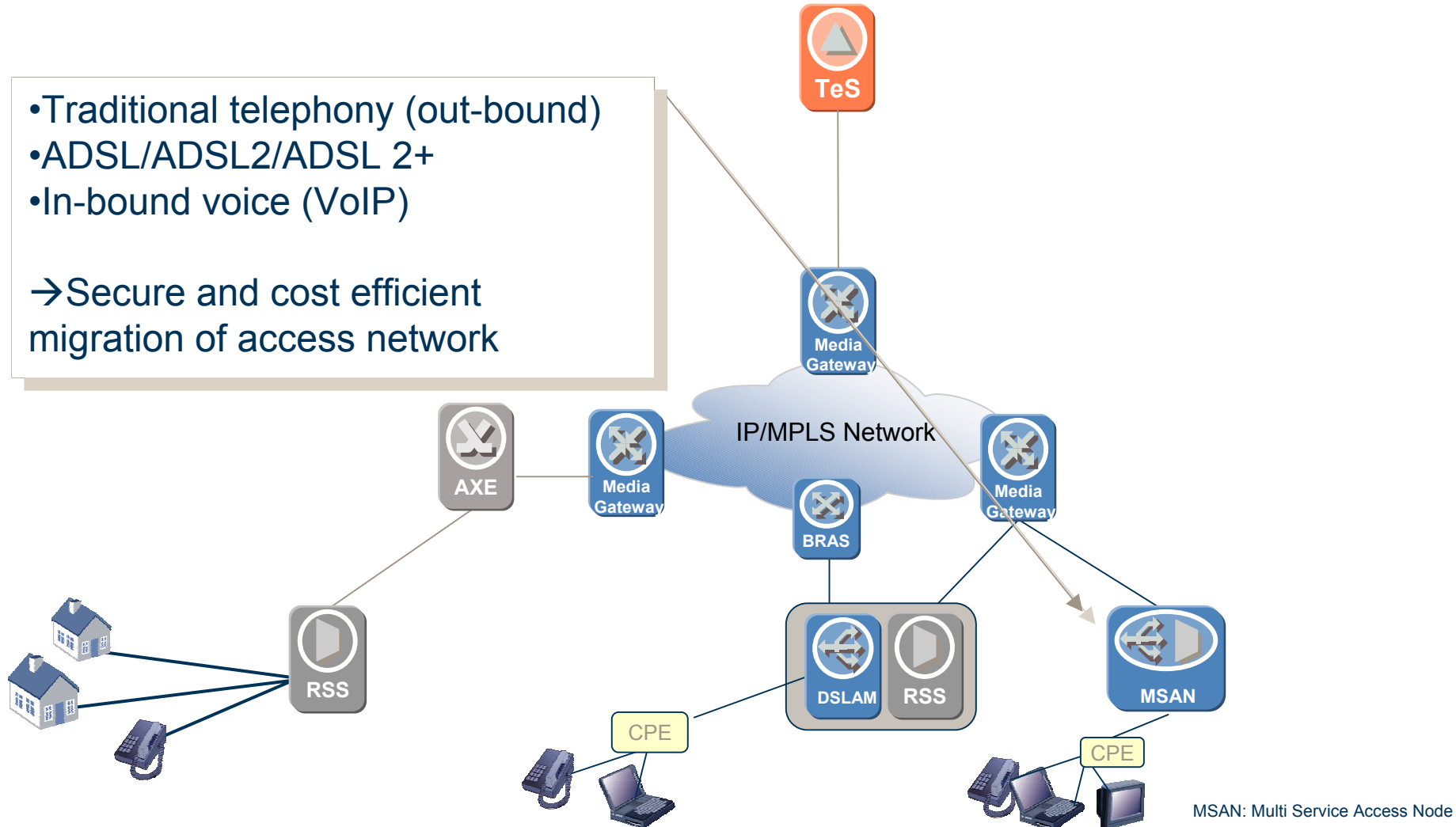
DSLAM: Digital Subscriber Line Access Module

Access modernization

Flexible access- MSAN

- Traditional telephony (out-bound)
- ADSL/ADSL2/ADSL 2+
- In-bound voice (VoIP)

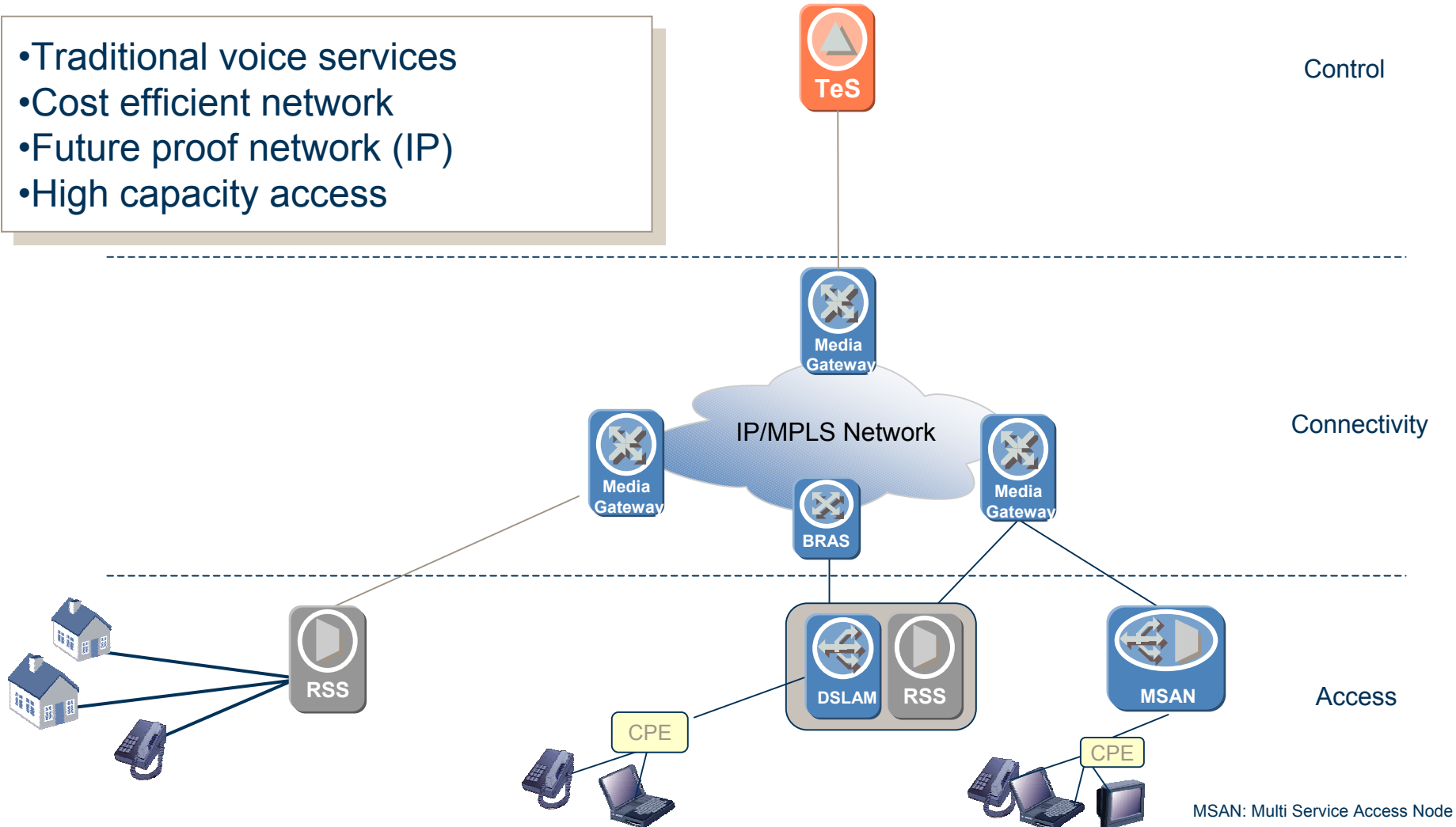
→ Secure and cost efficient migration of access network



A modernized network

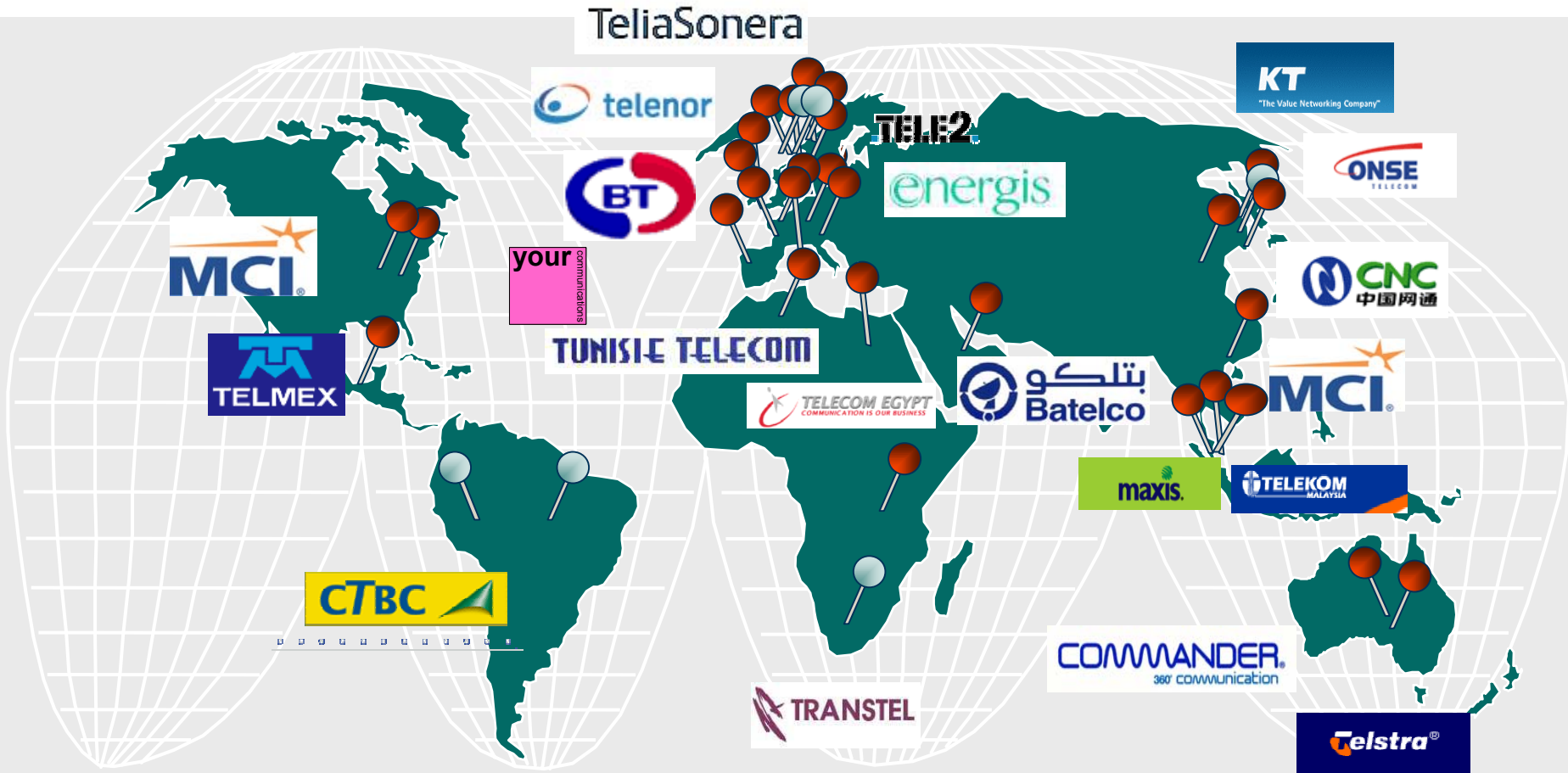
Softswitches, IP core and multiple access alternatives

- Traditional voice services
- Cost efficient network
- Future proof network (IP)
- High capacity access



Telephony Softswitch

Ericsson customers



In commercial service



Contract

Broadband access customers

60+ commercial networks worldwide



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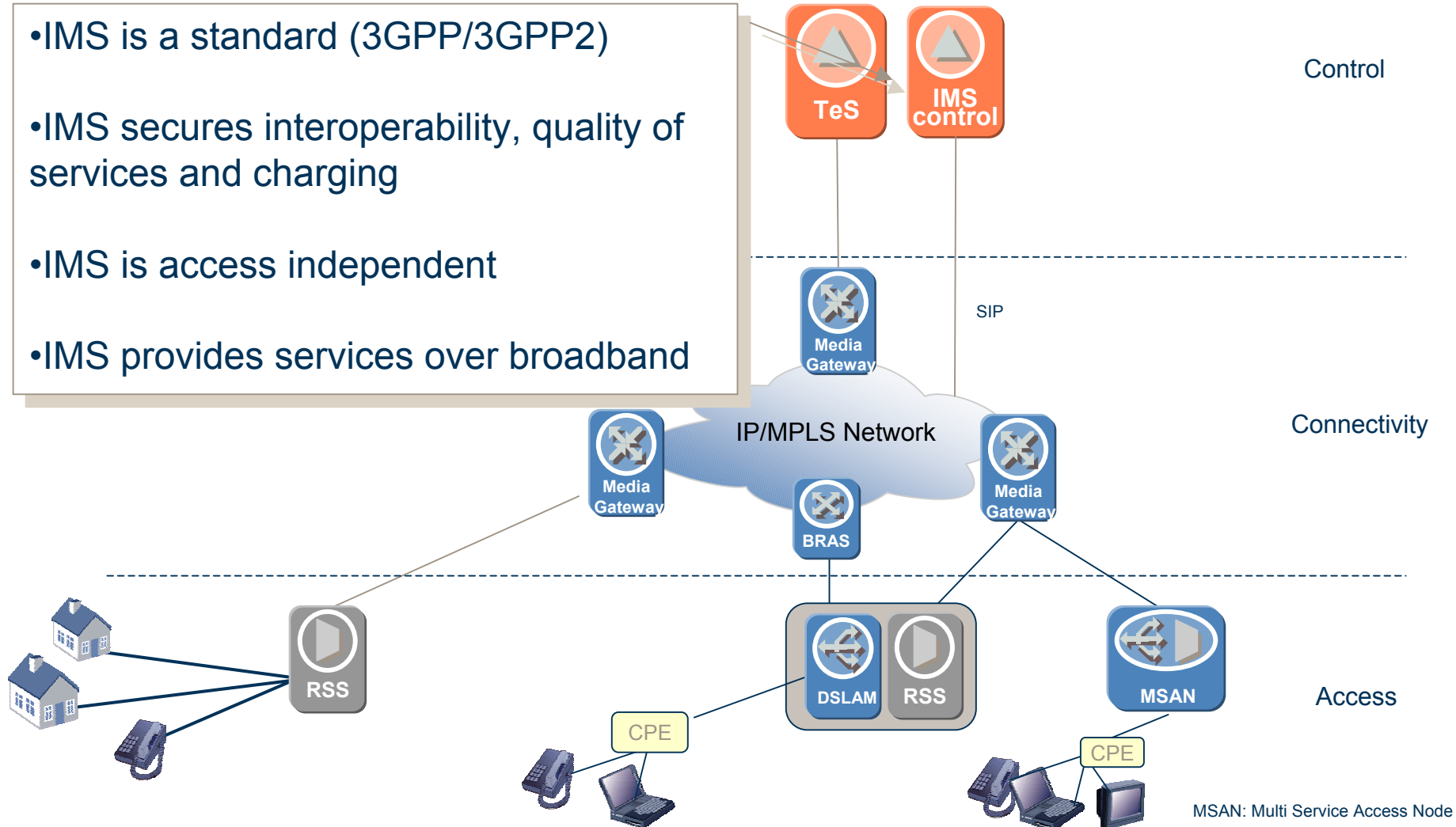
3

Reduce core network OPEX

Introduce new multi media services

IP Multimedia Subsystem (IMS)

- IMS is a standard (3GPP/3GPP2)
- IMS secures interoperability, quality of services and charging
- IMS is access independent
- IMS provides services over broadband



Introduce new multi media services

IP Multimedia Subsystem (IMS)

- IP Telephony



- Video telephony



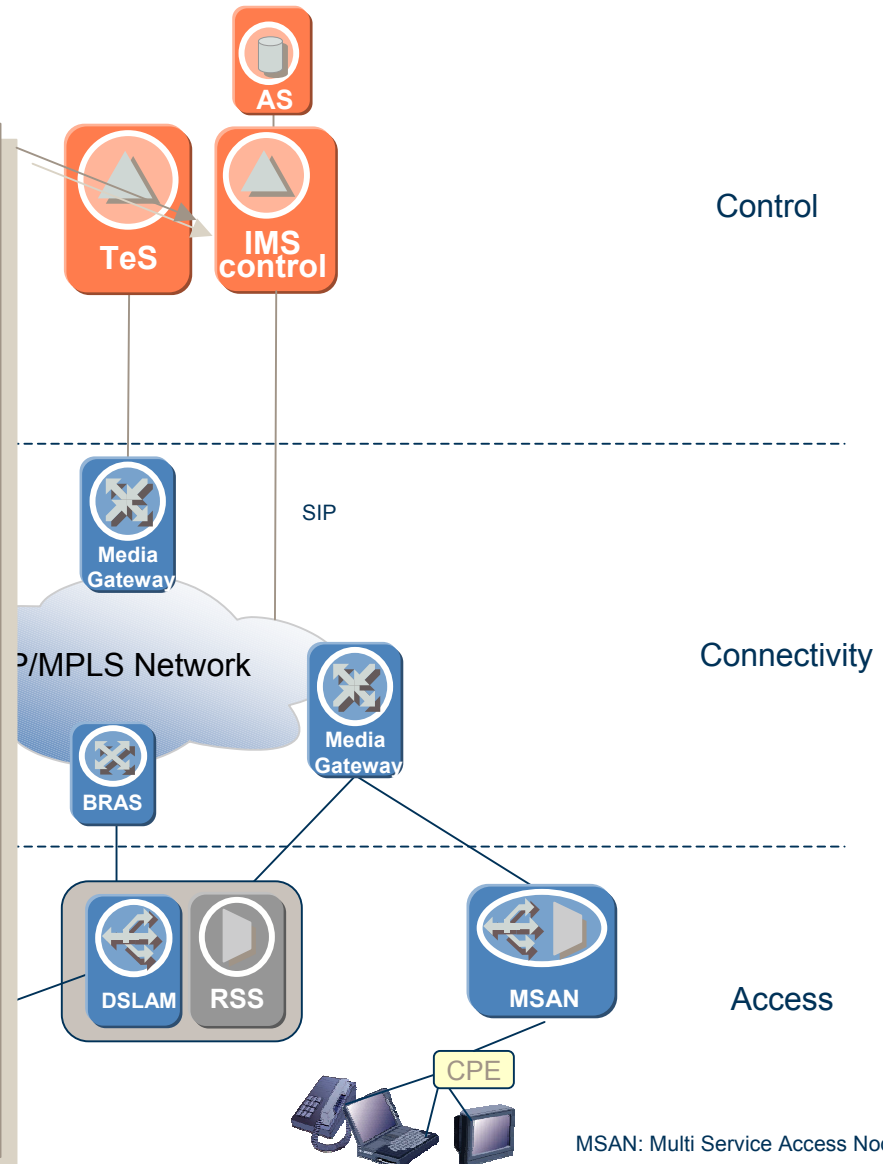
- Instant messaging



- IP Centrex



- Multimedia services.....

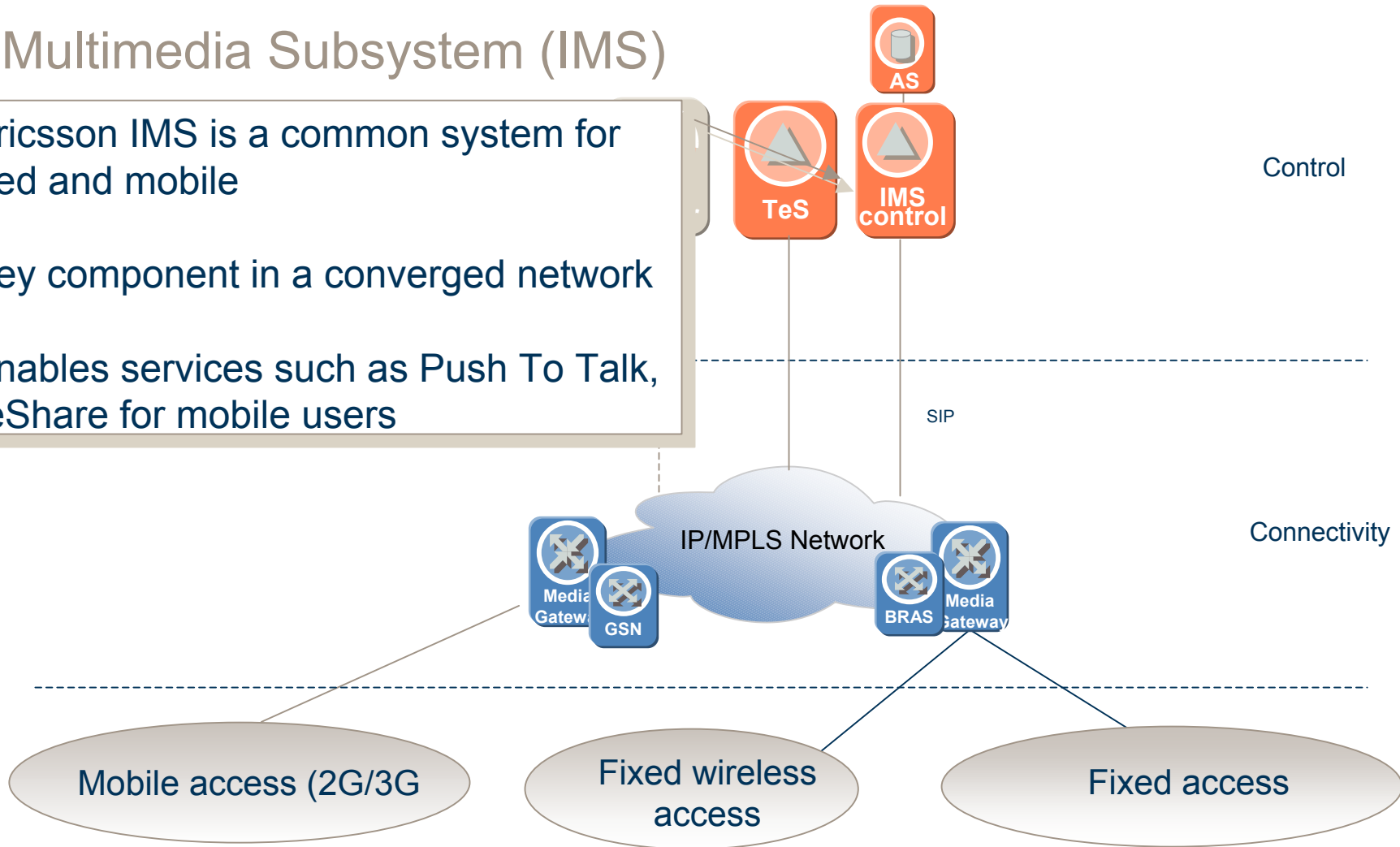


MSAN: Multi Service Access Node

Introduce new multi media services

IP Multimedia Subsystem (IMS)

- Ericsson IMS is a common system for fixed and mobile
- Key component in a converged network
- Enables services such as Push To Talk, weShare for mobile users



Ericsson IMS market position

Head start with 27 agreements signed



Systems Integration

Deploy and integrate

Ericsson IMS components

TeliaSonera

Convergence

Trial of convergent
multimedia services

Telefonica

Wireline

IP Telephony and IP Centrex



Vivere senza confini

Mobile

Combinational services

The Telefónica case

The Telefónica logo, featuring the word "Telefónica" in a yellow, cursive font, underlined, and set against a dark blue rectangular background.

- Ericsson provides Telefónica with IMS for IP telephony and IP Centrex services
 - A complete set of IMS services for wireline network customers with IP Centrex functionality, video telephony, conference calling, sharing of documents and web pages (collaboration), presence management, instant messaging, e-mail integration and support for remote workers.

<http://www.ericsson.com/press/20050407-130112.html>

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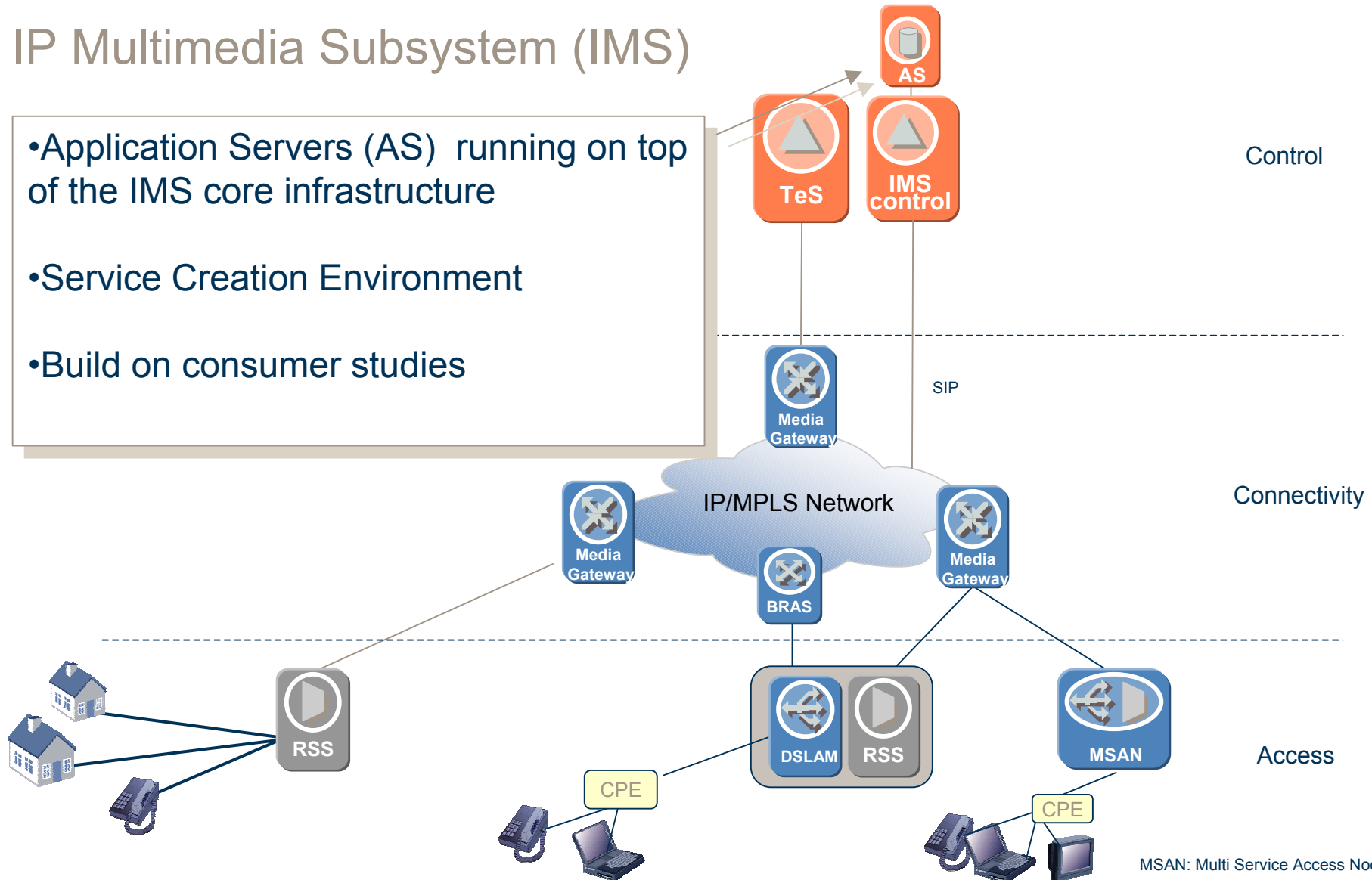
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Reduce core network OPEX

Introduce new multi media services

IP Multimedia Subsystem (IMS)

- Application Servers (AS) running on top of the IMS core infrastructure
- Service Creation Environment
- Build on consumer studies



MSAN: Multi Service Access Node

Staying on Top of the Game

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IMS is the only harmonized way to offer IP based services

2

New services are easily introduced via application servers

3

Softswitching reduces core network OPEX by 50%

ERICSSON 

TAKING YOU FORWARD