

C.M.D.N.Y.

Capital Markets Day New York

May 11, 2006

Katarina Mellström

Vice President Advisory Services, Business Unit Global Services

Mikael Bäckström

Vice President Services, Market Unit North America

Ericsson's Leadership in Services

Ericsson - driving a successful Services strategy

Ericsson Global Services		
Network Rollout	Professional Services	
Network rollout	Network design	Managed services
	Education	Systems integration
	Customer support	Business and technology consulting
Provide services in Ericsson's e2e solutions	Expand the services scope and add further value	

Leveraging global experience and technology leadership

Operator reality driving telecom services

- Moves focus forward - seeking new growth areas
- Increased business and technology complexity
- Total cost of ownership
 - Cost and OPEX reduction
 - Looking for fewer vendors



© Copyright Telefon AB LM Ericsson 2006. All rights reserved

C.M.D.N.Y.

2006-05-11

ERICSSON 

ERICSSON 
TAKING YOU FORWARD

C.M.D.N.Y.

Capital Markets Day New York

May 11, 2006

**Competence Development
in a Changing Environment**

Global capabilities

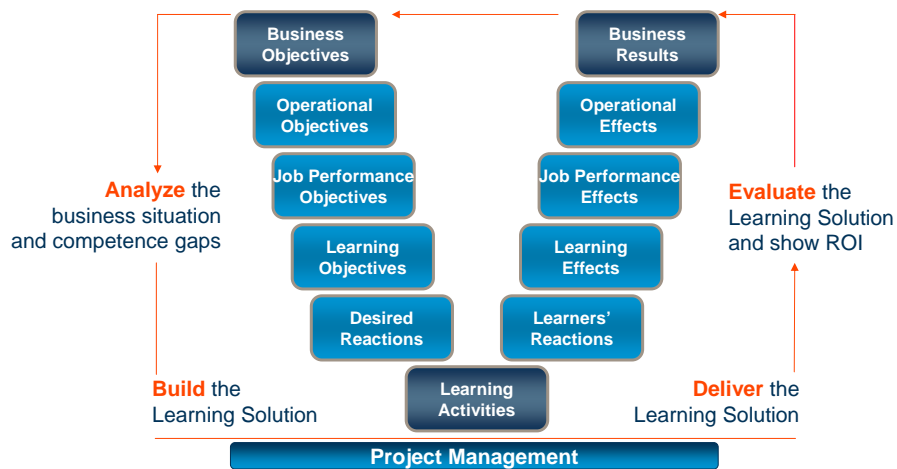
- Traditional training programs
 - Standardized and/or customized
 - Curriculums for different job roles and technology areas
 - Economy of scale and efficient delivery methods
- Consultative learning solutions
 - Aligned to individual customer business strategies
 - Reduces OPEX, increases efficiency, generates revenue
 - Knowledge sharing and reuse



To strengthen the operator's competitiveness

Learning Solutions framework

Connecting objectives, learning activities and results



Case: Claro, Brazil

Structured Knowledge Transfer in multivendor environment

Customer objective

- Improve performance levels of non-Ericsson equipment
- GSM competence development with minimal staff/network disruption
- Reduce OPEX and increase revenues
- Improve maintenance procedures

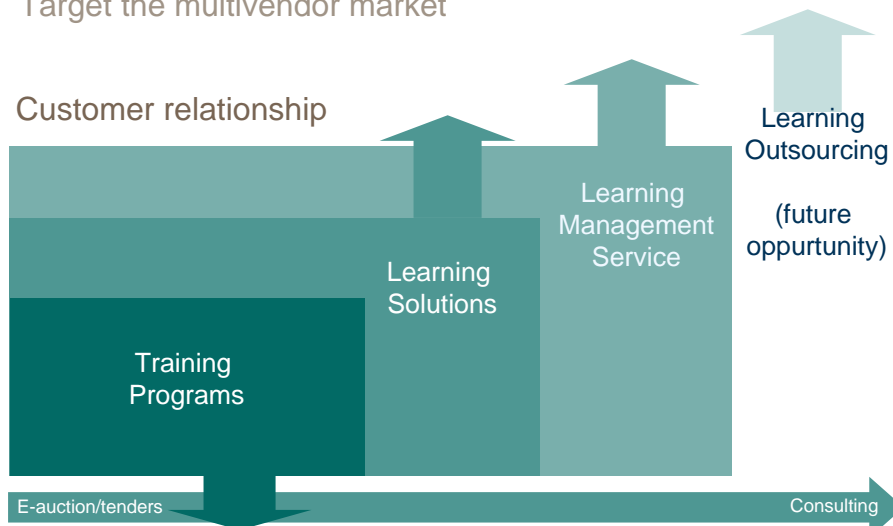
Customer benefits

- A fast increase of technical competence
- Improved network performance and efficiency
- High return on investment



Climb the value chain

Target the multivendor market



Ericsson as a learning partner

Working with education since the very beginning

- Technical and business perspectives
 - Forefront in new technologies and methodologies
- 28 training centers globally
- 350 consultants
- 500 courses for traditional training
- ~300,000 student days per year
 - External 2/3; internal 1/3
- 75,000 students



Ericsson – a leading telecom learning provider

© Copyright Telefon AB LM Ericsson 2006. All rights reserved

C.M.D.N.Y.

2006-05-11

ERICSSON 

ERICSSON 
TAKING YOU FORWARD

C.M.D.N.Y.

Capital Markets Day New York

May 11, 2006

Mikael Bäckström

Vice President Services, Market Unit North America

Prime Integrator
in a Changing Environment

Maximizing competitiveness

Converting supply chains to partnerships

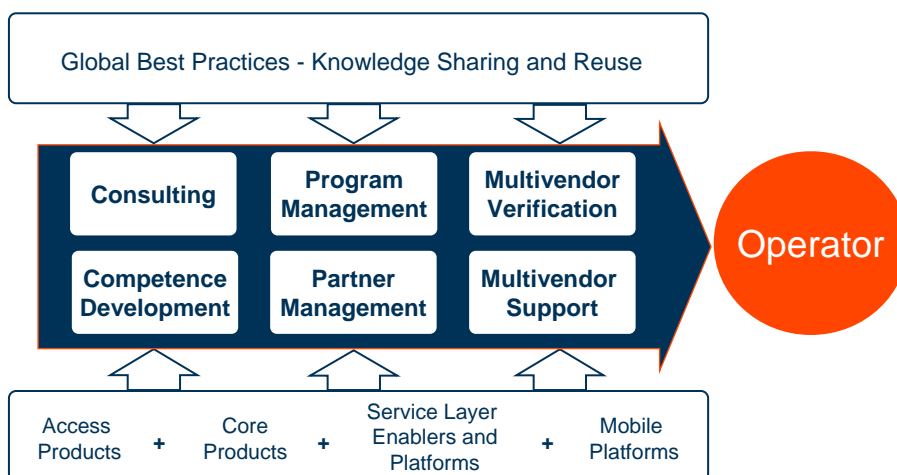
Operator focus

- Deliver customer value
- Secure technology transitions
- Drive operational excellence



- Selected partners and prime integrators
- Taking on a broader responsibility
 - e2e expertise and resources
 - Mitigate risks in multivendor technology transitions
 - Facilitate change in ways of working and operation
 - Manage multiple suppliers

Ericsson as Prime Integrator



Convergence and consolidation

Ericsson a change agent and single point of contact

- Efficient process for site consolidation and supply chain management
- Multivendor solution design and integration experience for converged IP networks
- Performance management of multivendor, multitechnology networks

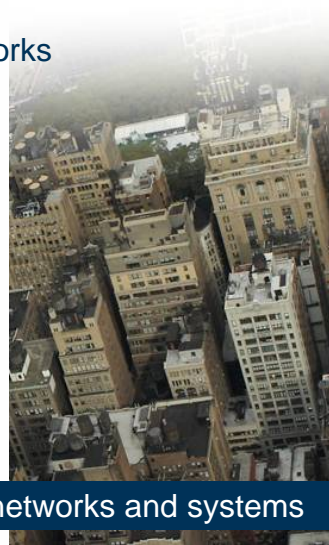


Ericsson North America has the competence, processes, tools and scale to manage nationwide change programs

Case: Cingular Wireless



- Nationwide merger of Cingular's networks
 - Site development and consolidation
 - Multivendor verification and integration
- Migration to WCDMA/HSPA
- Supplier and integrator for changeout in Southern California
- Migrating and consolidating multiple end-user services and service enablers



Integrating multivendor, multitechnology networks and systems

Case: Sprint

Transformation to a merged and consolidated network



- Ericsson is prime integrator of multivendor IMS solution
 - Open-standard solution
 - Commercial-grade service quality
 - Operational cost control
- Ericsson is now providing
 - Core IMS infrastructure and system integration
 - Push-to-talk infrastructure integration enabling a unified end-user experience across different technologies
 - Site consolidation and development; management of Sprint's nationwide supply chain



A trusted technology advisor to Sprint

Case: Telecom Italia

Ericsson a business partner for convergence



- Several cooperation areas
 - Merger of fixed and mobile network and operations
 - Network enhancements and NGN IP (IMS)
 - Telecom management (OSS/BSS)
 - Multimedia services and service layer projects
- Convergence is happening today
 - Media – Entertainment – Telecom
 - Service platform must support multiaccess
 - Devices are key



Flexibility – Technology leadership – Business understanding

Conclusion

- Technology leadership
- Telecom and business understanding
- Services leadership



Resulting in revenue-generating services, lower OPEX

© Copyright Telefon AB LM Ericsson 2006. All rights reserved

C.M.D.N.Y.

2006-05-11

ERICSSON 

ERICSSON 
TAKING YOU FORWARD