

**DearCustomer**

Welcome to the latest issue of 5 to Remember, Ericsson's newsletter for customers worldwide. In this issue we return to broadband, showing how fixed and mobile operators take advantage of the latest internet-based services. We also show how Ericsson's recent acquisitions of Redback Networks and Entrisphere have strengthened the company's broadband portfolio.

Sincerely,  
Ericsson

1.

## TRIPLE PLAY TAPS BROADBAND BOUNTY

The time is now. The market is huge. Millions of people worldwide stand ready to enter the next-generation broadband economy. Just ask Redback.

✦ [Giving you the IP edge – in China and beyond.](#)

2.

## FIBER CROSSES THE CURB

At the speed of light – almost – fiber is reaching homes around the world. Operators are racing to bring GPON-powered broadband to savvy consumers. Want to boost the value of your home?

✦ [Wire for the future](#)

3.

## SPECIAL FEATURE 1: DIGITAL DIVIDE UNDONE

A North Italian city teamed up with a local operator to bring high-speed Internet to its citizens.

✦ [Read the Mantua Customer Success Story](#)

4.

## BUSINESS BROADBAND – IT'S THE BUSINESS

Competition is stiff and subscribers shop around. Finding new customers and growing revenue in the mature broadband market can be tough. What's an old telco to do?

✦ [Learn why small and medium-sized enterprises are gold](#)

5.

## SPECIAL FEATURE 2: POLISH OPERATOR SCORES

Netia introduced new technologies, cut costs and focused more closely on customers. All the while, the fixed-line operator grew its service territory. The trick? A managed services contract.

✦ [Read the Netia Customer Success Story](#)

Questions or comments? Express it here.

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