



Dear Ericsson Customer,

Welcome to the second issue of Ericsson's Customer Newsletter.
This issue focuses on fixed broadband.

Sincerely,
Ericsson

1.

FIBER: HOT AND GETTING HOTTER

Soaring broadband demand is generating a boom of a different sort. Fixed operators are investing billions in fiber to entice customers with 100Gbps speeds.

✦ [Meet some fiber trailblazers](#)

2.

CONQUERING THE MATURE MARKET

How can new operators break into a saturated market? Meet two young companies that succeeded by doing things a little differently.

✦ [Step outside the box](#)

3.

SMART STRATEGIES IN EMERGING LANDSCAPES

Operators smell gold in emerging markets. Palm oil, slimmed-down networks, and per-second calling cards can bring telecom services to the most remote corners of the world.

✦ [Improve lives, make money](#)

4.

COPPER FIGHTS BACK

Who says wireline operators are becoming extinct? With high-speed broadband added to their old copper networks, fixed operators get a new lease on life.

✦ [Need a triple-play boost?](#)

5.

SPECIAL FEATURE: BAYANTEL'S BROADBAND SUCCESS

The Filipino operator takes fixed DSL to a new level, serving customers affordable high-speed data – with a unique money-back guarantee.

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

Questions or comments? Express it here.

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