



Dear Customer

This is 5 to Remember 3a.

Welcome to the third issue of 5 to Remember, Ericsson's newsletter for customers worldwide. In this issue we focus on a trend that is revolutionizing the telecom industry: managed services. The next newsletter will be distributed in early June.

Sincerely,
Ericsson KAM

1.

MANAGED SERVICES: THE NEXT BIG THING IN TELECOM

Most operators will soon outsource their networks to cut costs and focus more on customer needs, experts say. The model works for telcos and vendors alike.

✦ [Want to cut opex by 15 percent?](#)

2.

OUTSOURCED AND LOVING IT

How do you successfully transfer half your workforce to another company without a loss in productivity or employee morale? The devil is in the details.

✦ [3 UK shares some tips](#)

3.

GREENFIELD OPERATOR ON A FAST TRACK

Forget the switches, towers, bolts and nuts. By contracting out network O&M, a start-up operator can take the market by storm – and avoid some headaches along the way.

✦ [Follow Warid Telecom's journey](#)

4.

A WIN-WIN FOR OPERATORS

Want to entice customers with better and more complete applications? Looking for a new churn-reduction strategy? Need to boost data traffic? Hosting may be your answer.

✦ [Meet two operators that chose hosted services](#)

5.

SPECIAL VIDEO FEATURE: BHARTI'S RAPID GROWTH

With Ericsson Managed Services, the Indian operator opens 1500 new cell sites a month. Day-to-day network challenges were contracted out, allowing Bharti to focus on customer growth.

✦ [Watch the Bharti customer video](#)

Questions or comments? Express it here.

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