

Dear Customer

In this issue of your Ericsson newsletter we focus on high-growth markets. You will learn about an unusual and highly cost-efficient base station design, an unconventional Brazilian operator, how to sell broadband in El Salvador and mobile services in Africa - and lots more.

We hope you will enjoy!

Sincerely,

- » [A tower to lean on](#)
- » [Finding the rhythm in Brazil](#)
- » [Low-ARPU so what?](#)
- » [Giving you the EDGE](#)
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1. A TOWER TO LEAN ON

It is sleek, modular, cost-efficient, and good for the environment. Best of all, Ericsson's new base station design fits any market, anywhere. Tired of siting headaches? Check out the revolutionary Tower Tube.

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2. Finding the rhythm in Brazil

Through trial and error, Local Telecom devised a business model that rocks in towns bypassed by the big guys. Denis Côté, Local's visionary founder and president, shares his secrets.

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3. Low-ARPU – so what?

Millions of potential customers, all eager to connect. The problem? They can't read phone manuals, and they roam freely across borders and networks. Intent on capturing African market share, a Dutch mobile operator came up with some smart solutions.

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4. Giving you the EDGE

Not all markets are ready for 3G, but broadband will sell anywhere. As it breaks into Central America, Digicel counts on GPRS/EDGE to serve up the goods ahead of the competition.

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5. SPECIAL FEATURE: MTN Swaziland Customer Success Story

MTN Swaziland needed a roadmap for the future before launching mobile data services. The operator turned to Ericsson Business Consulting for help and says it got to know customers better as a result.

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