

## SERVICE DELIVERY – GLOBAL SCALE, LOCAL REACH

The challenge for a converged ICT industry – characterized by large-scale IT-transformation projects and complex multivendor, multi-technology networks – is how to improve network performance and end-user experience while reducing operational costs. In partnership with operators worldwide, Ericsson has developed a unique service delivery model with global scale and skill that includes common processes, methods and tools to meet customer challenges and needs.

Network operations are in our DNA – it is years of experience in managing live networks in combination with the skills of our service professionals and the scale of our global operations.

Through the transfer of more than 20,000 employees to us from operator companies in managed services deals, we have reinforced our understanding of the challenges our customers face.

### SUPPORTING BILLIONS

Ericsson manages networks that serve more than 850 million subscribers worldwide, and supports networks with more than 2 billion subscribers. To manage this in an efficient way, we deliver services locally from our ten Regions and globally from four Global Service Centers where we have concentrated our large-scale activities. The Global Service Centers are located in Romania, Mexico, India and China.

The Global Service Centers allow us to reach significant efficiencies of scale and focus on deliveries that can be made remotely. The Global Service Centers also include Global Network Operation Centers (NOCs), where a significant portion of the subscribers in our managed services deals are served. The center in India houses the world's largest NOC.

The centers all boosting Ericsson's capabilities, for example all four centers have LTE expertise to meet growing global demand. In recent years, Ericsson has focused on ramping up the managed services and consulting and systems integration capabilities at the center in India. It has grown to house over 5,000 service professionals and continues to grow rapidly.

#### THE FACTS:

- › Ericsson manages networks that serve more than 850 million subscribers worldwide.
- › We support networks that serve more than 2 billion subscribers.
- › More than USD 1 billion invested in common, global processes, methods and tools over the years.
- › More than 50,000 in-house service professionals.
- › 22,000 using Managed Services Delivery Platform (MSDP) in more than 100 countries.
- › More than 1,300 consulting and systems integration projects delivered per year.
- › Our service delivery experts speak more than 100 languages



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Ericsson's service professionals in the Regions work closely with customers locally to constantly innovate and improve their efficiency and competitiveness, while our four Global Service Centers provide complex technical services and remote delivery.

Ericsson has the end-to-end solutions and the skills required to meet the challenges of technology and business transformation with a range of vendor-agnostic and multi-technology services.

Ericsson has more than 50,000 in-house service professionals working in 180 countries, including 40,000 working close to the customer and 10,000 on a global level.

In total, more than 12,000 have expertise within consulting and systems integration. Altogether, including an average of 15,000 sourced resources, Ericsson has more than 65,000 service professionals well positioned to support our customers' need for services around the world. Our service delivery experts speak more than 100 languages and cover all areas of communications technology.

## INVESTING IN INNOVATION

We empower our employees to constantly find new and better ways of working. Together with our customers, we use our global knowledge base to develop new solutions that can be re-used and offer benefit to all our customers.

As part of our focus on innovation, we have invested more than USD 1 billion in common, global processes, methods and tools to enable synergies and efficiency gains.

As part of this, we have developed and implemented a single network-operations platform across our global managed services organization. In early 2011, 22,000 users in nearly 100 countries were using the Managed Services Delivery Platform (MSDP) – a portfolio of tools that enables efficient operation of a communications network, both locally and from Network Operations Centers (NOCs).

Ericsson's Service Delivery Model, based on common processes, methods and tools, ensures Ericsson can deliver services in the same way and with the same quality across the world. The model also ensures that innovation and knowledge sharing is spread globally in an efficient way.

## COMPETENCE

To ensure we can offer operators the right competence in the right place and at the right time, we leverage on our local and global competence – our skills combined with delivery on any scale.

Through our tactical resource and competence planning, we build competence in line with our business needs. This is done through knowledge sharing, seminars,



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certification programs, specific training programs, project participation and on-the-job training.

Through close cooperation with our product development units, we build early competence in our services professionals, and this competence is efficiently transferred worldwide.

*Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.*

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