SERVICE ENABLEMENT

Today’s explosive growth in connected devices like smart phones and tablets creates not only massive increases in traffic but also a need for new and different types of services and applications. This “Mobile Broadband” explosion benefits operators but also introduces the challenge of managing over-the-top (OTT) players whose innovations not only directly attack traditional revenue streams from voice and messaging, but also limit uptake of new operator services.

In order to strengthen customer relationships by diverting some of the attention from OTT players, operators need to find ways to reach, attract, and engage users as well of course as partners and developers.

With users demanding nothing less than excellent experiences on new devices, this poses a challenge but also offers a great opportunity for operators to meet this expectation, reclaim customer relationships, and capture revenue potential.

Improving brand visibility requires fast time to market, ability to monetize on assets and improved service delivery efficiency.

Ericsson delivers not only the basic network capabilities operators require, but also turnkey projects – services, application-enablers and know-how – all designed to meet the varied needs of operators in this new era of connected devices.

Reach, Attract and Engage Your Business Ecosystem

In a competitive environment, basic services (former cash cows) come under pressure from competition and this is happening aggressively in the industry. Free messages and unlimited minutes conspire to make profitability elusive for many operators.

The global explosion in mobile broadband, and a corresponding move away from all-you-can-eat bundles, offers a ray of hope for the industry and an opportunity for both differentiation and profitability.

Service mania is the primary characteristic of the new service reality. User efficiency, service integration and free usage have created communities of application developers consistently innovating on top of either social communities (such as Facebook) or device platforms (iphone, Android, Blackberry).

While our industry’s internal structures have traditionally rendered us unable to compete in this fast moving Internet-driven ecosystem, the emerging “networked society” is incubating a new ecosystem revolting around global and permanent connectivity of everything.

The application enabler area is a very important part of our business for products, solutions and services, one which has been growing steadily over time. Ericsson is well positioned to meet the customers’ demands in order to address this new business opportunity.

We empower operators to reach, attract and engage consumers, enterprises, developers and partners. Our software delivers continuous business results addressing new consumer demands and simplifying complex business ecosystems.
We focus on the consumer value, end-to-end experience and how it drives operator brand equity. Our platforms are typically agile-developed, located in the cloud and delivered via innovative models such as software as a service. In nearly every case the technology is delivered in partnership with the operator and in the spirit of joint innovation.

We understand that adding services to a network adds complexity and complexity can destroy value if not managed. Our goal is to enable that even the most complex service portfolio is sustainable. Our service delivery and brokerage platforms are optimized to drive two-sided business models, service exposure, wholesale opportunities, retail excellence, complex partner ecosystems and to provide detailed analysis and optimization of network assets and performance.

Ericsson’s strength is based on:

*Holistic Operator Perspective*

Customer experience, business efficiency and innovation capabilities are never better than the weakest link in the operator’s business process. Therefore we always view application enabler platforms from the broader perspective, of how we can optimize our solutions to synergize with networks, devices and other systems. Ericsson’s unmatched scope of experience when it comes to close operator partnerships plays well in hand here.

*True Market Competence*

Our application enabler customer base exceeds 130 operators reaching over 1.3 Billion subscribers. Our application enabler platforms are industrialized, end-to-end tested and proven (end screen user experience). We have referenced proving our abilities in helping operators through the journey of transformation.

*Configurable Product Approach*

We believe that the only way to provide operators with the agility and scalability needed in a constantly changing environment is to base application enablement solutions on well-defined software products, with firm architectural principles, that are easily configurable through standard interfaces.

To deliver an impeccable user experience on all screens, be it smart phones, tablets or TV, our application enabler solutions are the answer. With our support operators can quickly enter the mobile marketplace, target a specific audience and be rewarded by immediate revenue. Our solutions make it easy to introduce new offerings and business models as the customer base grows, without having to invest in new technology.

We have also broadened our solutions to support new segments and verticals such as media publishers and the automotive and healthcare industries. Solutions for new value chains like M-Commerce with the Mobile Wallet and related Money Services, is also something we provide to our customers.

Looking ahead there is a clear movement towards cloud based solutions in the ICT market. Ericsson is driving and supporting this development. Our offerings help the operator reach their goal – in transformation, virtualization (cloud services), improving customer experience building M2M offerings, monetizing core assets and ensure profitability in mobile broadband.
NOTES TO EDITORS

Connected Vehicle Cloud – under the hood
Machine-to-Machine Service Enablement

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfil their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world’s mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications
Phone: +46 10 719 69 92
E-mail: media.relations@ericsson.com