

“Save **money**, increase  
**efficiency** and gain **security** when  
mobilizing the enterprise”

**Thomas Thyni**

Director of Strategies, Business Unit Enterprise

**Anders Bylund**

VP, Enterprise Services, Business Unit Enterprise

# Enterprise needs – your needs

Integration with legacy systems



# Challenges



# Challenges



# E-mail – everybody needs it!

"The speed at which staff respond to e-mails has a direct impact on organizations' success"

[Gartner, Nov 2004]

# Ericsson Mobile Organizer

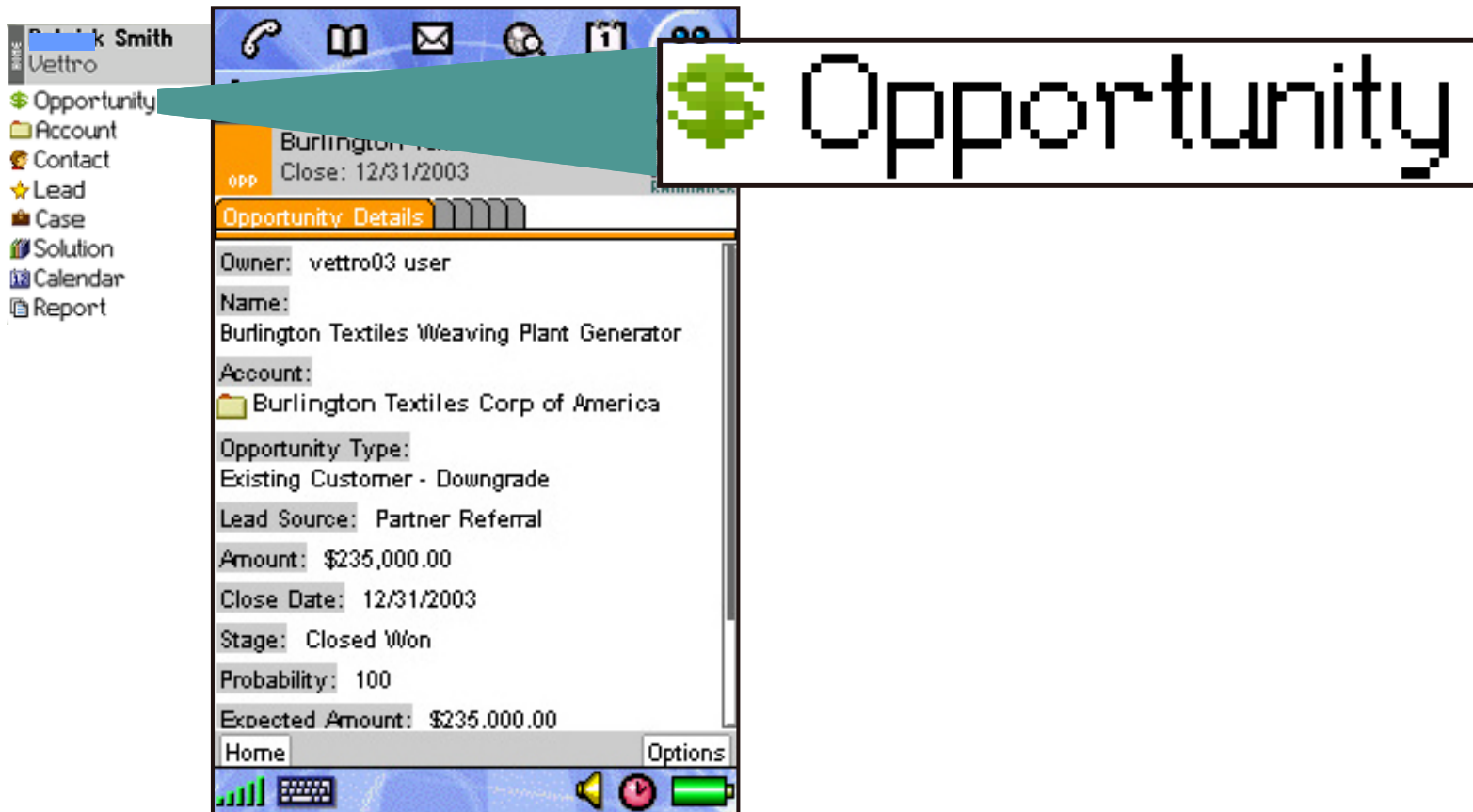
- True push e-mail
- Instant sending and receiving of e-mail
- Viewing, editing and sending of attachments
- Automatic calendar updates
- Global and Personal Directory
- Open standards
  - Symbian smartphones
  - Windows Mobile phones / PDAs



**Send, compose, receive, respond as if in the office**

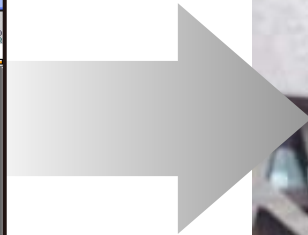
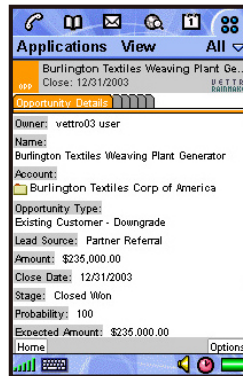
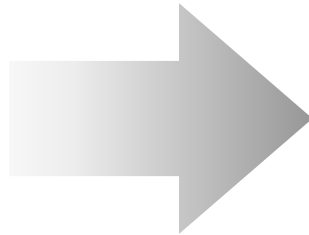
# Mobile Sales Force

*Comprehensive Mobile Sales Force for PC & Mobile Client*



# Ericsson Mobile Work Tools

***Push email +  
Sales Management +  
Document Share +  
Real Time Collaboration + ...***



# Challenges





**What if you lost your mobile phone in the cab?**

# Mobile Device Management

## Over the air

- Remotely kill your lost phone
- Backup and restore
- Virus protection update
- Provisioning of applications
- Instant Inventory



# Mobile End-to-End Security

Network Centric:

## Ericsson Mobile Corporate Access

*Seamless and secure roaming using  
your PC / Laptop*



Device Centric:

## Ericsson Mobile Device Management

*Device Wipe and Lock  
Set security policies*

**Encryption**

**Anti Virus protection**

**Strong Authentication**

**Personal Firewall**



# Challenges



# Use only One Phone

– save costs



Mobile  
Mail



Mobile  
Voice



Fixed  
Voice



- Different devices
- Different subscriptions
- Different numbers

- One "main" device
- One subscription
- One number

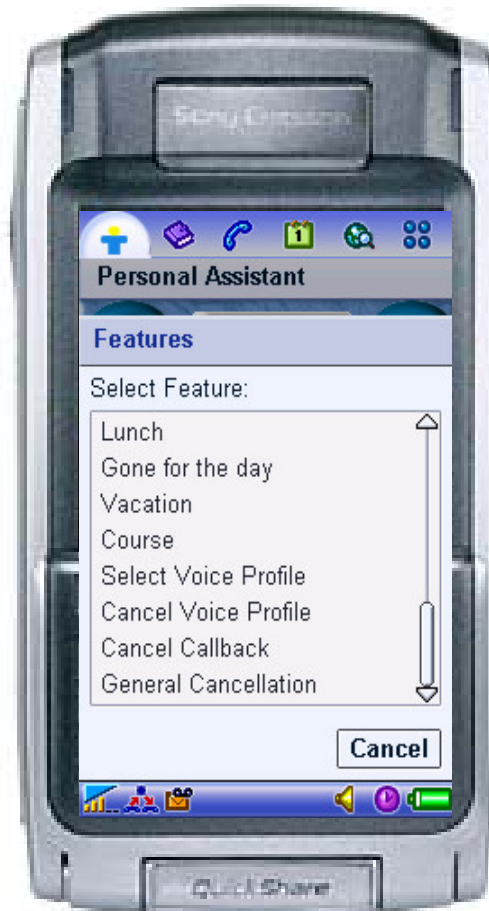
# Access all your features

- convenience

Use all PBX features

Configure profiles & diversions

Search corporate directory

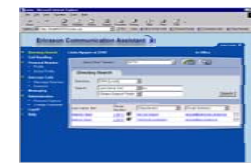


# Protect your investments

– integrate with your legacy systems



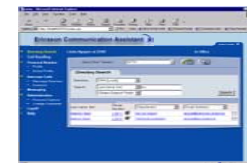
Attendant Services



Mail, Calendar  
Business Applications



Group Hunting member

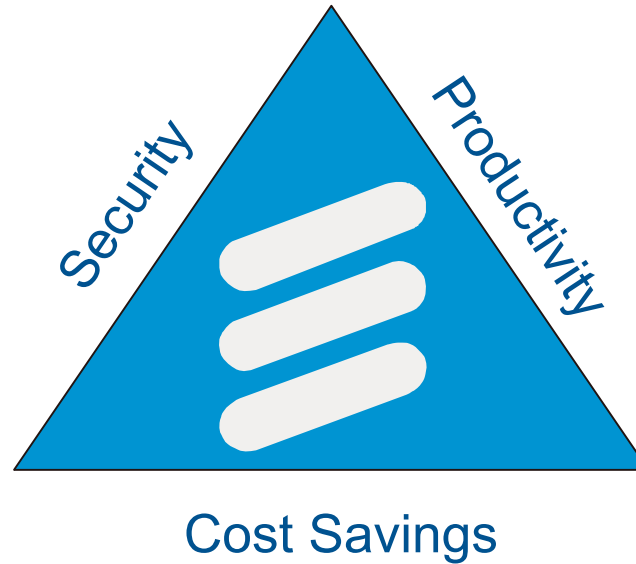


Operation & Management



Telephony System

# Ericsson End-to-End solutions for Business Users



# Today's Business Issues

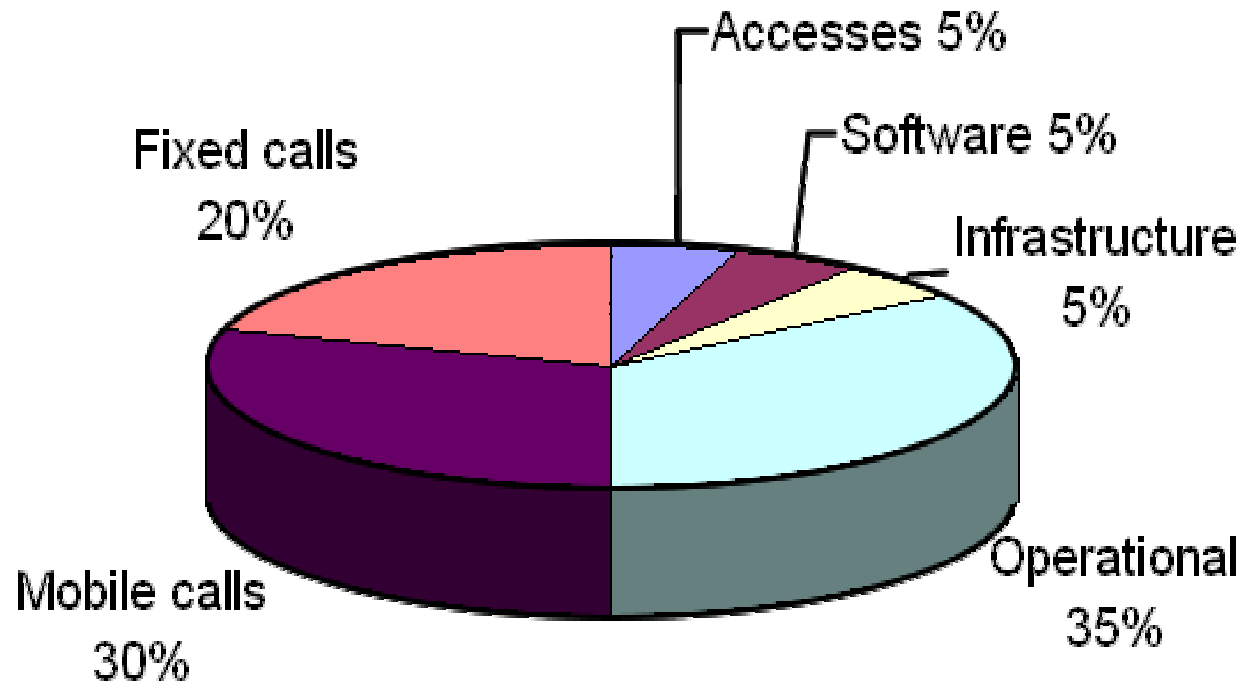
large organisations

- Reduce Cost
  - Infrastructure
  - Operations
  - Traffic



# Total Cost of Telecom

Example of cost split



(input: Gartner Group and Accenture, 2004)

# Today's Business Issues

large organisations

- Reduce Cost
  - Infrastructure
  - Operations
  - Traffic
  
- Security
  
- Single Point Of Contact
  - Manage Convergence
  - Controlled roll out of applications
  - Centralised control and management
  - Reduce number of suppliers
  - Consistent Service Level Agreements



# Ericsson's service offering for large enterprises

- Advise
  - Define current cost basis
    - How much does it cost today?
  - Design solution to meet future requirements
    - What should it look like?
- Systems Integration
  - Implementation of new solution
- Managed Services
  - Managed Operations
    - Buy the service not the box
  - Managed Capacity
    - Pay for what you use



# Our strong position



## Ericsson's global services capabilities

- End-to-end offering of services and solutions
  - Advisory services
  - Integration services
  - Managed and Support services
  - Solutions addressing business issues
- 15,000 Ericsson experts in 140 countries
- 30,000 certified partner specialists
- World leadership in
  - Mobility solutions
  - Multi-technology and multi-vendor integration of mobile networks
  - Telecom Outsourcing

# Challenges



# Proven track record

**2005**

**2003**

**2002**

**2000**

**1999**

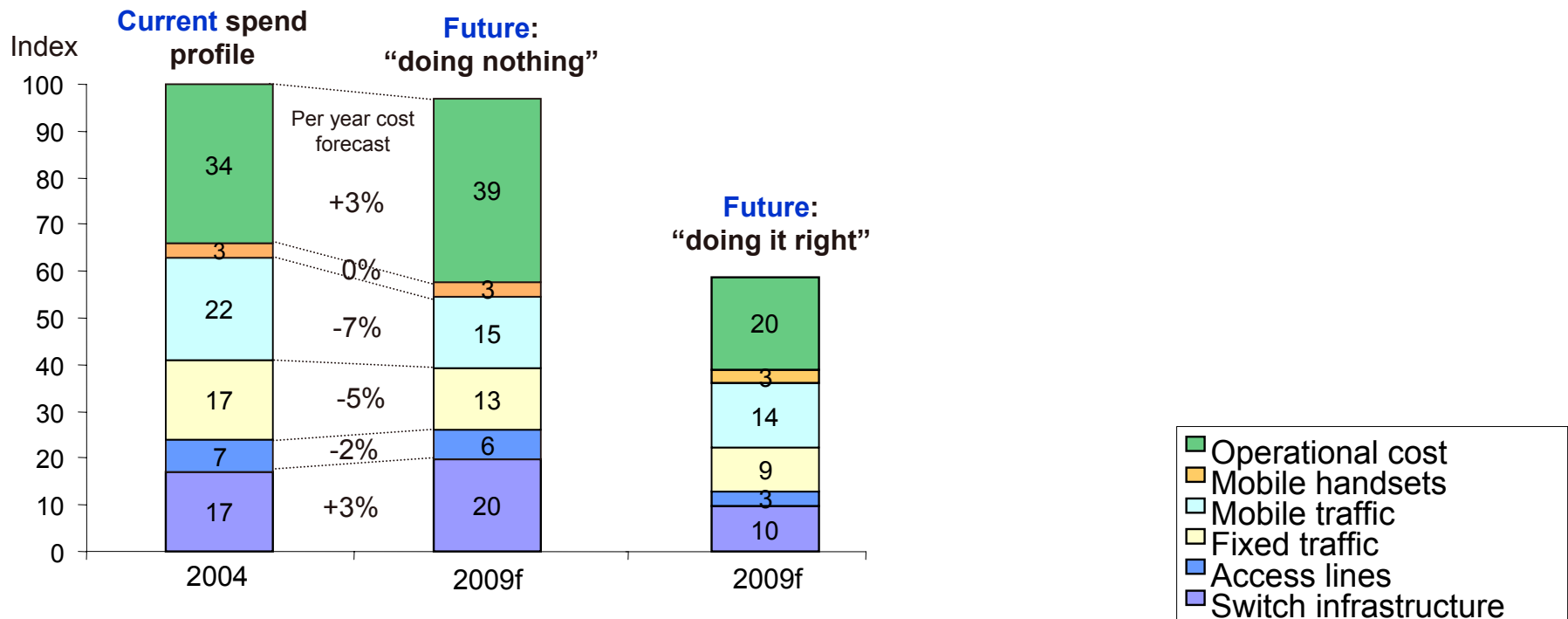
**1992**

- Since 2002, Ericsson has officially announced 44 Managed service contracts with operators
- In all current managed services contracts, excluding hosting, we are managing networks that together serve over 35 million subscribers worldwide
- First to take on complete management of build-out and day-to-day network operations of 3G networks
- First to sign a groundbreaking Managed Services operations contract to an operator
- More than 40 Managed Services contracts for Enterprises in 20 countries
- First Managed Services contract with BBC in UK

# Advise

Identify hidden cost – Define your base line

Propose changes



# Official managed services contracts

Announced since 2002

## North America

### Hosting:

- Western Wireless (2)
- ALLTEL
- Rural Cellular Corp. (2)
- Midwest Wireless
- Carolina West Wireless
- Centennial Wireless
- Golden State Cellular
- WestLink

### Capacity:

- PSC Wireless
- Indigo Wireless
- Chariton Valley Wireless Serv.

## Latin America

### Hosting:

- Telefónica Móvil (Chile)

### Operation:

- ICE, Costa Rica, GSM/GPRS
- Brasil Telecom, fixed
- Brasil Telecom, GSM
- Diveo Colombia

## Europe & Middle East

### Hosting:

- 3 Scandinavia
- TeliaSonera (Sweden)
- Tele2 (Sweden)
- Invitel (Hungary)
- HungaroTel (Hungary)
- PanTel (Hungary)
- Emitel (Hungary)
- Monortel (Hungary)
- BT (UK)
- sunrise (Switzerland)
- Swisscom (Switzerland)

### Operation:

- H3G Italy
- Auna (Spain)
- Telfort (NL)
- TeliaSonera Int. Carrier
- casaNet (NL)
- Amena (Spain)
- Orange FT (Switzerland)
- STC (Saudia Arabia)

## Asia Pacific

### Hosting:

- Maxis (Malasia)
- Sun Cellular (Phillipines)

### Operation:

- Warid Telecom (Pakistan)
- Hutchison Telecom
- Telecom New Zealand
- Unwired (Australia)
- Maxis (Malaysia)

### Capacity:

- Bharti (India)

**ERICSSON** 

**TAKING YOU FORWARD**