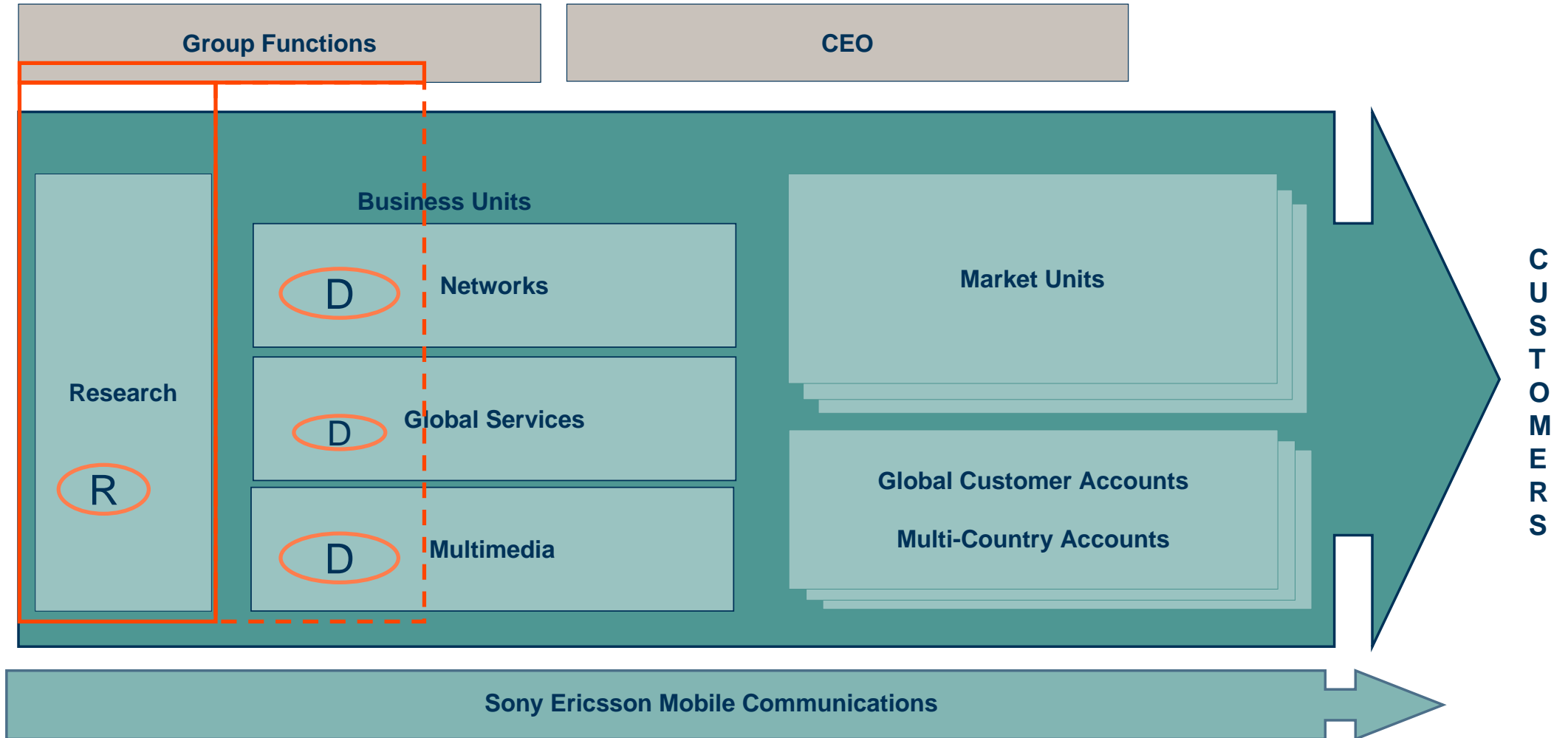


# *Innovation and R&D*

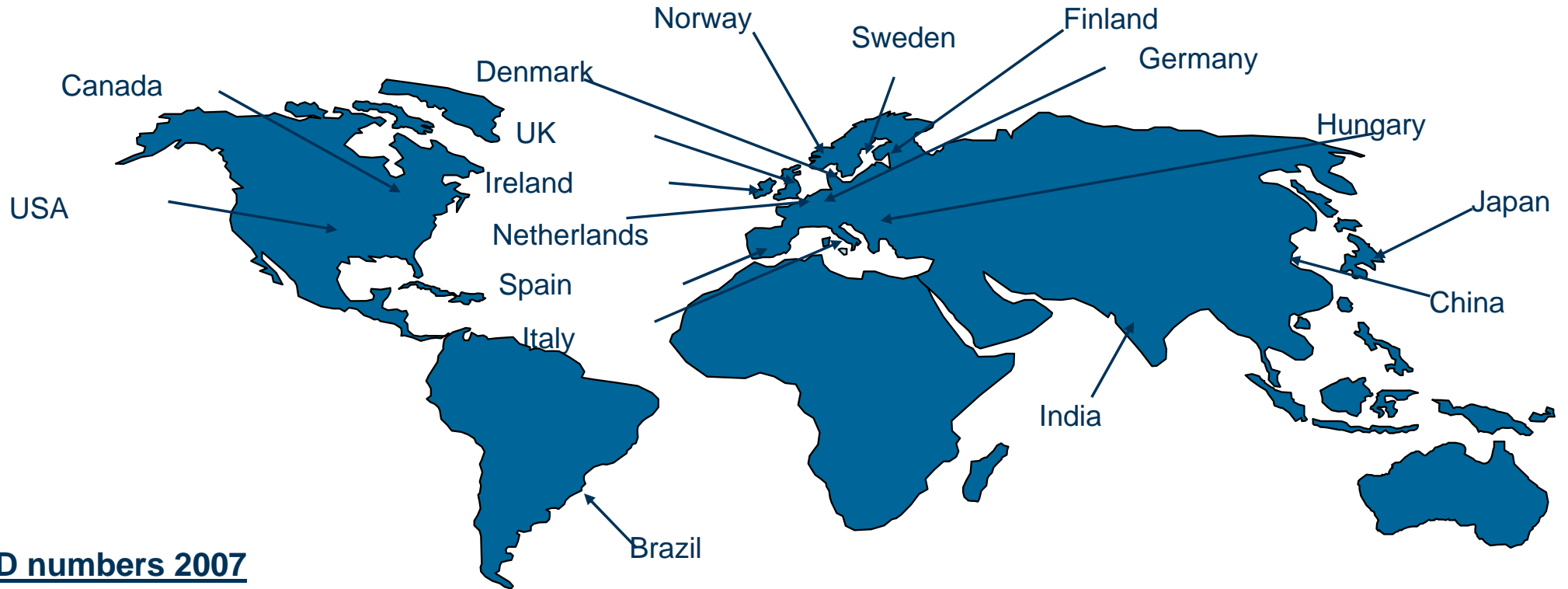
**Håkan Djuphammar**  
Vice President, Systems Architecture



# The Ericsson organization



# R&D @ Ericsson



## R&D numbers 2007

R&D SEK 29 b.

R&D in 17 countries

19,300 R&D employees

Research c:a 2.5% of R&D. R&D 23% of Sales excl. services

# Research, Patent, Standardization



Continuously building technology leadership

# Technology Leadership

- LTE and IMT Advanced (4G).
- GPON and VDSL2+
- VoIP
- RCS / MCS
- IPTV and Personalized TV service
- NFC (Near Field Communication)
- Industry verticals



# Rich Communication Suite Initiative

- *The RCS Initiative is the joint effort of leading industry players to speed up and facilitate the adoption of applications and services that provide an interoperable, convergent, rich communication experience*



# RCS Initiative focus on interoperability issues and enhanced user experience



Chat

Presence

Multimedia Messaging

Image Share

Video Share

File Transfer

Service Capability  
distribution/discovery



RCS Feature set



## Easy to use and interoperable services

# Technology Leadership

- LTE and IMT Advanced (4G).
- GPON and VDSL2+
- VoIP
- RCS / MCS
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- Industry verticals



# Technology Leadership

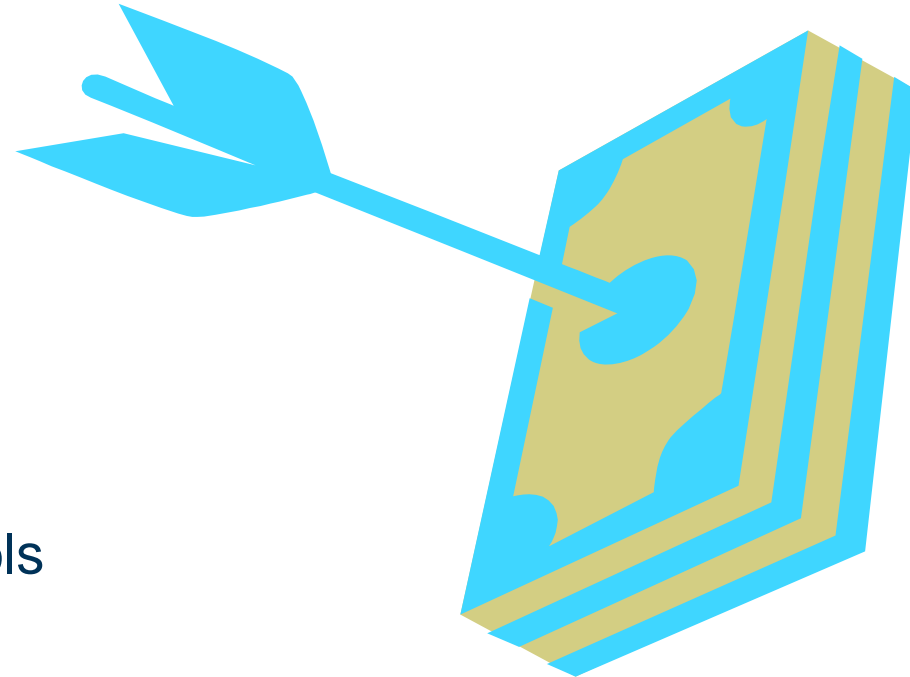
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***Based on IMS***

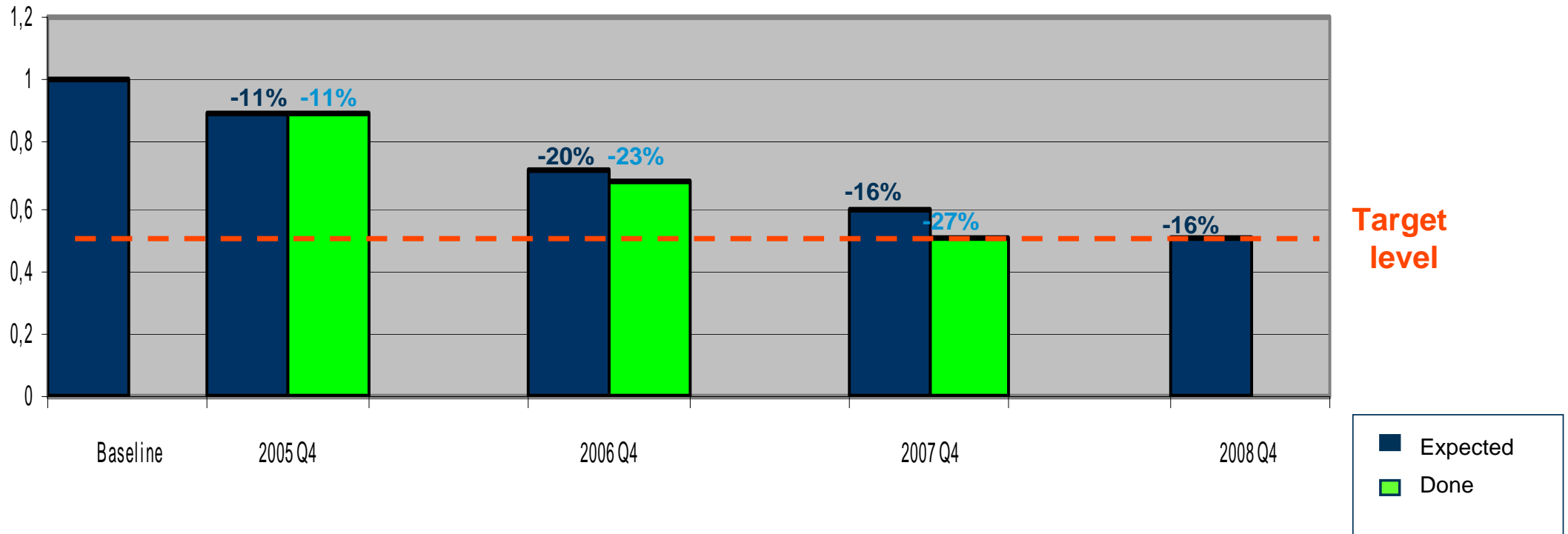


# R&D Operational Excellence

- Overall target:  
Reduce the average lead-time for development projects with 50% from 2005 to 2008.
- Increase effectiveness (What):
  - Do the right things: Product Management
- Increase efficiency (How):
  - The right way: Processes, Methods and Tools
- Optimize use of R&D Centers (Where):
  - At the right place: resource utilization and key competencies

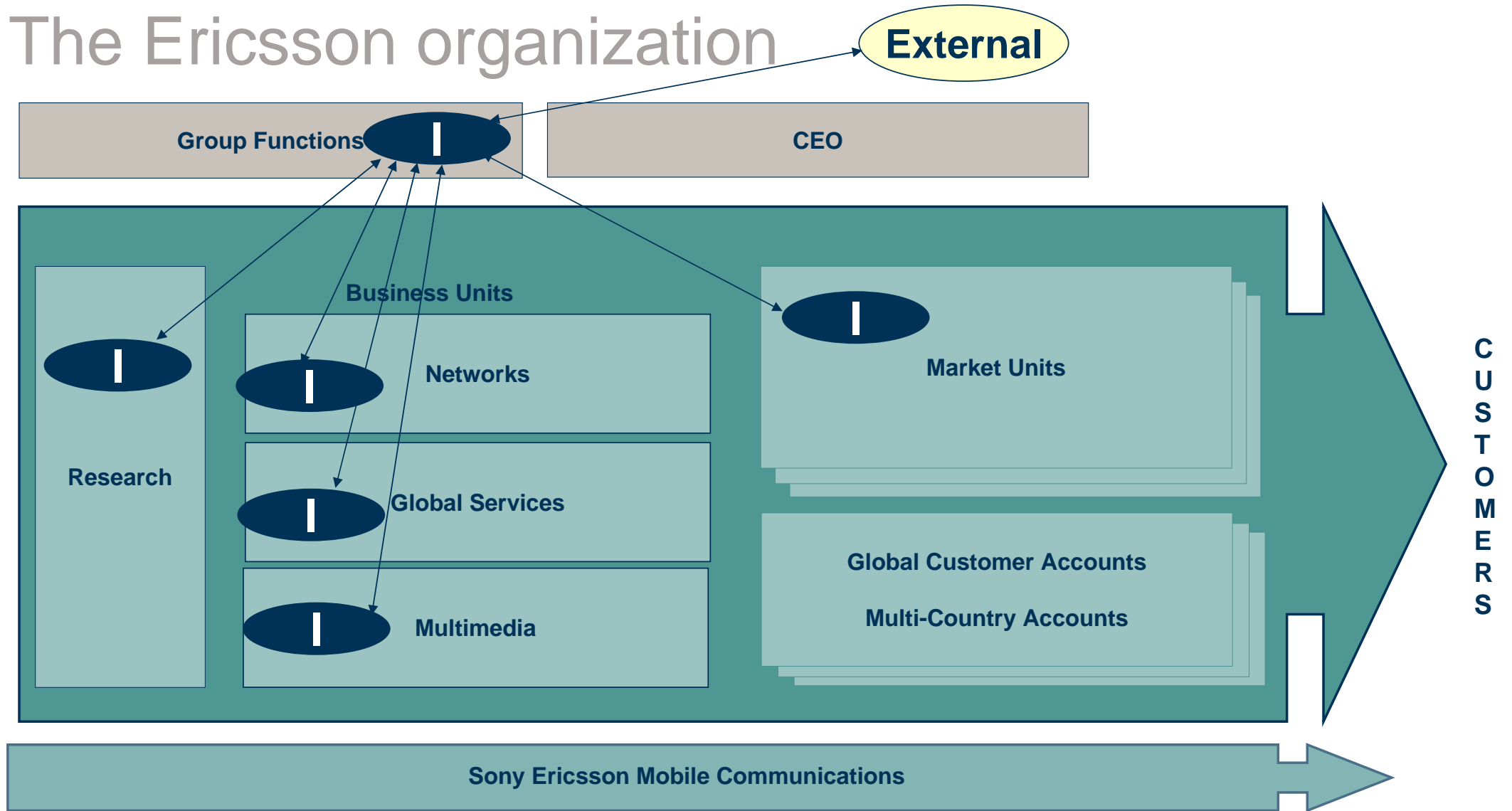


# TTM reduction 2005 – 2008



## R&D Efficiency

# The Ericsson organization



# Beta testing



## Consumer testing in China and Sweden

**ERICSSON** 

**TAKING YOU FORWARD**