



Ericsson Business INNOVATION Forum

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Services: always been there or innovation?

- Support, network roll-out and learning services
- Innovative services: Systems Integration, Consulting and Managed Services
- Creativity and innovation is in the core of our business
- Develop customized solutions to address customer specific business issues and improve business performance
- Help customers identify and create new services and test new business models
 - Site management solutions
 - Dynamic discounting
 - Revenue assurance



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Revenue Assurance

Customer challenges

- Increase revenues
- Reduce OPEX & increase operational efficiency
- Manage technology evolution
- Manage increasing systems/solutions e2e complexity

Consulting

Systems
Integration

Learning
Services

Reducing OPEX and increasing efficiency

- Operational consulting
- E2e network performance improvement
- OSS/NOC and BSS transformation
- Competence transformation
- IP network transformation
- Managed Services
- Revenue assurance



Revenue Assurance

Detect, correct, recover, prevent revenue leakages



Industry estimates for leakages vary between 2% to 4% of total revenues

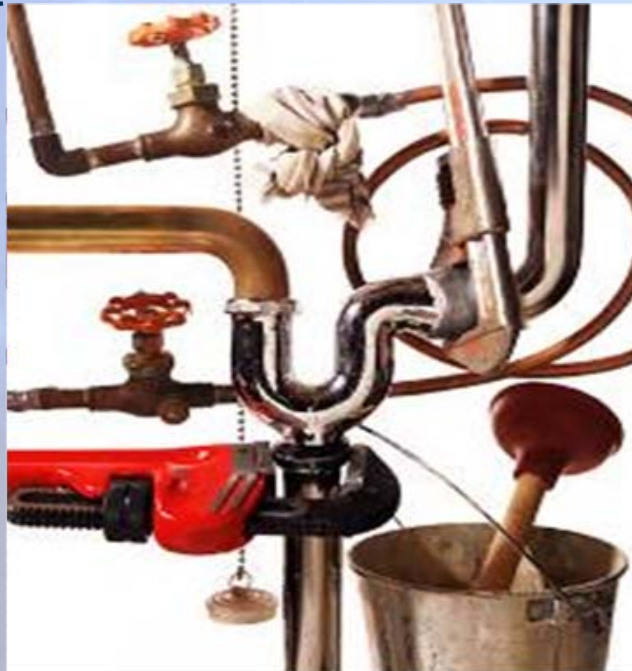
Why higher demand for external services?

Business Environment

Increased technology complexity

More services & solutions

New business models



Customer RA situation

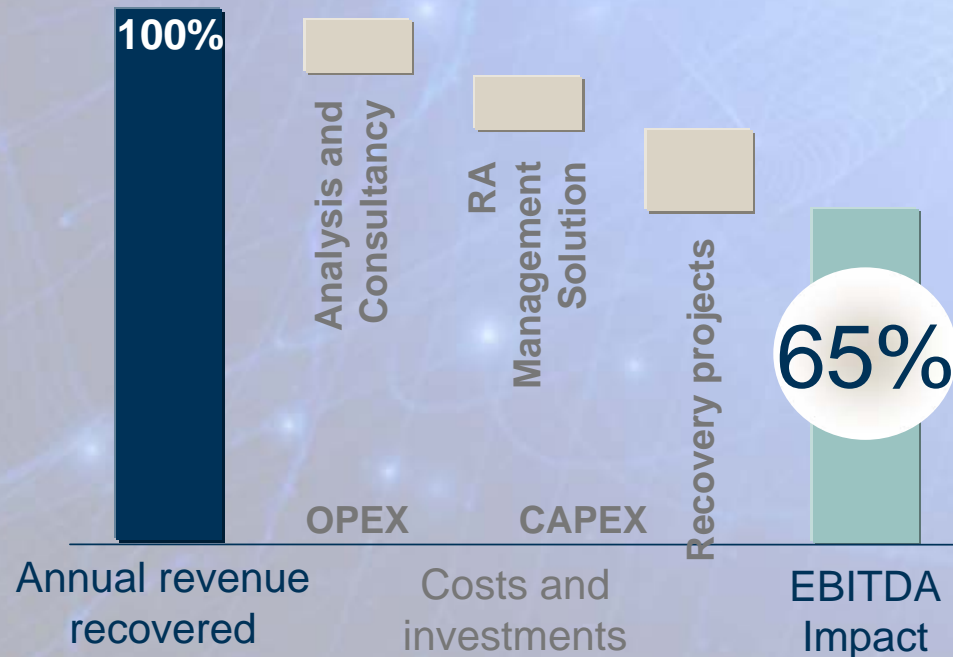
Lower revenue recovery ambition than industry best practice

Limited use of benchmarking and best-practice sharing

Low automation level of processes and limited control coverage

What is the business case?

RA TARGET



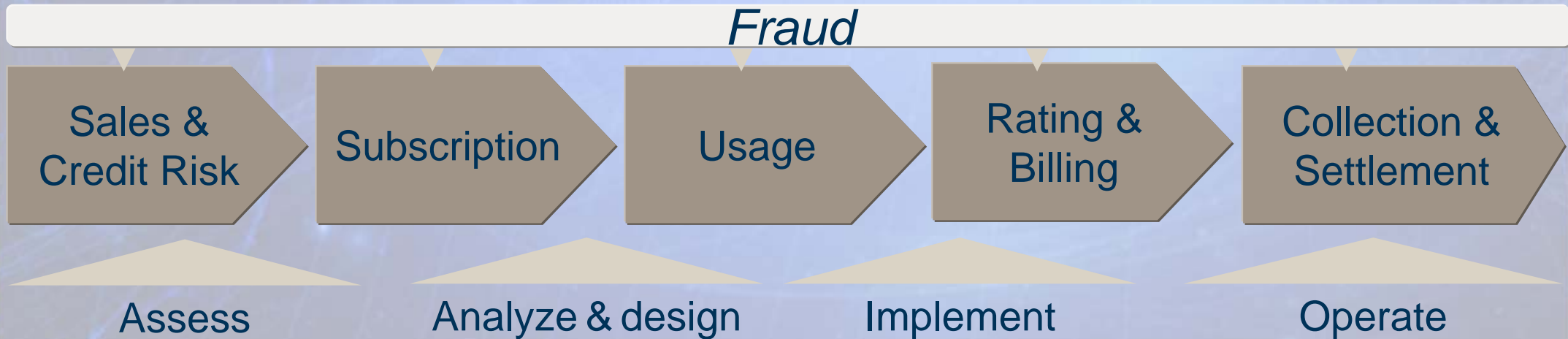
- Significant return on investment
- Own staff often used in recovery and corrections
- Re-use of best practices speeds up time to result plus reduces cost and effort

Source: Ericsson project experience

65%-75% direct EBITDA impact

Ericsson offers capabilities & methodologies

Strong financial benefits focus



Technology, networks, systems, processes & operations

Revenue Assurance – Telefonica Latin America

18 operators in 14 countries

Customer Requirements

- Aggressive financial targets
- Solid methodology for delivering results covering all domains & operations
- Evolve operator's Revenue Assurance maturity
- Trusted partner, working towards common goal

Results

Financial Results at Stretch Target Level

KPI & Reporting Model Implemented in Program

Standardized Framework & Automation Tool Implemented

Integrated Team Established - Sharing risk and reward



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