



Ericsson Business **INNOVATION** Forum

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Broadband benefits society

Individuals, enterprises and governments



Can broadband deliver the triple bottom line: People, Planet, Profit?

Full Service Broadband

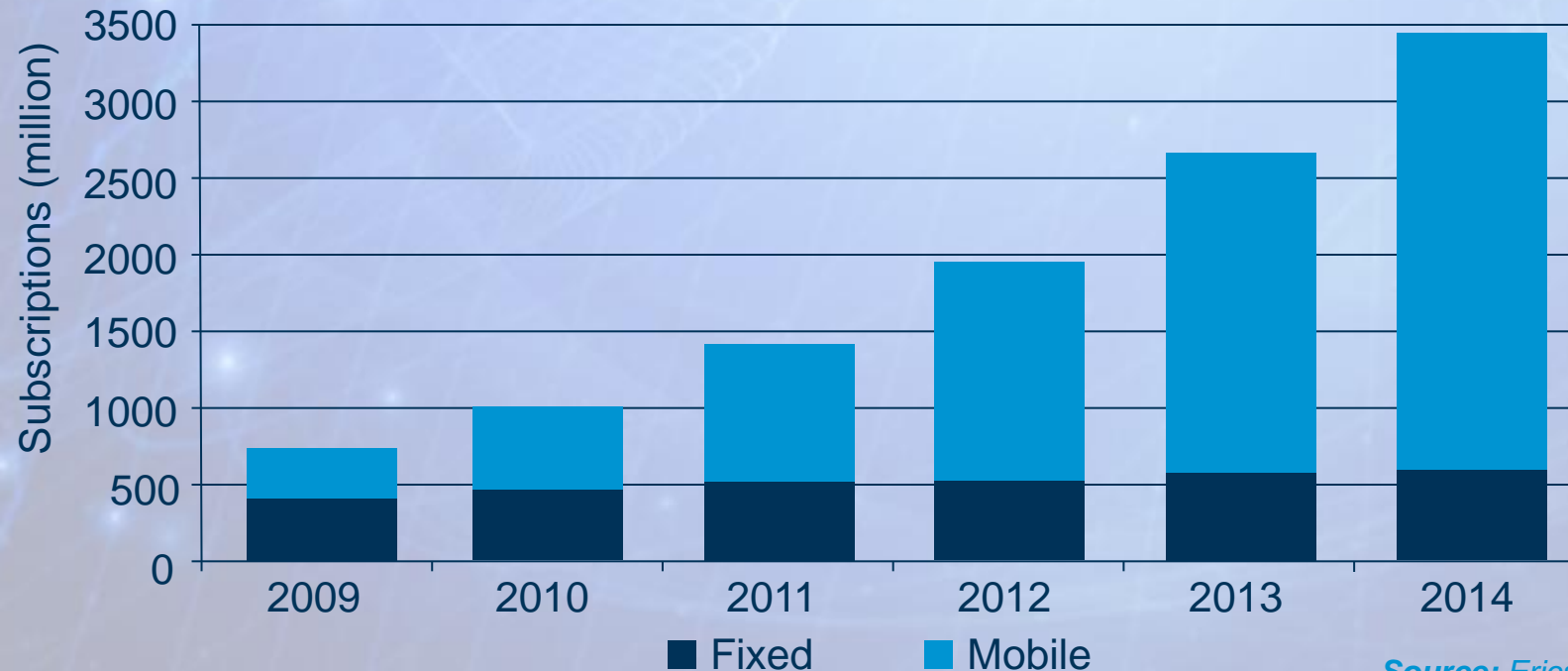
A consumer proposition



Broadband services to a screen of your choice

The numbers fueling the vision

Fixed and mobile broadband subscriptions



Source: Ericsson Market Outlook, April 2008

Capacity Increase is Required to Match the Forecast

The Personalized TV Roadmap

Towards a Converged World

Step 0

Extended TV



Step 1

Interactive Communications



Step 2

Convergence



Step 3

Media Anywhere



Mobility, Capacity and Interactivity

Telecom replaces travel

1 Year

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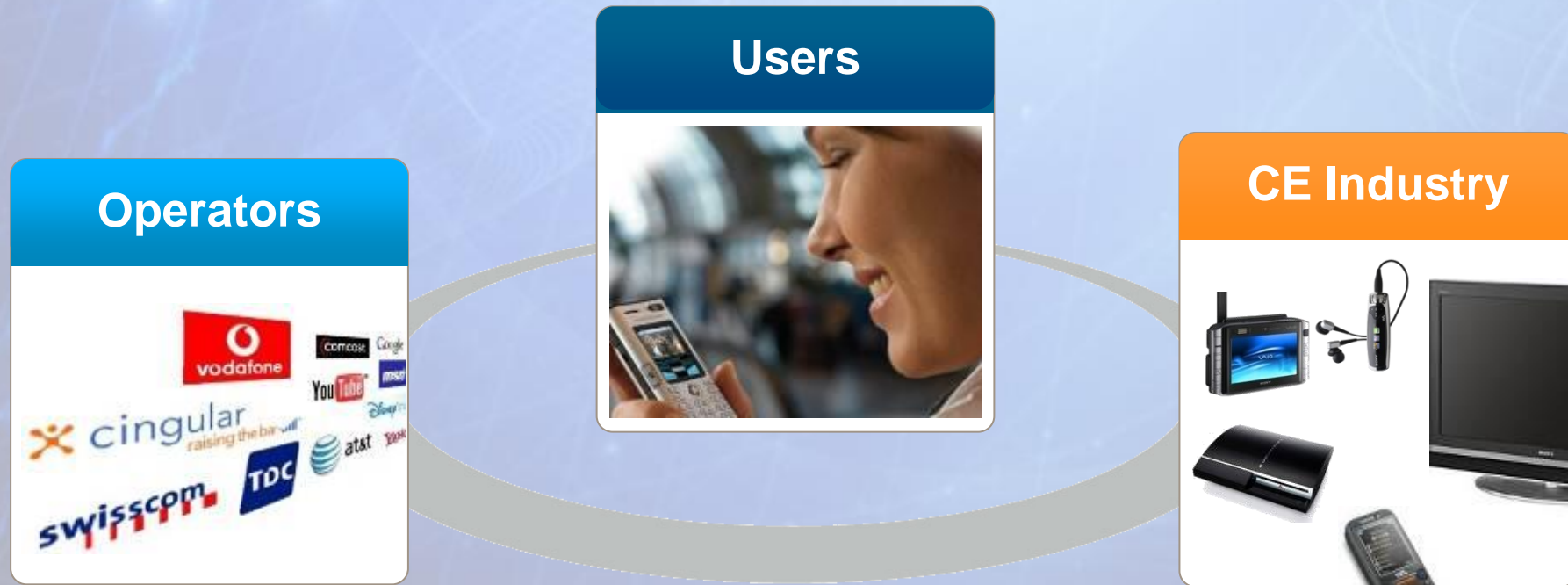
1 Hour



Source: Life Cycle Assessment study, Ericsson Research, 2007

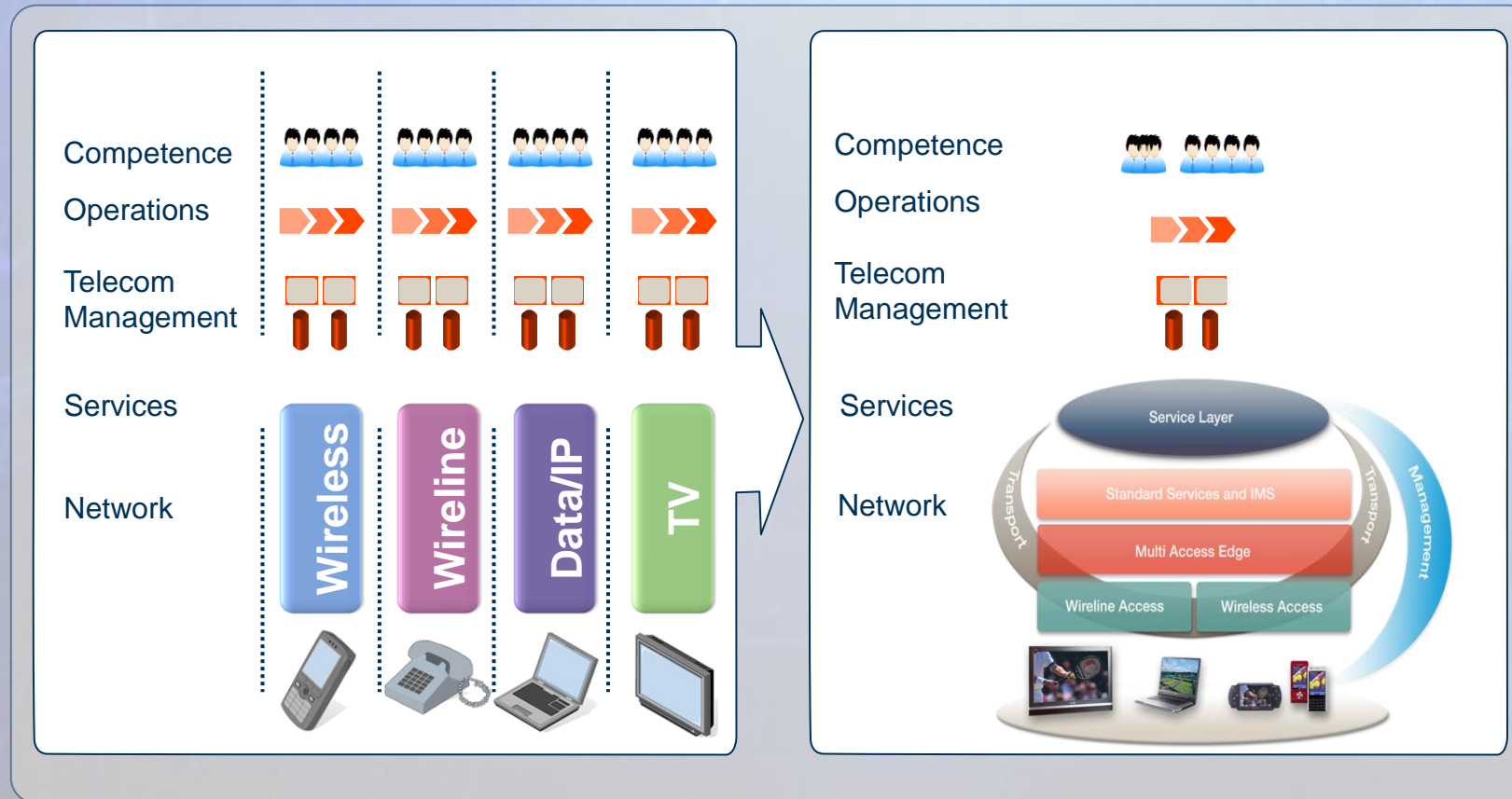
Full Service Broadband

Cost-efficiency - Compete More Effectively



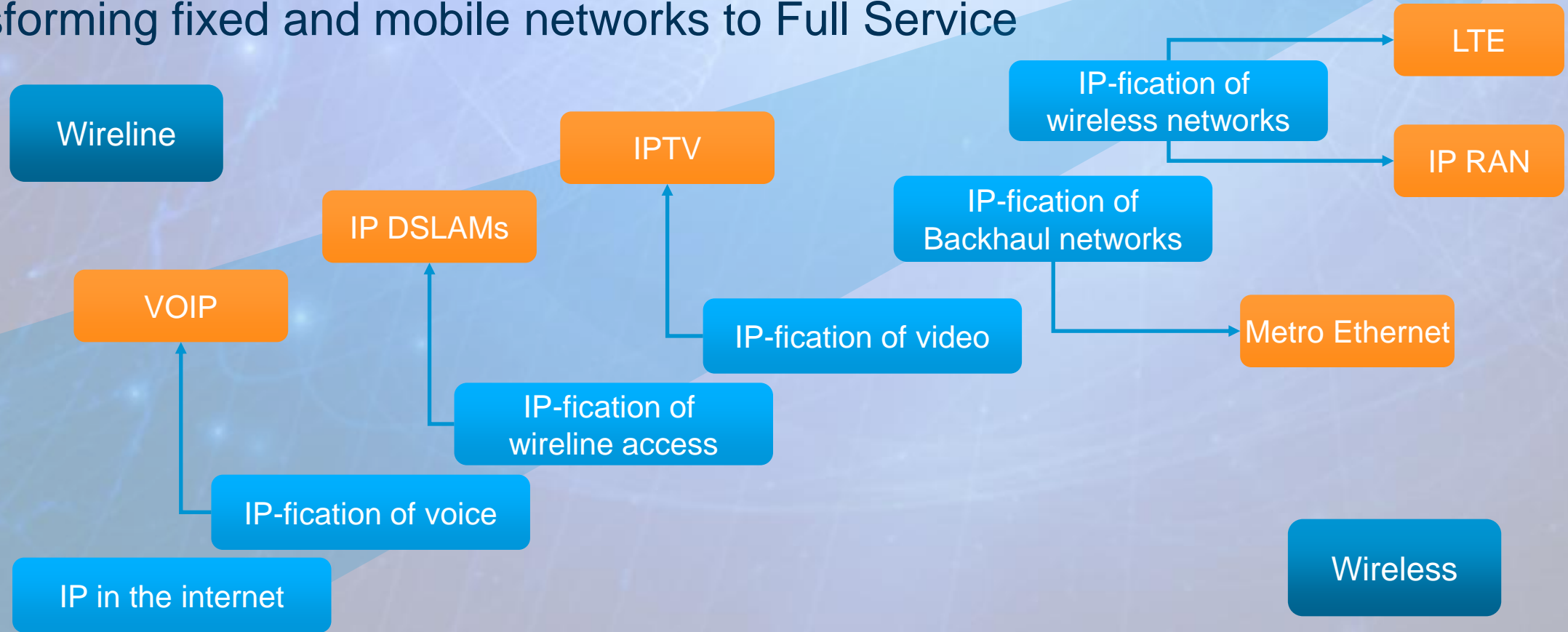
Creating a mass market for everyone

Operators' transformation challenge

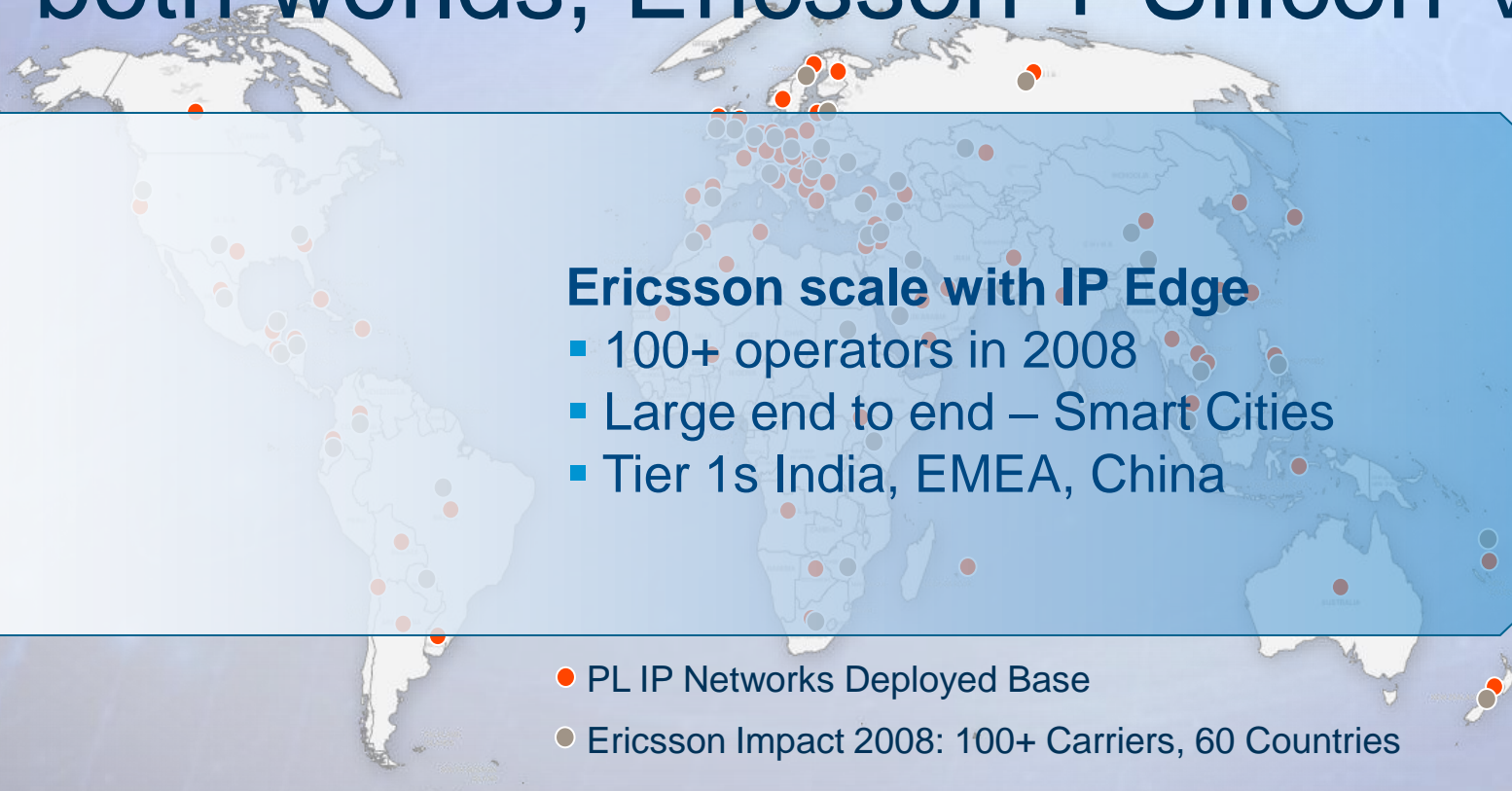


IP-fication of operator networks

Transforming fixed and mobile networks to Full Service



Best of both worlds, Ericsson + Silicon Valley



Ericsson scale with IP Edge

- 100+ operators in 2008
- Large end to end – Smart Cities
- Tier 1s India, EMEA, China

- PL IP Networks Deployed Base
- Ericsson Impact 2008: 100+ Carriers, 60 Countries

The Ericsson effect of scale combined with Valley innovation GPON and IP

Customer Success

Telstra Australia



Worlds First 3G Direct
Tunnel, 2/3G SGSN with
Pool and All-IP

- Telstra Next G™ network (HSPA) is delivering voice and broadband services to 99% of the population
- Survey with 26 companies across 15 industries currently using the network
- Reduced travel up to 17% (average 5-10%)

Telstra – Productivity gains of NEXT G™: Results of the Customer Survey 4 December 2007

World's First Commercial 4G Contract

Ericsson and TeliaSonera, Sweden
Agree to Groundbreaking Deal

- LTE system (4G)
- Evolved packet core network
- Mobile backhaul



(Source: Dagens Industri 15 Jan 2009, Ericsson)

Full Service Broadband

Ericsson strategic differentiators

1. Prime driver in the future converged world
2. Own portfolio based on open standards
3. Architectural flexibility enabling cost-effective growth
4. Global Customer base & global service capabilities



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TAKING YOU FORWARD