Ericsson Industry 4.0 partner Program

Helping service providers realize greater opportunities and success
Industry 4.0 partnership: Connecting you to a competitive advantage

Industrial companies are undergoing a transformation to address a number of pain points: competitive pressures, demanding customers, regulatory pressures, a need to extend the life of equipment, security concerns and requirements to increase health and human safety measures. Connectivity may not be a top pain point, but better connectivity will enable the solutions to their pain points.

Connectivity in industrial settings today tends to be a mixture of hard-wired (with high costs for installing cables), Wi-Fi, RFID, Bluetooth, Zigbee, and others—each chosen to solve a particular niche problem. If cellular is used, it is used in a way to minimize data usage in order to minimize data costs.

Many industrial companies are planning digital transformations to increase automation, and they may soon bump up against limitations in their current connectivity solutions. For example, device density (the number of connected devices per square meter) is limited with some current solutions.

Private cellular networks can solve many of these issues. If a manufacturer can run a dedicated cellular network in a factory, it can provide higher reliability, lower latency, higher security and higher device density than current systems.

Ericsson Industry Connect and Ericsson Private Networks are cellular connectivity solutions to accelerate Industry 4.0 digital transformation.

Grow your customer base and revenue
The Ericsson partner program offers service providers exceptional opportunities to:
- Align with a global leader in cellular connectivity
- Bring extensive, innovative resources to industrial customers
- Achieve significant growth and increase revenue, providing a path to 5G
- Sell Ericsson Industry Connect and Ericsson Private Networks—Ericsson’s advanced connectivity platforms—as standalone solutions for cellular connectivity that meet Industry 4.0 standards
- Bundle these Ericsson products with other services such as site design, radio planning for site layout, installation, management services and more

What Ericsson Industry 4.0 partner program offers you and your customers
As an Ericsson Industry 4.0 partner, you’ll receive everything you need in the way of products, services and support to meet and exceed the expectations and needs of your industrial customers.

Ericsson Industry 4.0 partners also are able to offer customers trial or Proof-of-Concept installations to demonstrate capabilities and benefits. From there, more devices can be easily added, as needed, in an enterprise rollout that can reach full operational status within a short timeframe.

Go-to-market partner model

<table>
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<th>Ericsson</th>
<th>Service Provider/Reseller</th>
<th>System Integrator</th>
<th>Industrial customer</th>
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</table>

Value-added reseller
- Provide spectrum licensing capability
- Take on reseller role

Build systems, recommend connectivity
- Consult on more than just connectivity
- Move customers to next-gen technology and recommend connectivity investments

Green or brown field industrial site
- Need for flexibility as part of overall industry 4.0 transformation projects
- Early movers for competitive edge
Ericsson Industry Connect

Purpose-built for industrial environments such as factories and warehouses, and their adjacent outdoor areas, Ericsson Industry Connect is easy to use and manage for information technology (IT) and operational technology (OT) professionals—to make cellular technology easy to use and manage by factory and warehouse staff.

Benefits to customers include:

- **Easy**—In creating Ericsson Industry Connect, we looked at usability from the ground up to create a solution that is easy to use and easy to manage for IT and OT professionals (no telco expertise required).
- **Turnkey**—With pre-configuration and self-discovery of equipment, Ericsson Industry Connect can be installed in less than an hour. (excluding mounting of Radio Dots on the ceilings)
- **Reliable**—Cellular technology uses interference management to mitigate network disturbances and provide more reliable coverage throughout the factory. Because there is no handoff between access points, cellular connectivity eliminates dead spots and provides reliable connectivity throughout the factory or warehouse.
- **Path to 5G**—Many wireless use cases in the factory or warehouse can be addressed with 4G (LTE). Because Ericsson Industry Connect is currently based on 4G with a path to 5G, enterprises can start today and move to 5G when the time is right.

Industry Connect overview

![Diagram of Industry Connect overview]

Centralized Cloud background
- 24x7 supervision, maintenance and support
- Automated life-cycle management of sites including backup, restore, update and roll-back
- Web app and Rest API

Plug & play block box HW on site
- Easy to set up and manage; includes self-discovery of network equipment

Fully self-sustained sites
- Complete mobile core network on site ensures continuous, uninterrupted operation
- No connection to cloud needed for data transmission and attachment of devices

Leveraging Ericsson’s proven LTE radio portfolio
- For indoor environments
Ericsson Private Networks

Ericsson Private Networks address a sophisticated customer base interested in customization, control and possible integration with mobile operators. They can be deployed like a full MNO network with dedicated licensed spectrum and mission critical characteristics and requirements.

Benefits to customer include:
- Leveraging the assets of CSPs: provide a portfolio of solutions and products that leverage the existing assets of CSPs, as well as address varying end-customer deployments.
- Leadership in 3GPP: driven by 3GPP standards that encourage wider ecosystem adoption of solutions, economies of scale and address changing customer needs and required market timing.

More great reasons to partner with Ericsson

Ericsson enables communications service providers to capture the full value of connectivity through industry-leading insights, innovations and patents that are first to market with lower total cost. Ericsson’s innovation and leadership not only put us at the forefront of cellular technology development in the core areas of Networks, Digital Services, Managed Services, Technologies and Emerging Businesses; they help us drive down cost and make our customers more efficient.

Today, globally, we serve customers in more than 180 countries with over 94,800 employees. As an Ericsson Industry Connect partner, you can draw upon that same expertise, capability and exceptional value proposition to better build new and existing customer relationships that yield greater revenues and expansive opportunities for your business model.
Partnering begins with who you are and what you’ll need

You are committed to growing your business, earning certifications and gaining valuable access to new customers.

You can appreciate a partner program that flows both ways in providing profitable opportunities and supporting your business model through game-changing, smart technology.

**Requirements to get started:**
- A completed registration application and signed contract with Ericsson
- Two sales reps that have passed Presales Certification
- Two systems engineers that have passed Post-sales Certification
- A show of active support in regard to marketing activities and campaigns

As a partner, here’s just some of what you’ll receive:
- Online Welcome Pack
- Product/service certifications
- Participation in awards and advisory programs
- Presentation slides that can be customized for your business
- Additional sales support tools and logos, including access to our collateral library
- Free training for installation, radio site design and post-sale support to be certified
- Advanced product information
- Ongoing communication, news and updates
- System integrator and service provider events
- Market development programs
- Seller marketing and co-marketing opportunities
- Customer reference programs

*Additional partnerships are available for System Integrators, Independent Software Vendors and Technology Device partners.
A leading-edge program and a win-win for you and Ericsson

Partnering with Ericsson and Industry Connect gives your business access to a highly desirable wireless solution that fully accommodates Industry 4.0 while providing a seamless transition to 5G.

Easy to present, install, operate and scale, it’s ideal for all types of factory and warehouse applications and enables advanced connectivity capabilities such as AI robotics and augmented reality.

Through partnership, you’ll benefit from Ericsson’s expertise and technology, including the valuable insights gained from fast-tracking smart manufacturing in our own factories in Sweden, Estonia, China and Brazil.

We’ll benefit from helping you leverage leading, cost-effective Ericsson products and services to reach existing and new customers with profitable, proven solutions.

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<th>Partner types</th>
<th>Possible partner roles</th>
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<td>Service Provider</td>
<td>Provide spectrum in countries where you do business.</td>
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<tr>
<td></td>
<td>Resell solutions to customers and offer high-margin managed services.</td>
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<tr>
<td>System Integrator</td>
<td>Offer consulting and make recommendations on industrial transformation and services</td>
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The next step is up to you

As our partner ecosystem continues to grow and flourish, bringing extraordinary possibilities for increased productivity and sales to all involved, this is an especially great time to innovate, activate and come onboard. So join us.

Take the next step to become an Ericsson Industry 4.0 partner. Visit our website at: www.ericsson.com/industry4.0
Ericsson is one of the leading providers of Information and Communication Technology (ICT) to service providers, with about 40% of the world’s mobile traffic carried through our networks. We enable the full value of connectivity by creating game-changing technology and services that are easy to use, adopt and scale, making our customers successful in a fully connected world. For more than 140 years, our ideas, technology and people have changed the world: real turning points that have transformed lives, industries and society as a whole.