Accelerate business with cloud communication, today and tomorrow.

In today’s digital world, communication plays a vital role in every business. How can service providers support their business customers with modern communication services tailored for their needs, quickly and without big upfront investments?

While service providers acknowledge the potential of the business communications market, the time and resources required to develop and operate in-house capabilities are significant obstacles.

A cloud-based communication offering, designed for service providers and their business customers, shortens the time to develop and offer revenue generating services. Services that also open up new opportunities for business customers.

**Consumer plans with great potential**
There is a high demand among small- and micro-businesses for new communication services. 80% have abandoned their existing wireline telephony service and are settling for consumer plans instead.

Also, large and small/medium enterprises (SMEs) are experiencing challenges in their current setup, with poor audio quality and call drops as common issues.

This makes the potential market for these services substantial. According to analyst firm Global Data, the enterprise communication market will provide the biggest growth opportunity for service providers, with a market size of 230 billion USD by 2022.

With cloud-based business communication delivered as-a-service, it allows quick time to market, self-service and automation, the ability to offer companies to try-and-buy new features instantaneously and lowering CAPEX.

**Challenges for service providers**

- Majority of small companies being on consumer plans.
- Big investments required with developing and operating in-house capabilities.
- Make business customers aware of the upside with telco grade services.
Solution overview

Ericsson Communication Accelerator is designed for service providers seeking new and easy ways to provide communication offerings tailored for their business customer’s needs.

It is a 5G ready, cloud-based, multi-service offering, delivered in an as-a-service model. It enables service providers to launch multiple, differentiated communication services to their business customers, leveraging existing network assets.

Quickly launch new advanced business communication services
By connecting to Ericsson Communication Accelerator, the launch of new and advanced services will be built to scale. These services can be used in a turnkey solution or combined in different use cases for increased flexibility. Service providers can also offer the services in a try-and-buy fashion. Start small and choose more services as the business grows.

Modernize or enhance legacy services with a cloud-based offering
Many voice legacy services are still generating good revenues but are getting outdated and difficult to upgrade. Some of these services need to be modernized, which can be cumbersome to do.

With Ericsson Communication Accelerator, services like these can be offered in the cloud. Enabling a smooth experience without worrying about installation and management, service providers can save cost and have a steady flow of incoming revenue.

Find additional revenue sources
Today there are many customer segments that are not well addressed, for example SoHo/micro-businesses or voice for IoT. These might be perceived as too small to motivate investments in hardware and software, installation upgrades and life cycle management. With Ericsson Communication Accelerator, it is possible to try new services utilizing existing network assets. This means low-cost investments with minimum risk.

Reduce complexity by leveraging the ecosystem
By onboarding third party partners to the cloud, you can reduce management complexity. This will enable cost savings of life cycle management, and free up resources from maintaining legacy hardware. Using Ericsson Communication Accelerator, VoLTE can seamlessly be extended to different unified communication customers (UC and UCaas).

Ericsson Communication Accelerator provides capabilities such as:
– VoLTE enablement for unified communication (UC) services offered by CSPs.
– Service number enhancements.
– Business voice communication services, e.g., Hunt Groups, and IVRs.
– WebRTC real-time communication and mashup.
– Voice for IoT management.

Use these services as stand-alone or combine them in different use cases for increased flexibility. With REST APIs and easy integration with Ericsson’s eSIM solution, automation, self-service and single sign-on across business devices can be enabled.

Key benefits

– Flexibility and quick time to market
Delivered as-a-service, operators can reduce time to market (up to 80%) to offer new features and services. These services can be offered either stand alone or combined with different use cases for increased flexibility.

– Cost efficiency and convenience
It is a 5G ready, cloud-based offering requiring minimum investments with a pay-as-you-go model. Capabilities such as self-service and automation to onboard and configure services are included.

– Reliability and reach
Ericsson’s leadership in managing large and complex networks under strict SLAs makes it a trusted partner of choice. Service Providers can provide reach through interconnects and have the possibility to leverage both their existing network assets and customer relationships.

Customer self-service

Try and buy
Trial and self order via operator website

Onboard
Self-onboarding with no manual operator interaction.

Configure
Configuration can be done via web or app – self-explaining.

Use
Work on any device from everywhere with native experience.
Use cases

Ericsson Communication Accelerator opens up a wide array of use cases and services that service providers can offer to their business customers.

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<thead>
<tr>
<th>Small and home office (SoHo) communication:</th>
<th>Intelligent enterprise communication:</th>
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<tbody>
<tr>
<td>Offer enhanced mobility and collaboration services with flexible, automated onboarding, built on top of existing consumer services.</td>
<td>Enhance business to consumer communication traditional offering, like service numbers, with a cloud-based solution.</td>
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<tr>
<td><strong>Other features include:</strong></td>
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<tr>
<td>– Provide vital additional business features for the micro-business segment, on top of the consumer calling features.</td>
<td>– Enable features such as call recording and fraud detection.</td>
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<td>– Voice calling including VoLTE from the underlying network.</td>
<td>– Provide call elevation feature as a part of the offering.</td>
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<td>– Smart calling features (in-case of Ericsson IMS) with multi-persona and multi-device support.</td>
<td>– Enable third party functionalities such as online translation or data analytics using our partners.</td>
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<th>Unified communication:</th>
<th>IoT voice communication:</th>
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<tr>
<td>Allow service providers to extend VoLTE and native dialer experience to your unified communication (UC/UCaaS) customers.</td>
<td>Provide intelligent call distribution and call processing features using the IoT voice service from Ericsson Communication Accelerator.</td>
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<tr>
<td><strong>Other features include:</strong></td>
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<tr>
<td>– Provide features like call recording and fraud management on top of UCaaS services.</td>
<td>– Provide enablement services such as call recording and fraud management for more value.</td>
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<tr>
<td>– Connect different partners which enable inter-service provider and inter UC use cases for enterprise customers.</td>
<td>– Ease of use with self-service portals for managing the service.</td>
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<tr>
<td>– Reduce complexity and lifecycle management costs.</td>
<td>– Easy integration with other Ericsson solutions, such as eSIM and IoT accelerator.</td>
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The call to action

Connecting businesses with their customers through modern, game-changing communication services is more important than ever. Ericsson Communication Accelerator is designed to enable service providers to meet these needs, quick and easy, by launching new competitive offerings based on customer needs. Time to accelerate business with cloud communication. Let’s talk today.