



ericsson.com/
industry 4.0

Ericsson Industry 4.0 Partner Program for System Integrators

Helping system integrators realize
greater opportunities and success

Industry 4.0 partnership: Connecting you to a competitive advantage

Connectivity in industrial settings today tends to be a mixture of hard-wired, 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 manufacturers and logistics providers 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 is an easy-to-use cellular connectivity solution and Ericsson Private Networks is a highly customizable connectivity solution. Both help accelerate Industry 4.0 transformation.

Grow your customer base and revenue

The Ericsson partner program offers system integrators exceptional opportunities to:

- Align with a global leader in cellular connectivity
- Bring extensive, innovative resources and a range of connectivity solution packages to industrial customers
- Achieve significant revenue by enhancing your current connectivity practice with a solution that provides a path to 5G
- As part of your consultative practice on digitalization for Industry 4.0, recommend an Ericsson dedicated network solution as a component of the overall solution
- Add services to your connectivity practice such as site design, radio planning for site layout, installation, management services and more

What Industry Connect offers you and your customers

As an Ericsson Industry Connect partner, you'll receive everything you need in the way of marketing materials, training and market amplification to meet and exceed the expectations and needs of your manufacturing, distribution and logistics customers.

While the portfolio offers two paths for adoption of private networks, the choice is

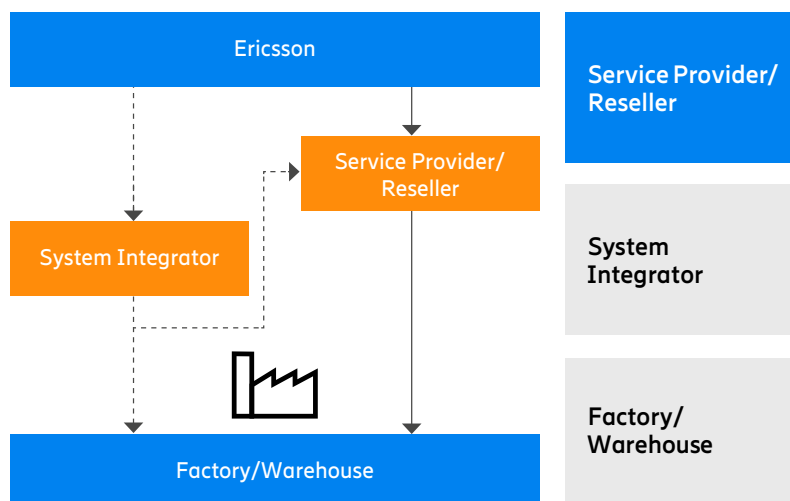
More great reasons to partner with Ericsson

yours to recommend and integrate turn-key purpose built Industry Connect or highly customizable Private Networks to meet the needs of your customers.

What Private Networks offer you and your customers

Through our leadership in LTE and 5G technologies, we deliver standalone and integrated Private Networks for high reliability, high performance and secure communications, fulfilling business critical and mission critical needs. The solutions enable integration of diverse devices such as sensors, machines, in-vehicles and hand-held devices across a wide range of applications for industry enterprises -- with flexible deployment models. The solutions can be tailored to serve various scenarios e.g. indoor and outdoor, data and voice, standalone or integrated with public networks.

Go-to-market partner model



Resell with value-added services

- Provide spectrum licensing capability
- Resell the solution as a package

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

It's all about connectivity

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 94,000 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.

Add Industry 4.0 connectivity to your practice

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
- Minimum of 4 individuals pass all three online training courses

As a partner, here's just some of what you'll receive:

- Online welcome pack
- Training and 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
- Access to authorized resellers, installers, and system management to support your customers
- Free training for installation, radio site design and post-sale support in order to be certified
- Advanced product information
- Ongoing communication, news and updates
- System integrator events
- Market development programs
- Customer reference programs

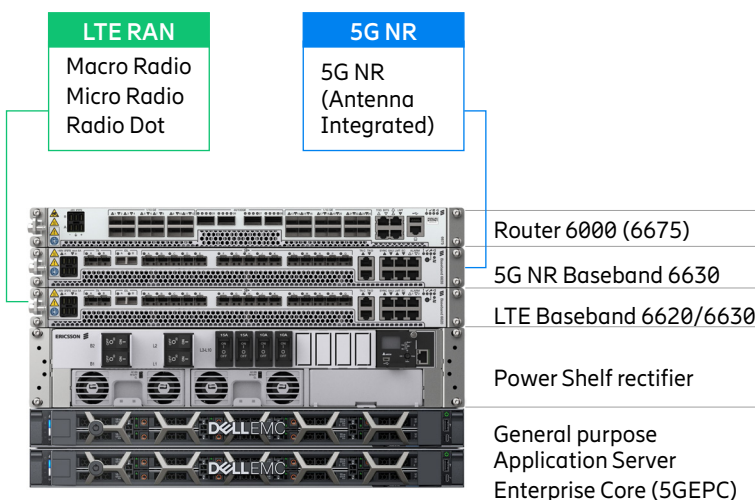
Take the next step to become an Ericsson Industry 4.0 partner. Become a partner:

<https://ericsson.channeltivity.com/BecomeAPartner>

Two solutions to address on-premise connectivity

Private Networks

(4G & 5G stand-alone example)



Both stand alone and integrated with operator to scale and re-use of assets
Flexible configurations including critical communications features

Industry Connect overview



Controlled environment/indoor solution for factories and warehouses industry 4.0 applications
Easy to order, easy to install and easy to manage for enterprise IT

Channel ready, CSPs as Value added reseller – designed for GTM scale

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.