

# Ericsson Industry Connect Partner Program for Service Providers

Reach new markets and  
create new revenue streams



[Ericsson.com](https://www.ericsson.com)

# Industry Connect partnership: Connecting you to a competitive advantage

Many manufacturers and logistics providers are undergoing 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 provide reliable, secure connectivity, overcoming these limitations. 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, easy-to-sell cellular connectivity solution to accelerate Industry 4.0 digital transformation.

## Grow your customer base and revenue

The Ericsson partner program offers service providers exceptional opportunities to:

- Bring easy-to-use, superior connectivity to industrial customers
- Achieve significant revenue by enhancing your offer with a solution that provides a path to 5G
- Add services such as site design, radio planning for site layout, installation, management services and more

## Opportunities for additional revenue

There is an opportunity to develop new revenue streams by addressing digitalization in industrial markets. Private cellular networks give you the opportunity to monetize your spectrum resources. You may choose to sell the Industry Connect solution and offer related services or subcontract to a certified reseller for sales, installation, and other services. You may also use the Industry Connect solution for creating a managed industrial wireless connectivity offering.

You can offer add-on services for additional revenue, such as: site survey & design, installation & set up, configuration management, testing & handover, 24x7 remote monitoring, helpdesk to report problems, security management and change management.

## 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 and training to meet and exceed the expectations and needs of your manufacturing, distribution and logistics customers.

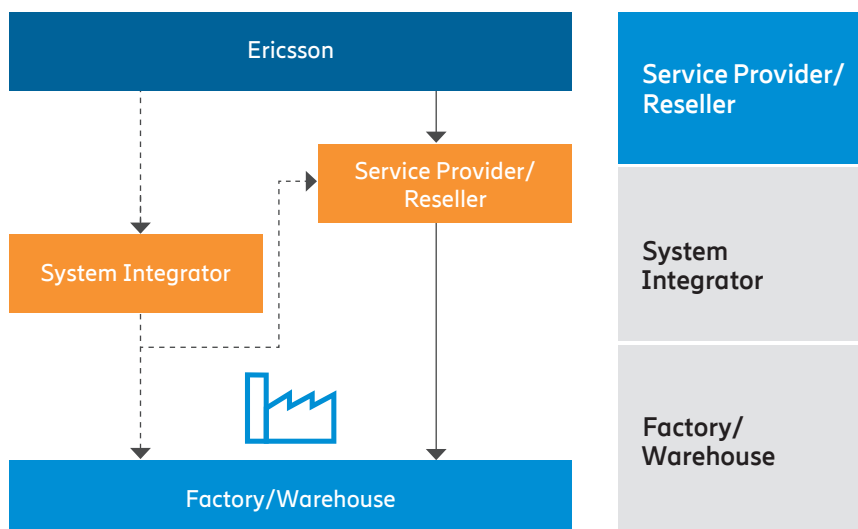
Purpose-built for industrial environments such as factories and warehouses, Ericsson Industry Connect is easy to use and manage for information technology (IT) and operational technology (OT) professionals.

## More great reasons to partner with Ericsson

Benefits to end 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.

## Go-to-market partner model



## Resell with value-added services

- Provide spectrum or spectrum licensing support
- Resell the solution as a package bundled with additional services
- Use the solution for creating a fully managed service offering

## 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

# Enable Industry 4.0 with connectivity

A WEF-McKinsey report, "The Fourth Industrial Revolution: Beacons of Technology and Innovation in Manufacturing", suggests that next-gen manufacturing is already yielding results. The report details productivity, agility and customization gains based on use cases from so-called 'lighthouse factories', a select group of manufacturing sites that are illuminating the way forward to leaner manufacturing. The improvements in key performance indicators (KPIs) include:

- Up to 160% increase in productivity
- Up to 90% reduction in quality control costs, inventory, lead time and time to market
- Up to 70% less time spent on production line changeovers
- Up to 50% increase in energy efficiency

Ericsson Industry Connect makes it easy for industrial enterprises to increase agility, productivity, safety and security across the industrial work floor.

- Become more agile
- Become more productive
- Ensure safety and security

#### Partner with Ericsson to address the market opportunity

We support you with a robust device and software ecosystem. We offer training, marketing, and support around the solution to help you every step of the way.

#### Requirements to get started:

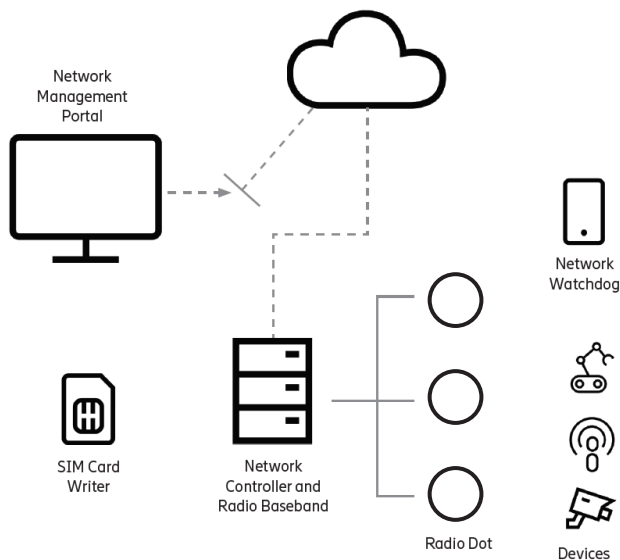
- A completed registration application and signed contract with Ericsson
- Two sales reps that have passed Presales Certification
- Two systems engineers that have passed Post-sales Certification

#### 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 Connect partner. Join the community:  
[www.ericsson.channeltivity.com/BecomeAPartner](http://www.ericsson.channeltivity.com/BecomeAPartner)

#### 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

#### Hardware 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

## About Ericsson

Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York. [www.ericsson.com](http://www.ericsson.com)