
ETISALAT EGYPT & ERICSSON COMPLETE INTERNET BUNDLING PROJECT

- Ericsson and Etisalat Egypt celebrate the completion of their project providing Etisalat subscribers with more flexible on-demand data subscriptions to mobile broadband and ADSL services
- Subscribers can request and update account information and stay informed about costs, balances and bonuses in real-time
- As part of their ongoing efforts to provide better services to mobile broadband and ADSL subscribers, Etisalat Egypt and Ericsson replaced the operator's previous Policy and Charging Rule Function (PCRF) with the Ericsson Service-Aware Policy Controller (SAPC)

Etisalat Egypt will use Ericsson's (NASDAQ: ERIC) Integrated Policy and Charging (EIPC) solution to enhance the services the operator is able to offer to both mobile broadband and ADSL internet subscribers. The EIPC solution will now enable subscribers to request and update account information and stay informed about costs, balances and bonuses in real-time. These capabilities, considered crucial to subscribers today, will ensure that subscribers are aware of what they are paying for, what they get in return and exactly how much each service costs.

This new solution will allow Etisalat Egypt's customers who subscribe to both ADSL and mobile broadband to merge the subscriptions into one bundle. Therefore, users will be able to access the internet from different devices such as their tablet, laptop or mobile device, with the same subscription fee.

In addition to software solutions, Ericsson provided professional systems integration services to meet Etisalat Egypt's requirements. These services included supply, installation, testing and commissioning of the new PCRF (Ericsson SAPC), swapping out the existing PCRF, and integration with the charging system.

Khalid AlMansouri, Chief Information Technology Officer at Etisalat Egypt says: "Providing our subscribers with the most advanced services is essential for Etisalat Egypt to achieve its long-term vision for both our business and the industry in Egypt. We are pleased to be working with Ericsson once again and through strategic collaboration we have been able to provide enhanced services and packages to best serve our subscribers."

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Rafiah Ibrahim, President of Ericsson Region Middle East, says: "With today's growing internet subscribers' demands, end users are expecting to have full control on their internet usage via their different devices anywhere and anytime. Ericsson's solution enables operators to do so offering their subscribers an enhanced subscriber experience. This latest collaboration between Etisalat Egypt and Ericsson is a testament to our successful partnerships, and I hope that Etisalat continues to place its trust in our solutions and services in the future."

Ericsson has a long-standing presence in Egypt, beginning in 1897 when the company was tasked with establishing the first telephone exchange system in the country. The leading provider of communications technology and services continues to work with partners and customers in the country in an effort to further develop the local ICT industry and transition to a truly Networked Society.

The celebration took place at Ericsson OSS/BSS Summit in New York and it was attended by top senior executives from both companies.

NOTES TO EDITORS

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, businesses and societies to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With more than 110,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2013 were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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