

# Ericsson Enterprise Partner Program

**Helping service providers realize  
greater opportunities and success**



[ericsson.com/  
enterprise](http://ericsson.com/enterprise)

# Enterprise partnership

Enterprise 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.

Many enterprise companies are planning digital transformations to increase automation, and they may soon bump up against limitations in their current connectivity solutions.

## 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 Enterprise portfolio—Ericsson’s advanced connectivity platforms

## What Ericsson Enterprise partner program offers you and your customers

As an Ericsson Enterprise 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 enterprise customers.

# Connecting you to a competitive advantage

# Ericsson Connectivity Solutions

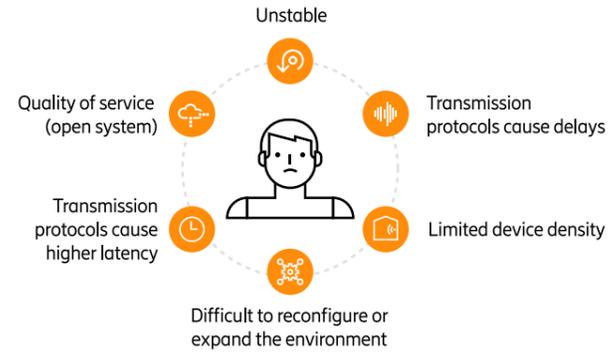
## Dedicated Networks

Continuing to drive operational efficiencies through traditional cost-cutting measures now provides only marginal gains. Industry 4.0 is about the significant transformation taking place in the way goods are produced and delivered – moving toward industrial automation and the flexible factory. To stay competitive, factories and warehouses must leverage

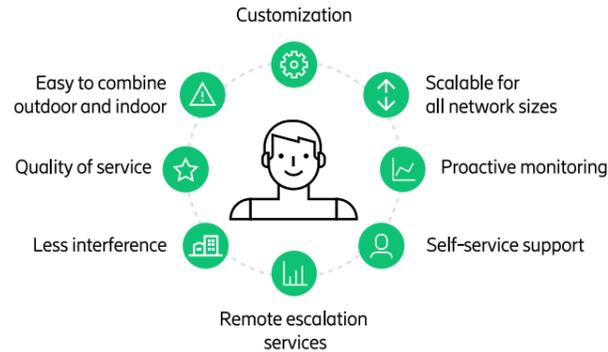
the industrial internet of things (IIoT) and digitalization to become much more agile and efficient. While industries have automated many processes, secure wireless connectivity empowers factory automation, making industrial automation possible on a much larger scale. By creating a digital foundation, industrial automation will increase productivity and performance.

Huge gains await industries that cut the cord and go wireless. Wireless cellular connectivity supports the business outcomes that industry expects from Industry 4.0. For instance, in manufacturing, it enables flexible production by allowing smart factories to rapidly changeover production lines to shorten lead times.

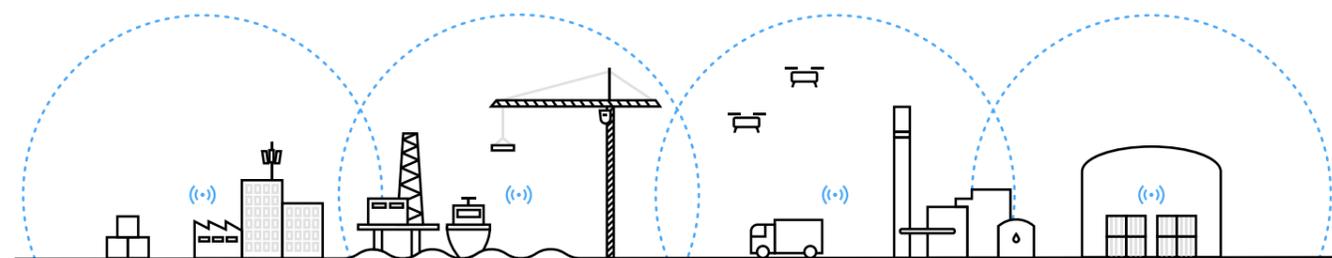
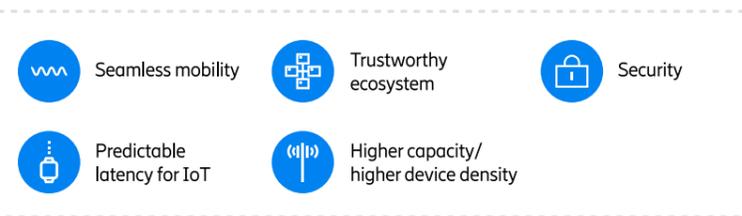
### Challenges of using Wi-Fi



### Ericsson Private 5G support services



### Benefits of new solution



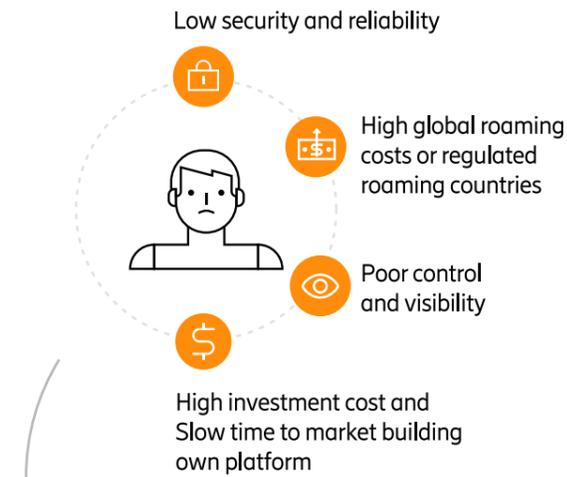
## IoT Accelerator

Connected devices are everywhere – in factories, fields, city streets and remote villages. But without reliable connectivity, it's just a device.

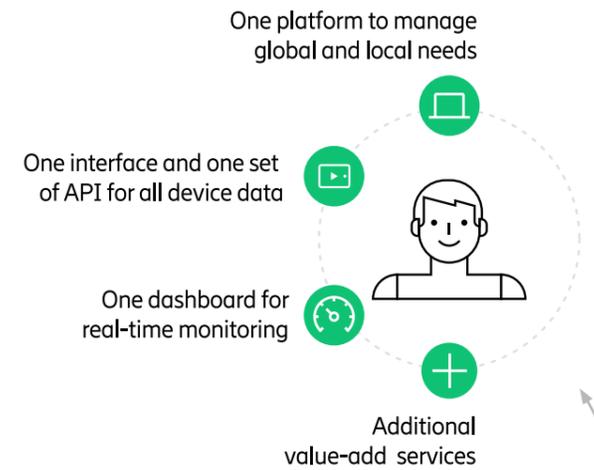
That's why we built our IoT platform – an easy to use solution that provides global connectivity management enabling any enterprise to achieve

infinite connectivity. Now any business can connect and manage devices easily, securely, and globally.

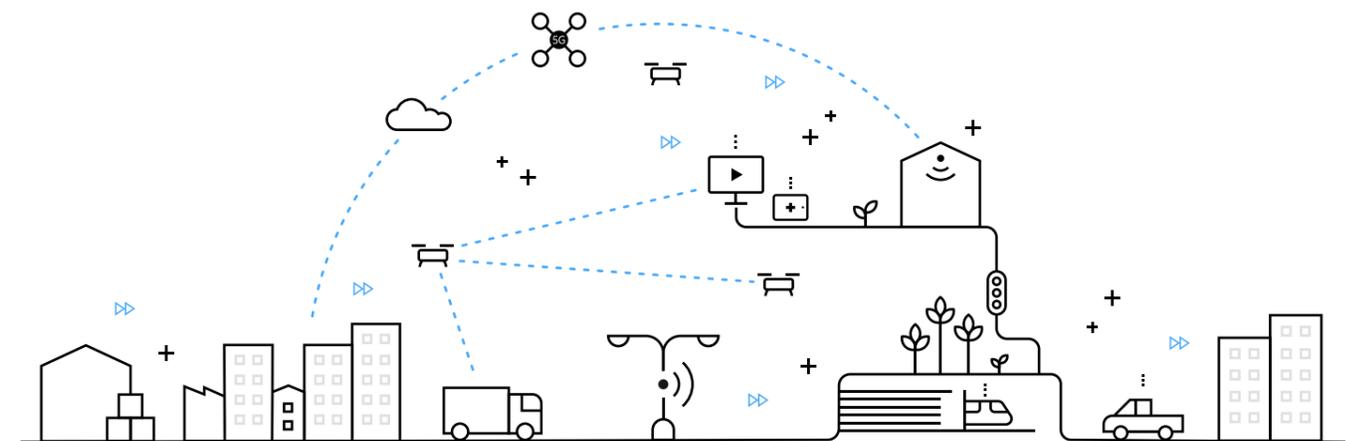
### Challenges



### Advantages

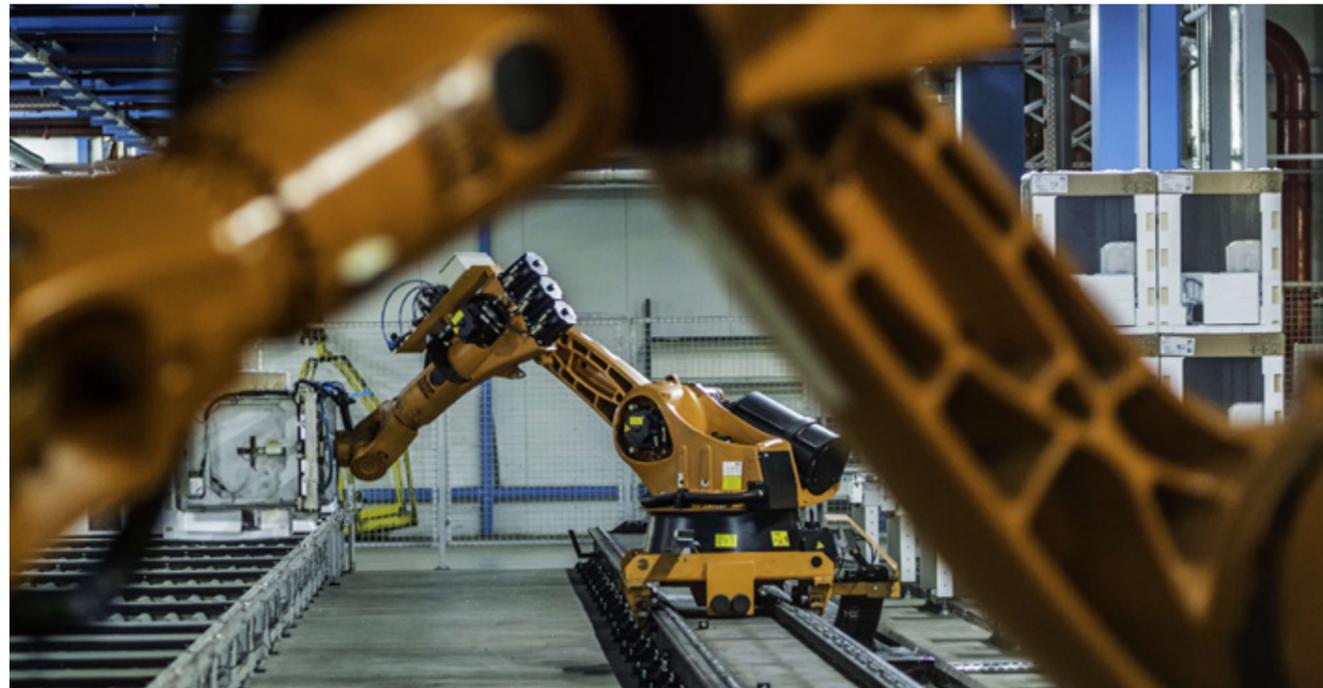


### Benefits



# Ericsson Enterprise Portfolio

Ericsson Private Network 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 licensed spectrum and mission critical characteristics and requirements.



## Benefits to customer include

### Mission critical solutions

Provide mission and business-critical performance, security, and best-in-class availability with high-performance based broadband.

### Leveraging the assets of CSPs

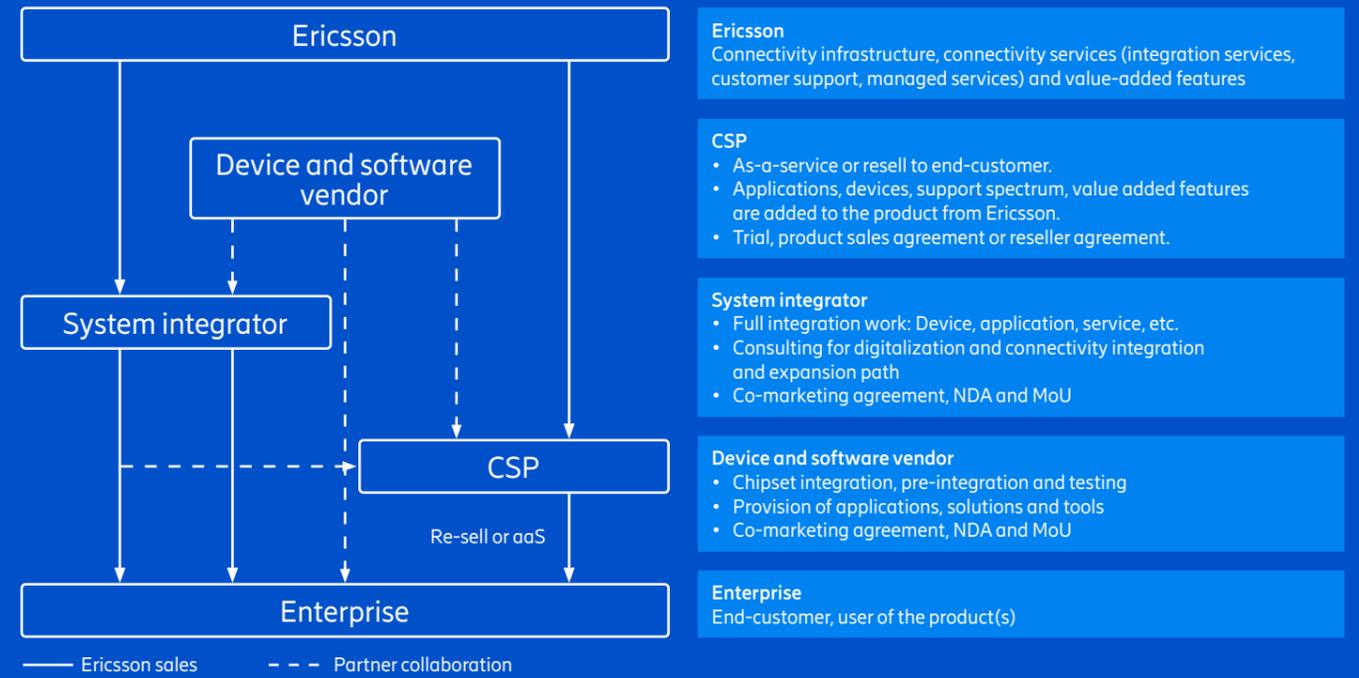
Provide a portfolio of solutions and products that leverage the existing assets of CSPs, as well as address varying end-customer deployments.

### 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 reason to partner with Ericsson

## Ericsson go to market model for Enterprise GTM



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 94,000 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.

# 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.

Ericsson's objective in the market is to treat partners equally while recognizing and rewarding performance.

Ericsson developing a consistent approach and toolbox to manage CSPs, SIs, VARs as channel sales partners for its Enterprise portfolio

## 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

# A leading-edge program and a win-win for you and Ericsson

Partnering with Ericsson gives your business access to a highly desirable wireless solutions that fully accommodates Enterprise while providing a seamless transition to 5G.

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

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



## 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 Enterprise partner. Visit our website at: [www.ericsson.com/industry4.0](http://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.