

Contact

ERICSSON 

PUBLICATIONS FOR EMPLOYEES WORLDWIDE

No. 5 • 1991



*“Summertime and
the living's easy...”*



Four months to Telecom '91

Countdown has begun for Telecom '91, the year's biggest event in the telecommunications world. Ericsson stands are all ready – on a model scale.

Page 6

Group meeting in Älvsjö

Every year Ericsson managers and union representatives from around the country meet to exchange experiences and have fun. This year, ETX in Älvsjö was host. They put on a well-organized factory showing.

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Electrum builds bridges

In the midst of electronic companies in Kista is Electrum, a center for research and training in the field of electronics. Ericsson is one of the largest figures in Electrum's unique activities.

Pages 16-17

State visit at Ericsson

President Fernando Collor de Mello spent an hour at Ericsson during his visit to Sweden. He was given a packed presentation of Ericsson and its products.

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Guest Service swings into summer • Centerfold



Broadband technology, with transmission via optic fiber, is coming closer to reality. Soon, we will be able to sit in front of our TV sets and choose our viewing angles.

Focus on Broadband

Top management has now decided that we should strengthen our activities within broadband. The company should declare publicly what it is capable of in the area of broadband communications. Ericsson not only has the necessary competence and the resources, but is also geared toward developing and supplying the products that the market demands.

This decision will have direct consequences for Ericsson in the market. A seminar on broadband communication was held June 4-5 at Ericsson Telecom's X division, which is responsible for the product management. All the regional product managers and representatives from the most important markets gathered in order to discuss the need for broadband services in different parts of the globe.

The seminar discussed product policy, as well as how Ericsson's message in this area could best be communicated to the market. Claes-Göran Vestin is responsible for the measures that will be taken. He emphasized in his opening speech that it was important that the package be developed in collaboration with the different markets. He also stressed that the message be formulated in common.

A boost

"It was good to get everyone together and analyze our situation with regard to the market. It increases our knowledge of other markets and gives us a 'boost' as well," said Hans Nyman, of Nordic Region.

To the uninitiated, "broadband" may sound a bit unfamiliar. Is this a new ISDN-term? Not at all. Besides, it is based on a completely different technique known as ATM (Asynchronous Transfer Mode).

"The first thing we intend to launch in this area is products that support high speed communications between data networks," explained Göran Nordqvist, X-management.

"To the lasting benefit of our customers, AXE is continuously developing. The ATM technology will be built into AXE one step at a time, to keep pace with the demands of the market. If you look back over the developments that AXE has undergone, you'll conclude that there aren't many similarities between today's AXE 10 and the AXE switch that was out in 1972," Göran Nordqvist continued.

Broadband technology has evolved in step with the various markets' demands for more rapid transmission of data files, better quality of transmission and transmission technology for graphics and video.

Ericsson already has broadband technology and its modes of ap-

plication are legion. A term that belongs to this context is "Multimedia" – a service that will enable us within the not too distant future to communicate, using our desk computers – i.e. multimedia terminals – with our business colleagues. Wherever they may be in the world, we shall be able to transmit computer graphics or video images directly to them.

Viewing choice

For the general public in Sweden, this will mean that we can sit at home in our armchairs, watching and listening to a symphony orchestra or a hockey match, and even while the program is in progress, we will be able to alter our viewing angle, or zoom in certain sequences, as we please. Broadband ISDN can also be used to transmit interactive do-it-yourself lessons. Mail, of course, will arrive in the same instant that it is sent. You will be able to put together your own news programs from a menu, just as you can with text TV; but if the weather forecast is what interests you most, you'll be able to place it at the beginning of the program.

"The products we'll be introducing in the next few years are right in step with the development of the information society," Göran Nordqvist stated.

Customers are impressed by Ericsson's knowledge in broadband technology. A fact that was obvious during the ISS-90 conference held in Älvsjö, where the

broadband demonstration display was very popular. The demonstration model built for ISS-90 showed, among other things, how the new HDTV technology (which Ericsson seems to be alone in being able to switch) can be applied using broadband technology.

Since the demonstration model was put into service, there has been a continuous flow of visiting customers.

The seminar on broadband technology has stimulated X's management to establish an international network of competence so that experience and progress can be shared. Lori Gummerus and Peter Staxén, who are responsible for this network, explained that their department not only plans to build up this network of competence, but also to monitor what the competition is up to and spread information about it.

"We are already considering arranging another market seminar during the fall, before Telecom 91," says Claes-Göran Vestin.

"We have a tough job ahead of us now that we plan to increase knowledge of the B-ISDN technology, its products and the services it offers. It has been immensely important for us to have had the opportunity to size up the impressions and views of the various markets. There is a great need of, as well as support for, reinforcement in the local companies as a result of our explicit commitment to B-ISDN technology."

Åke Lidström

Restoring Visby wall

Ericsson in Visby is supporting the National Antiquities Office in its bid to restore the ring-wall in Visby, Gotland.

The Visby wall, from the Middle Ages, is one of the finest city walls in northern Europe, but it is in a very bad state. In many places, surveys have shown that the wall has already begun to tilt.

The National Antiquities Office will be restoring the wall over a five-year period, and Jan Ekman, factory manager in Visby, points out that it is an extraordinary opportunity for us modern folks to try to upkeep the great heritage landmarks that we have and that we have a moral obligation to participate in the restoration of the wall.

Internal calls to Norrköping

On Monday, May 13, 1991, Norrköping was hooked up to the Ericsson Corporate Network (ECN) for telephony. The network already previously included the Stockholm area and Söderhamn, but now one can also call Norrköping internally.

To call internally between the different sites you have to use a so-called destination code before the "usual" five-digit internal number. The destination codes for the three places that are in our own telephone network are:

850 for Stockholm
860 for Söderhamn
861 for Norrköping

Those who want to call the editorial offices for Contact from Norrköping or Söderhamn can thus use the internal number 85099868.

Competition from AT&T

The telecom giant AT&T's purchase of the American computer company NCR could mean increased competition for Ericsson in future.

Through this deal AT&T got increased international exposure and can now offer its customers a full range of products related to the field of information.

But its purchase of large computer companies previously has never been successful.

(Dagens Industri)

Mannesmann project advances

In May the Mannesmann project in Germany had come halfway through its first phase. On July 21, 21 AXE switches delivered by ETX will go into operation.

The order, which came in the fall, represented a breakthrough in Germany, which was previously a closed market for Ericsson.

EDITORIAL

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They got the ISO certificate on the spot

The ISO certification was direct and on the spot when the men from SIS came to the Ericsson Components warehouse and distribution operations at Bredden in Upplands Väsby. Big organizations worked by the sweat of their brows, a small one managed it directly. But it did not come about through smallness alone.

Ericsson Components warehouse satisfied all the demands

In Bredden, a modern industrial area in Upplands Väsby, Ericsson Components has its warehouse and distribution unit. The warehouse has been located here since 1985, strategically placed close to the E4 motorway and on the road to Arlanda airport.

From here components are sent out throughout the entire world. The bulk of components naturally goes to the biggest customers, Ericsson factories in Ingelsta/Norrköping, Karlskrona, Östersund and Hudiksvall. But they also go to customers in China, Japan, South Korea, U.S.A., Mexico, Britain, Italy, Hungary, Yugoslavia etc.

determine Bredden's competence. That is now a purchasing routine among the bigger companies.

Before the ISO review, all sections in the department worked extra hard for half a year to draw up written routines.

"We began by writing down what we do and from this material we got a complete quality system," recounts Gen Östlund, head of dispatch. "Everybody got involved and discussed how we would document routines."

The quality department of the microelectronics division also joined in and gave tips and advice on ISO demands.

ISO day

During the second day of the pre-review, the men from SIS determined the competence of warehouse and distribution operations and they were able to award certification based on the pre-review.

What accounted for that Lars-Göran Fors?

"A lot came from the fact that the men from SIS noticed, when they went around and spoke with the employees, that all of them were well acquainted with the documents and routines. We were all agreed on how we would work. This indicated that we have a very stable organization."

Nobody anonymous

In the small organization, oral communication is what counts. Here we all meet each other at some point during the day. This makes for harmony, pleasantries and difficulties are shared, no one is anonymous. Personnel turnover is very low.

ISO now stands as an element in section meetings at Bredden. The ISO criteria are constantly maintained. Personnel come forward willingly with suggestions for improvements in routines and proposals for solving problems.

Is it smallness that makes greatness at Bredden or is the model possible in a big organization?

Inger Bengtsson



Helena Karjalainen and Folke Lundberg pick out components according to a selection list at the warehouse in Bredden.



Operations are growing and thriving at Bredden. Chief supervisor Lars-Göran Fors, Rolf Lindén, administrative director, Gen Östlund, dispatch manager, and Leif Lindh, warehouse manager.

A good team

There are 28 persons working in the unit, which functions as a very good team. When it came around to talk about an ISO 9002 review there wasn't much to go by in the way of documents and instructions. Routines were in the head of the people and things were already going well then.

Already back when the warehouse prepared its move from Kista to Bredden, all the employees were involved in drawing plans and design for the new warehouse. After a few years at Bredden, they built up a very high level of delivery quality. The ratio of error deliveries was measured by assignments from the divisions and it came up to 0.3 per thousand.

The right article in the right quantity to the right place at the right time. Speed, accuracy and precision. They are all familiar with that. There are often deliveries of components directly into a company's production line. Then it is a matter of delivering right and proper so that the company in question, the customer, does not incur losses.

Today, many companies have abolished arrivals control for incoming goods, which makes demands for quality from production to delivery even greater. Companies like ABB and Philips with purchasers and quality managers up front have made visits to

The big blow to Australia

From Preston, just north of Melbourne in Victoria state, Business Communications (BB)'s operations are conducted through Ericsson's Australian company (EPA). Managing director Albert Jokubaitis radiates conviction when asked how Ericsson can defend and advance its position as one of the leading suppliers in Australia.

Tough competition between Ericsson and Japanese firms

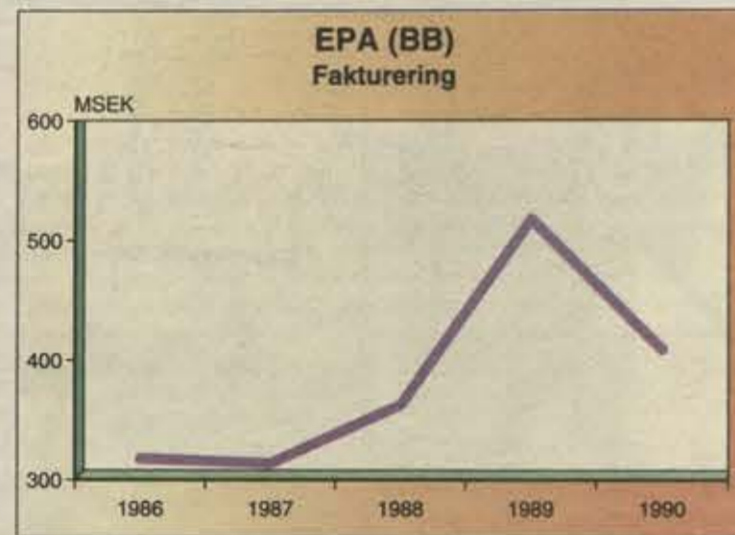
From nothing the market share of Japanese companies in the field of business communications has grown to 60 percent in 15 years. And this does not come from their having better products but rather from their preparedness in marketing and how they have been able to use Australian Telecom, the Australian telecommunications administration, to win access to the market.

"Sure, the Japanese are a concern," Albert admits. "But Ericsson has the products and we have defended our position well. Others, like Siemens, for example, have had a tougher time. Some years ago they had a market share of 20 percent. Today it's less than seven."

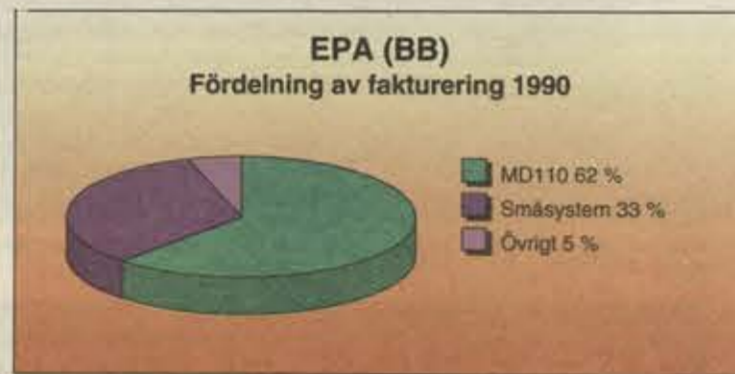
"We have a deregulated private market in Australia. The number of competitors is eight, with NEC and Australian Telecom, which sell Fujitsu equipment, being the two largest."

Together with Ericsson they have 85 percent of the market for business communications. That doesn't leave much for others. Some have also disappeared from the market.

Nevertheless, Albert appears determined when he points out



The difficult economic situation in Australia resulted in a decline in sales. Small business switches were hardest hit.



that Ericsson has set a target to expand and achieve a market share of 30 percent, up from its present 20 percent.

Established position

Australia is an important market for telecommunications—a highly developed country with an industrial milieu—a market that suits competent suppliers.

Ericsson has been in Australia since the end of the '50s and has had a strong presence in the public side already since the start. Mobile telephony is a fast-growing area in the market, which continues to grow despite the recession that has plagued the country the past two years.

Still, many think that the economy will turn around in the next half year or so. Interest rates have dropped and inflation is at 5 percent.

EPA is one of the companies in

the group that has the largest operations in business communications. There are seven sales offices spread throughout the country but the absolutely most important area is the southeast coast. There lies the bulk of Australian business and central administration. The area accounts for 70 percent of turnover in BB operations.

Product development and manufacture are other aspects of BB's operations in Australia. Here they develop and manufacture for export around the world booking and queue systems ACP 1000, a so-called ACD system for up to 100,000 calls per day. MD110 is manufactured here for the domestic and New Zealand markets. Hotel applications for MD110, MD110/HT is developed by EPA.

Market in change

Australian Telecom has always

had a strong position in the market, despite deregulation. Telecom is considered one of the leading administrations in the world and it invests heavily in ISDN and intelligent networks.

"Telecom markets ISDN services aggressively, especially for business clients," says Don Davies, sales director for BB. "It is therefore advantageous for us to deal in products that can be connected to ISDN."

Both Albert and Don are enthusiastic about the future. Until now Telecom has been the only operator. Starting next year, according to Albert, there will be two. There will also be more competition on the mobile side.

"That should increase opportunities for us," says Albert. Undoubtedly, the competition scene will lead to increased demand for complicated private

communications network. Customers will want to take advantage of offers from both operators in order to reduce costs for telecommunications. At the same time, customers will presumably be more critical.

Worthy solutions

Today's products will on tomorrow's market have more or less concealed components in the total communications solutions that customers demand, says Albert. The market will be oriented toward applications for already existing base equipment. There is growth in network applications, in services and in maintenance.

"We already have the right products, but in order to meet Japanese competition and, above all, customers' needs we must concentrate on service and maintenance and should be better equipped for the ISDN milieu that

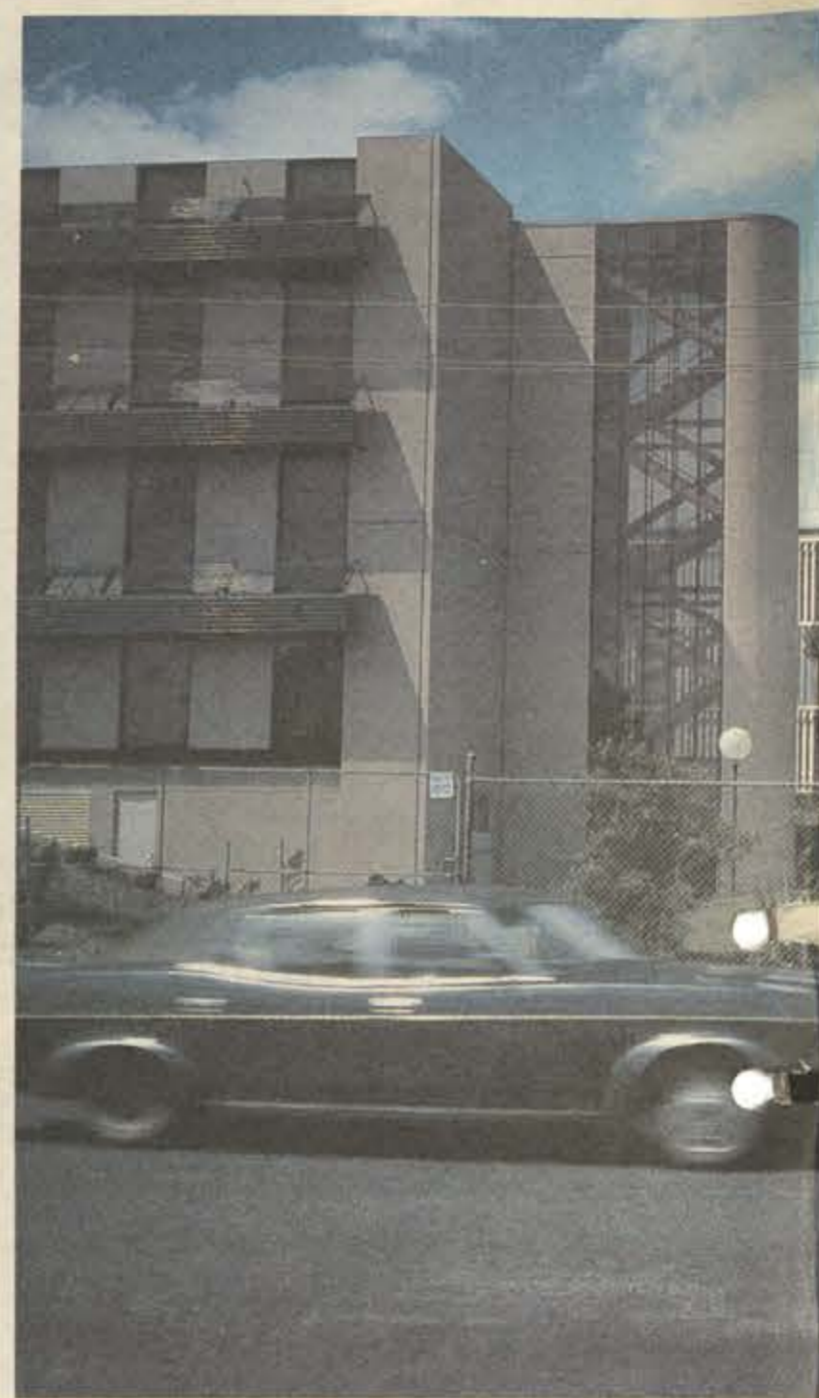
LM ERICSSON PTY. LTD

President: Kjell Sörme. Head of BB division, Albert Jokubaitis. Employees: 2,500 total. BB, 400 persons.

Products: MD110, BusinessPhone 150, BusinessPhone 90, Eripax, units within mobile telephony, looking at cordless telephony but must first obtain radio frequency from government, ACP 1000.

Big customers: National Australia Bank, Australia's largest bank with international business and offices all over Australia. State railways and police authorities in the state of New South Wales, electrical works in Victoria state, with 5 million inhabitants, Mobil Oil and the banking group ANZ.

Competitors: NEC, Telecom, Northern Telecom, Siemens, Plessey.



Different working in Australia

Eighteen months ago Peter Kastengren came to Sydney without having a job. His wish back home in Sweden was to live in Sydney and work for Ericsson.

It was impossible to get a job with Ericsson from Sweden. Still, Peter dared to take the plunge and move, and one of his first days in Sydney he read an ad that Ericsson Business Communications was looking for salesmen.

"It was three tough days of tests and interviews before I got the job," Peter recalls. "It was an ordeal but it was worth it. I am so happy. With my job, Sydney, the country and the mentality here." Peter had been to Australia before. It was when he met his wife, Diane. She was living in Sweden a couple of years and she learned Swedish while Peter was working with Rank Xerox. Both they both felt they wanted to return to Australia.

"The big difference between working here and in Sweden is that here one is permitted to make mistakes. Not as often as you want, but sometimes we make mistakes before getting things right. Even the mood itself here is more easy-going. People are happier. The climate allows you to be outdoors much more."

"Certain everyday Swedish routines seem like a big deal here," says Peter, who still can't get over the Swedish phenomenon that we actually do call back when we say we will. In Australia, that's only a matter of courtesy.

Security

Swedish security does not exist in the Australian workplace. Layoffs can come unexpectedly. Then, you just have to pack up and go. Nor does the health insurance system work like in Sweden. Peter has chosen to take out private insurance for him and his wife. For 5,000 kronor a year they can choose what kind of sick care they want. That's ideal for soon Diane will give birth. Already, from the start of her pregnancy she was able to choose her doctor who will take care of her right up to delivery.

"Sure, I miss Sweden sometimes. Friends. The family gathering at home. I do not plan to stay in Australia forever. And I am not thinking of becoming an Australian citizen. Right now this is fine. Right now it is a big adventure."

There are about 3,000 Swedes in Sydney. The Swedish club is very active. In pleasant company they celebrate

National Day, Midsummer and Lucia. Peter does not mix much with other Swedes, but he admits that he just can't resist National Day and Lucia.

Job

Peter is worried about the economic situation in Australia today. Everyone is waiting for better times and few are investing. Finance Minister Paul Keating has definitely promised better times by the end of the year and the latest figures show a slight upturn. But in reality not much of it is seen.

Peter works in an office setting, which is common in Australian companies. On the wall there is a poster from the Swedish glass-works province of Småland. Red berries in blue bowls. It is very Swedish and very beautiful. One is almost overcome with tranquility.

It takes Peter about fifty minutes to get to his job from his home in Rose Bay. But he uses every minute of the time.

"Imagine having Sydney harbor right outside your window when you wake up," says Peter, almost lyrically. "It puts me in good humor for the rest of the day."

Now Peter looks forward to being a father, soon to be one of the first to use the newly introduced, unpaid 14-day paternal leave, even if there is a lot of uncertainty about reactions on the job.

As to the question of whether there is a difference between Australian and Swedish women, Peter appears a little puzzled at first and then somewhat apologetic when he says there is a marked difference as far as running the home and household.

"Diane thinks it's fun to prepare meals for us. She never says, like a Swedish woman after a hard day at work, that she is tired and that I should fix dinner. As it turns out, I sometimes prepare meals and I find it fun."

Something for us Swedish women to think about, perhaps?

Maud Umaerus



Ericsson is active throughout all of Australia. Head office for BB operations is in Preston, just outside of Melbourne. One of the largest of the seven sales offices is Sydney, above.

we develop. This, together with strong customer orientation, will give us broader competence to confront the market. We should not forget that we have actually been here a long time and have a dominant position in telecommunications and a solidly based reputation.

"I can't see any reason why Ericsson in Australia shouldn't grow, I see a company that could in due course double its turnover."

"To achieve that goal we must have knowledgeable personnel. We must already be developing our staff through training and guard our position by acquiring new competence where it is needed. There is qualified manpower in the Australian market and that will make it possible for the company



The situation in the Australian market has not been easy, but Albert Jokubaitis, head of BB operations, is enthusiastic about the future and is prepared to carry on the battle.

to grow through local recruiting and development." Swedish companies in Australia have a good reputation. They are associated with quality, Swedish technology and successful exports. This should give Ericsson an advantage, compared with competitors.

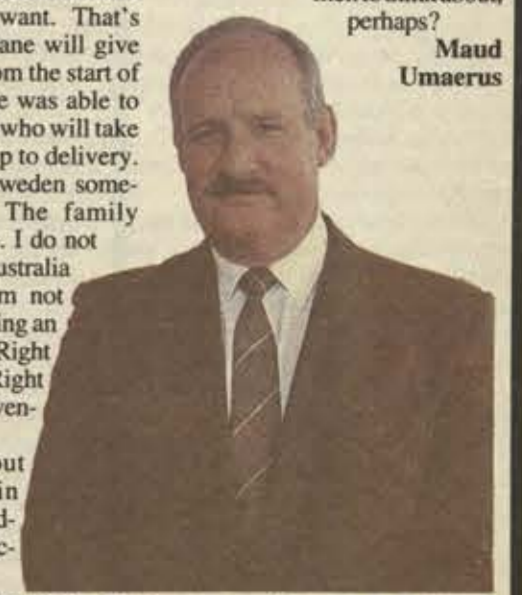
AUSTRALIA IN BRIEF

The Australian continent is as large as the U.S.A., excluding Alaska, but has only 16 million inhabitants, compared with 250 million in the U.S. Most of the people, seven in ten, live in cities, of which Sydney and Melbourne are the largest with about 3 million inhabitants each. Adelaide, Brisbane and Perth have about 1 million. Canberra,

the capital, has about 300,000. Australia is a federation, with six states and a number of territories, among them Northern Territory and Australia Capitol Territory, and is governed as a federal republic. Australia is a member of the British Commonwealth. The Australian economy is in a severe downturn even if Finance

Minister Paul Keating has promised better times by the end of the year and Prime Minister Bob Hawke has eased economic restrictions and promised money and support to get exports moving again. Unemployment is at 8 percent. But one should remember that if two in a family are working and one is laid off, that person is not counted as unemployed.

Text: Maud Umaerus Maria Rudell



Peter Kastengren, working as an Ericsson salesman, is overjoyed with Australia.



Progress through research

Just now Ericsson is investing heavily in research and development. This investment will secure our position as one of the leading companies in radio and telecommunications. We are diligent in research and development today, and we will be even more so tomorrow. In this regard, there is every reason to get our hopes up for the future.

By tradition, Ericsson is the largest employer of engineers in Sweden. We will continue to be so in the future. About 70 percent of the group's personnel in Research and Development is based in Sweden. That corresponds to around 6,200 people.

To succeed on the world market, however, Ericsson must be even more international and we must also increase our R&D investments. This is necessary if we are to succeed in recruiting all the new engineers that will be needed in the company and for us to take in all the new technologies that are being developed in various places around the world.

We must also internationalize in order to meet demand from different local markets. Ericsson has, by tradition, been a "knowledge transfer" company, which has taken part in the building up of domestic technical competence in many countries. It is a proud tradition to be guarded and on which to build further.

In Europe, since some time now, 1,500 people in Ericsson have been working with R&D operations. We are strengthening our European investments in this area now with two new research centers in Aachen in Germany and Enschede in Holland. In both places there are universities with high technical competence that can serve Ericsson well, while at the same time we can provide input for the institutions by sharing our knowledge. Developing cooperation and contacts with leading technical institutes in Europe is an important part of our R&D strategy for the future.

In North America, we recently inaugurated an R&D center in Raleigh, North Carolina. It is principally given to digital radio technology, an area where Ericsson has a technically tight spot to defend. For the development of the AXE system, we already have 800 employees at Richardson in Texas, Montreal in Canada and in Mexico. For many years we have also had a considerable R&D operation in Australia, which involves some 200 engineers.

From a global standpoint, it is no exaggeration to say that Ericsson's 8,700 highly qualified R&D workers represent some of the best to be found in the area of telecommunications. That is our spearhead into the future.

Ericsson's total technical costs rose last year to close to 8 billion kronor. This year will see a further increase in our efforts. Our investments in R&D is the most important reason for the lower results in the first quarter this year. But it is money well spent. Research and development is a vital investment for the future.

Lars Ramqvist



A seasoned team of Telecom arrangers gathered around a model of Ericsson's stand. From left, Sven Sundblad, G.O. Douglas, Arne Johnsson, Jan Swerup, Göran Rasmusson and Lynne Howell. Photo: Maria Petersson.

A finishing spurt before Telecom 91

Now we are getting close to the final spurt before Telecom 91 in Geneva on October 7-15. Project management and others involved in preparations look forward to a well-earned vacation. In August, they will pick up for the final spurt of the enormous task that goes into appearing at such a huge exhibition.

Planning and preparations for Telecom 91 are handled by a project group under the leadership of G.O. Douglas in the support unit Corporate Events. The job is done in groups with different areas of responsibility: The stand itself, Ericsson's message to visitors, press contacts and the arrangements for participating in national pavilions.

Over the past weeks Ericsson's stand has taken final shape. It is a stand two storeys high of 460 and 280 square meters of floor space respectively.

27,000 visits

The lower floor is designed to attract some 17,000 visitors. It is dominated by a huge wall where the company's central message is presented and where there are also "interest arousers" for the various products and systems that are shown on the floor above. Presentations on the ground floor focus around Ericsson's range of different types of services and around its total network competence.

The stand's upper floor is reserved for about 10,000 qualified visitors. Here, there are more elaborate presentations of Ericsson's network competence in the areas of business networks, mobile networks and intelligent networks. Broadband communications and network management systems will also be presented, as well as the company's new product family for the transport network ETNA.

There is also a cafeteria with room for 50 seated guests on the upper floor.

An international symposium, Forum, will also be held parallel with the exhibition itself. Ericsson is also represented there. Jan Swerup, from Business Area Radio Communications, will address the technical symposium on how digital cellular radio technology is now being developed for person telephony.

In a written presentation, Colin Buckingham, president of Ericsson Business Mobile Networks in Holland, will elaborate on the coming European standards in person telephony in a paper entitled "DECT, a Technical and Commercial Revolution."

Göran Rasmusson, Ericsson Telecom, also has a written presentation for the symposium. It is entitled "Telecommunications before the next millenium - form a systems supplier's viewpoint."

Ericsson's Chairman of the Board, Björn Svedberg, has been invited to address the Forum's policy symposium. His contribution will look at "the race for hanging on with new technologies and markets - who's paying the bill."

VIP treatment

Well ahead of Telecom 91, a new approach was taken to better reach out to important customers, to take care of them at the exhibition and later to provide them with the information they want about Ericsson. The project was headed by Agneta Bonde, of Ericsson Telecom.

The first step in this task is the invitation itself. Already, a few months back a large number of important customers were courted in advance to get them to register as Ericsson visitors. Those that accepted the invitation

got additional information in advance.

When they turn up at Ericsson at Telecom 91, these people will get special attention at the Ericsson stands, where their presence will be immediately registered on computer. When Telecom 91 is over, all those who registered this way will get a package from Ericsson with general information material as well as the special information each and every one requested. Ericsson's presence at Telecom 91 is definitely focused around its own stand, but the group will be represented in many other places. Many of Ericsson's international companies will be present in

their respective home country national pavilions. Ericsson will be represented in no fewer than 13 such pavilions. The message in these stands is geared to the national emphasis, but nevertheless they will all have a common Ericsson emphasis. Responsible for coordinating these stands is Lynne Howell, from Ericsson Inc. in the U.S.

Fully booked

Some 5,000 hotel nights were booked by Ericsson well in advance so that as far ahead as possible it could secure its accommodation needs for Telecom 91. Now, it is such that just about everything is taken. For the first days of the exhibition, there is a problem finding rooms. On the other hand, during the later days there were some vacancies as of the time of this paper's going to press.

"We are now studying the possibilities of getting certain visitors to pin down their time in Geneva so we do not end up with no rooms on certain days and a surplus on others," says G.O. Douglas.

Lars-Göran Hedin

Staffing gives quality

Recruiting is currently being done for personnel that will carry the Ericsson colors at Telecom. This is a very important assignment that these persons undertake. The assignment demands thorough knowledge of the products and systems that will be shown and - not least - proven ability of conveying this message to customers. An important aim also is to get personnel from overseas so that customers do not meet only Swedes.



The increasing competition in the telecommunications branch makes it more difficult to see what's hidden beyond the horizon. But ESP, Ericsson Strategic Planning, will try to do precisely that, at least five, six years into the future. Photo: Eddie Granlund, Naturbild.

What lies beyond the horizon?

The annual work on strategy in Ericsson Telecom is in full swing. By analyzing the world situation, devising long-term plans for the telecommunications branch and weighing the opportunities and advantages against the risks and threats, Ericsson Strategic Planning, ESP, makes a judgement that extends five years into the future. But it has become more difficult to see what lies hidden beyond the horizon, since developments to a great extent are now determined by market forces.

Each business area and each Major Local Company, that is to say the larger subsidiaries, go through an ESP process. Reports to the corporate leadership are submitted during May and June.

What will customers choose to have in five years, which products are applicable then, what would the global economy be like and how will the various countries prioritize investments in telecommunications. These are some of the questions that have to be answered.

Within BX, Business Area Public Telecommunications, we see a future with varying horizons. For the near period, that is 1 to 1.5 years from now, we talk about a program. A program involves, for example, development of a certain product, is budgeted and resources reserved.

Varying horizons

For the following 1.5 years plans are made. They can be market and production plans. Which products will be developed and how much they are going to cost. And where and in what quantities they are going to be sold.

The next stage, five-six years ahead, is called vision. Here, to a higher degree, it is a matter of

judgement. We try to describe the future based on the different parameters that affect it. The strategies describe how we will achieve our goal, that is to turn the vision into reality.

judgement. We try to describe the future based on the different parameters that affect it. The strategies describe how we will achieve our goal, that is to turn the vision into reality.

Three parts

ESP consists of three major parts, or chapters – markets, products and technology.

The results from these are gathered together in an economic model, that is the business area's profit and loss figures are put in yearly columns. In addition, there are other chapters – personnel and organization, production, quality, administration and communications.

"The base for the analysis is built on different reports from the Organization for Economic Cooperation and Development (OECD), financial institutions and consultants, among others," says John Meurling, responsible for coordinating strategy work in BX. "We study various forecasts on the global economy; if, for example, we can expect growth or recession. It is also important to see how different countries prioritize telecommunications and to what extent Ericsson can count on orders. Information about the

Market shares

We start out with our present market share in each country and determine how it could change.

What expansions will take place in telecommunications. What new products will be demanded. How strong, or weak, are the competitors who are precisely in that market. And so on.

The market analysis is then used as a base for, among other things, product strategy. This stage in its turn serves as a base for decisions concerning technology. Which technology and what resources will be demanded and is there room for this in the budget. Which technologies are of a strategic nature, that is the ones on which we must build solid competence within the company. And which technologies should we be thinking of buying or licensing from without.

Dramatic effects

The fact that is now more difficult to foresee the future stems from several factors. The telecommunication industry has, by tradition, been relatively sensitive to the state of the economy. The major telecom administrations have previously been able to withstand recession, but with increasing competition and business demands our customers must adapt to the economic swings – and as such that affects us.

"The new situation on the markets holds dramatic consequences for us," says John. "We must, for example, be faster in

several areas. Deliveries to customers; time to customer is one. Time to market, that is the time it takes to develop new products and applications, is another.

The collaboration we had earlier with monopolistic telecom administrations is now being replaced by more businesslike relationships. Today, they face increased competition. If we cannot bring out a desired product in time, then they will buy it from someone else."

Withdrawing

In the entire telecommunications area increasing competition has pushed prices down. This must also be taken into account in deciding to withdraw from certain markets.

BX strategy today is built on market concentration – we focus on industrialized countries and certain other large markets.

A new interesting market is East Europe, where the potential is enormous but where the question of financing is difficult.

In East Europe, we are concentrating on certain countries, for example Hungary. And in the near future we have Germany, previously a closed market for us, where we have made a few inroads (mobile telephony and DXC) but where there is still a lot left to be gained.

A concept we will hear more and more in the future is sourcing. This means that Ericsson, instead of manufacturing everything itself, will be concentrating on what it has specialized knowledge about. That which gives Ericsson a competitive edge. Above all, systems knowhow.

We ourselves will develop the

systems, or as we now call them, platforms. Other products that are needed so as to offer our customers a full product range will be bought by us to some extent from other companies, or licensees, or maybe developed in collaboration with someone else.

Collaboration, in many different forms, with partners that have special competence, will, according to John's vision, be an extraordinarily important component in our strategy for the 90s.

This will give us room to concentrate on what we are most competent in working with so that we can build in competitive advantages into the systems. It is also one way of coming onto the market faster with a new product (time to market).

Cloudy crystal ball

Keeping in mind the extraordinarily far-sighted character of the telecom industry, with multi-year development programs, the work that goes into the ESP process every year is of vital importance.

At the same time we have the new dynamics and the rapid changes on the market, we must build flexibility into our strategies so that we do not lock ourselves into rigid programs that can later detract from reality.

Even when we have achieved our goal it is not self evident – most likely it is an exception – that the route there is the straight road that we thought of from the beginning. When the plans do not match reality then it is, in the telecommunications branch too, reality that matters.

Helena Lidén



The Swedish teleadministration, Televerket, is one of Ericsson's customers. It works jointly with Ericsson in the development of new products. The collaboration gets both pros and cons from Televerket as customer.

Tele customers want systems that can be developed

"We customers have three major demands for telephone networks of the future: We want to have a system that can be built and expanded on. New functions can be quickly incorporated and there should be network flexibility. So says Åke Sandberg, head of Televerket's network operations section.

In Åke's section, they work with the different support systems that are needed for driving networks. One of them is TMOS.

Swedish Televerket has, like all other telecom administrations around the world, felt the pressure of increased competition.

"We make much higher demands to be able rapidly to incorporate new service functions in the network," says Åke. "It should not take more than a year, and preferably only three months."

Since Televerket and Ericsson are closely linked with each other, Televerket has had the opportunity to influence a great deal regarding TMOS.

"Through our demands we have been able to achieve the architecture itself," says Åke, "while perhaps we did not have much to say about the technology platform. We cannot sufficiently influence the timetable for when the different applications will be introduced. There Ericsson looks at markets other than Sweden."

Within the framework of the collabora-

tion between Ericsson and Televerket there is a huge exchange of ideas. What Ericsson personnel feels can best be developed by them is taken over by Ericsson, while Televerket's people do likewise.

"Later, when we have a finished product, there are the usual negotiations and Ericsson buys from us, just as we buy from them." This way, Televerket has developed aids to achieve, among other things, call billings.

"For us there is a lot of money to be earned through efficiency here by eliminating overlap," says Åke.

For its part, Ericsson has developed a support system for Intelligent Network Services and for the SDH system. There is sharing of course, when resources are not enough for doing it all.

"Collaboration with Ericsson is working fine," Åke feels. "We understand each other and we have open and constructive discussions."

Not too finished

"To be able to handle a network in a competent manner will be all the more important in the future," says Åke. "And things will go best for the supplier that can offer good base systems but that allow operators themselves to polish and incorporate new services and functions in the network. They should not be too finished."

"For tele administrations it is a matter of hunting costs. Most operators have themselves worked a lot with network issues. There is already considerable competence

among Ericsson customers, which should be respected.

"It is also the concept itself that is important, not the details as such."

Flexibility

It is not only Ericsson that is investing in network matters. Competitors are also doing so. Trends exist throughout the entire branch.

"There is a danger with TMOS," says Åke, "and that is that you do not have so many computers from which to choose, that is to say that it is not open enough. Today, TMOS is using Sun computers, but in the future I feel one must invest in several variants so that prospective customers will not be restricted."

It is no small amount that is being invested just now on computer platforms.

Televerket's investment in call measurements amount to about 50 million kronor only for readings. In a few years it is planned to introduce toll-ticketing, that is billings with call by call itemization. That involves a further investment of 50 million kronor.

"Until then these costs will definitely have to be written off," says Åke.

Small systems

Ericsson offers bigger concepts to its customers, but there are always smaller companies that specialize in niche products, where they have greater advantages in competing economically.

"When it comes to introducing a new service it is wiser to use small systems. This



Åke Sandberg, head of Televerket's network operations section, feels that things would go best for suppliers that can offer good base systems.

way one can see what demands are required of the system and one does not have to risk investing a huge sum for functions that customers do not want."

"When it comes to the question of larger volumes, it is better to use larger and more complete systems."

Helena Lidén



Kaj Höglander and Jeanette Berndtsson work with supervision of AXE switches. Kaj feels that designers and experts should pay greater attention to the competence that exists when new systems are developed.

'Make use of the knowledge that exists'

How much are we eventually going to be affected by computers? At the same time that there is a need to give people meaningful and creative job assignments, there are forces that readily see to it that computers take over more and more. There is a hairline difference between using computers to gather information to better carry out a job and make decisions and a computer that dominates me.

In Råsunda, telephone operators monitor the northern telecommunications area of Stockholm. Since about a year ago they have help with a variant of NMAS, known as DUCS R1. A supervisory and guidance system for the AXE exchanges that are part of the tele network north of Stockholm.

The shift from moving around the different exchanges to sitting in front of a work station in a network supervisory center was not easy.

After the installation in mid-January 1990, relevant personnel, were given training. After the summer they had to answer close to 60 questions in a survey on how they found the new working method.

"They thought that there was too little text on the screen, that it was tough sitting still for long periods and there were other complaints that had to do with the physical setting,"

"Behind these protests was one huge issue, the psychological job environment. But they pointed out only the physical aspects since it is easier to describe", says Kaj Höglander, who is responsible for the center in Råsunda.

Monitored

"The difference between being out in the field and sitting inside a central control room together with other is immense. Many felt they were being monitored and thought that it was more like being on a factory floor. Quite simply, it was an unaccustomed situation..."

The freedom to decide and to manage one's own time, which the employees had earlier, was now gone. Kaj feels that it is extremely important to achieve another kind of freedom in jobs involving computers.

"Many designers and managers, regardless of whether it is at Ericsson or Televerket, simply want to have trained apes do exactly what the computers tell them to do. But a high rate of sick leave and psychosocial problems often stem from the fact that the employee cannot influence his job situation."

With all work with computers, one must remember that the experience and competence that employees have built up is valuable.

"With the design of job stations for network supervision there must be room for creativity," says Kaj.

Perhaps, it would appear that employees in Råsunda can no longer make any

decisions themselves. But that is not so. Arguments are often used such as "this is so easy, anyone can do it." If one thinks of it, perhaps that is not the best argument to use.

Of course there is room for creativity in Råsunda. When the first changeover was completed, the advantages of the system were all the more obvious.

Many advantages

"If the supervisory area has more than a certain number of exchanges, it is impossible to monitor it manually. DUCS has made it possible for us to carry out our tasks in a more efficient manner. But it is still we who make the decisions," says Kaj.

The monitoring system is an aid for gathering information and for decision-making, but it does not dominate personnel.

Sitting together is no longer troublesome either. Everyone has his own competence, built on experience. That's why they have formed a competence group in Råsunda, which together resolves problems.

It often happens that inquiries come to Råsunda from different places, not only from its own tele area.

"We have been in on many systems developed by specialists. Systems that they tried to impose on us and which ended up in the garbage since it did not function in practice," says Kaj. "It is necessary to avail oneself of the competence that exists among those who have to work with the system in order for it to function in reality."

Helena Lidén

How goes it for TMOS?

In 1988-89 development began in Mölndal on the new operating and maintenance system that would soon replace the AOM system. It became what we now know as TMOS. A couple of years have gone by. What exactly has happened during this time?

The decisive factor behind the development of TMOS was the AOM system's technical life span. It meant finding a new concept for operating and maintenance products that could include all the new services that a tele network would require in the future. The AOM system could handle the normal tele network, but not more. TMOS is a system that can handle not only more but that can also be developed continuously.

A major difference between TMOS and the earlier AOM system is that Ericsson has to purchase several system parts for TMOS. That was a strategic choice that Ericsson made at the end of the '80s. Resources are not sufficient to develop everything within the company but they must be concentrated on what Ericsson is best at, namely systems knowhow.

Of course, it was the case that earlier Ericsson purchased products, but for TMOS it buys an entire system which is later assembled together with a more complex system, something unique for Ericsson.

In 1989, the job of developing an operating and maintenance system was designated as a strategically important operation. Ericsson is known for its switching knowhow and in combination with operating and maintenance products there is total network competence. In its turn that can be used not only to attract customers but also to more easily to get qualified partners.

The same year joint development with Televerket was also started.

In December '89, TMOS became a so-called systems area. In Ericsson Telecom's operations there were already three systems areas: AQXE 10, transport network and data communications. With TMOS, that made it four.

In April 1990 the first TMOS platform was delivered to Televerket and in June the same year the first delivery was made to Italy. That was a collaboration with FATME, Ericsson's Italian company, and TMOS was used in connection with the World Cup soccer championships.

That delivery had an added effect, since today there are discussions about collaboration with SIP, the Italian telecom administration, and FATME.

New sector

In June 1990, the TM sector was created, which works with TMOS within T division. Operations are in Mölndal and in Västberga and at the Tellus plant in Stockholm. In all, there are some 500 persons working in the TM sector.

This year, various applications of TMOS have been supplied to several countries. Last January, SMAS was delivered to Ameritech in the U.S. where systems tests are still being conducted. The fact that precisely the U.S. opted for TMOS is very positive since the U.S. is the country in the world that is best in this area and as such it places the greatest demands for new services and functions.

A first adaptation of "Network Management" was accepted and set into operation in Uleåborg, Finland. There are three AXE exchanges that are supported by a TMOS installation.

Up to now TMOS has been sold in Denmark, Sweden, Norway, Finland, the U.S., Germany and Italy, and offers have been submitted to many other countries.

An important face outward

Carlos Anseklev at Radio Systems Sweden's subsidiary in Norrköping greets acquaintances he met in the corridors at Domus in Norrköping. He came there to discuss details in the service agreement with Domus for computerization.

He aims for at least one visit a week to customers in the vicinity.

A day with Carlos at Ericsson's service unit

"This job involves installation, maintenance and service for everything, from old mechanical typewriters to modern systems computers in advanced networks. The customer district stretches over Östergötland but also covers parts of Sörmland and Småland," says Carlos Anseklev, of Ericsson Radio Systems Sweden AB, the RSS subsidiary in Norrköping.

In his job with Third Party Service, TPS, Carlos is one of Ericsson's best known faces outward. At the Norrköping subsidiary he has group responsibility for TPS on the computer side.

Carlos has a lot of experience in this field. Already back in 1970 he began with then SRA as a service technician. Today, he works less with servicing equipment at customers. Instead, he signs agreements, make customer visits and sells.

Two customer visits

On this afternoon Carlos had two customer visits scheduled. At Domus, he met with Klas Linder. On his way to Klas's room at the far end of the corridor, Carlos greets most of the people he runs into.

"Yes, in this job you get to know a lot of people. One of the reasons I am so happy about it. Likewise, there is variety. No two days are alike," he says.

Domus in Norrköping has some 15 work stations that are maintained and repaired by Carlos and his team. Recently, additional new equipment was purchased. Carlos is there today to go over the service agreement together with Klas to sign for what is most suitable for the newly delivered computers.



Carlos Anseklev, Ericsson Radio Systems Sweden (RSS), in Norrköping discusses the service agreement for computerization with Klas Linder of Domus.

"We had a full-service agreement for the earlier equipment," says Klas. "It feels good to have an agreement that guarantees quick service and where repairs, maintenance and transport are covered by a fixed monthly fee. It will most likely be the same type of agreement for the new equipment," he believes.

Domus has engaged Ericsson over the past ten years and it is, according to Carlos, very pleased with the service they have received over the years.

Swapping customers

After Domus, he heads out for Tage Rejme's auto dealership. Carlos is a well-known figure here too. Bo Wictorsson is responsible for computers here and wants to discuss a service agreement for the new IBM computers that they have bought.

Bo also wants the service agreement to

cover IBM computers that were bought for Rejme's other branches. Carlos doesn't see a problem with that request.

"If it falls outside our own district there is always an RSS subsidiary somewhere else that can take over. If the knowledge required for a customer's network is specific, we sometimes 'swap' customers over districts. We did this, for example, with the Arla dairies, which we in Norrköping serve in Jönköping," Carlos points out.

"It is important that the customer's agreement covers everything properly and at the right level. We have four agreements to propose, depending on which level of service the customer sees as meeting his needs. Beyond these, we have a special agreement that can be tailor-made for customers' special requests."

Helena Andersson



Time for the next customer visit at Tage Rejme's auto dealership.



RSS invests heavily in training on networks. Here, Roger Lövhölm displays a Wyse computer that goes into RSS's own training network. There is also equipment from Nokia, Compaq and IBM. RSS's sales manager, Ulf Sandström, looks on together with the president, Sven-Christer Nilsson. Photo: Björn Seger.

'RSS is a unique service company'

"We are as good as the best competitors in third party service, both technically and in terms of price. I see no reason for Ericsson units in Sweden to go outside the group when it comes to servicing, for example, personal computers," says Sven-Christer Nilsson, president of Radio Systems Sweden (RSS).

"Our risk-covering organization and our broad service within the entire communications sector makes Ericsson Radio Systems Sweden a unique service company," he adds.

RSS is represented with 28 service workshops and 360 employees, of whom 300 are "in the field" throughout the country.

"The services we offer our customers cover both stationary and mobile computer equipment, combined with servicing communications equipment. And the fact is no other service supplier similar to RSS satisfies customer access from computers at the office, through mobile radio equipment, all the way to mobile data."

"Both ERA and ECS in Kista engage us for servicing their computers. We have two full-time employees stationed there," says Ulf Sandström, RSS sales manager.

On the radio side they have collaboration agreements with Ericsson Paging. Business Area Radio Communications also engage RSS for radio service.

"Within the group there are companies with operations that are close to ours and where we could be even stronger competitively in the third party market," says Ulf.

Discussions are being held with, among others, EDS and ENS.

RSS is investing heavily to give traditional hardware-oriented third party service a more overall content. Technicians are now being trained to help users with system parts. Knowledge of software for networks and PC applications are necessary for RSS to be able to take responsibility for access and to maintain its leading position.

For RSS that means having a service approach that always provides the right competence so as to give the customer value for the service agreement he has signed. The agreement exists on different levels depending on what degree of service or volume the customer anticipates would be needed.

Besides customer agreements, RSS also has collaboration agreements with certain suppliers.

Helena Andersson

The future telephone system is here



The office phone is small, compact and light - it weighs only 190 grams.

At the beginning of June a test system for cordless office phones was put into operation at Ericsson Radio in Kista. It is the first of its kind in Sweden, apart from the Swedish Televerket's attempts in a couple of places in February this year. The system is called DCT 900 and some ten persons in the company have received the small, 190-gram, light cordless phones, which they roam freely with during calls within the main building.

Cordless office phones tested in Kista

The cordless office phones have spawned an enormous market. They are talking about multibillion sums. Small and easily handled, the sets, bit by bit, will replace the ordinary cord-bound desk phones. Today's model weighs 190 grams and is clearly smaller than the smallest mobile phone.

Always ready

Fully charged, it lasts 6 hours with uninterrupted calls. That is about 24 hours with normal use. It is recharged at night and this way it is always ready for use. When you sit at your desk you have a phone stuck in one place with a cord.

The system is called DCT 900



Cordless office phones are now being tested among executives in Kista. Lennart Nilsson, president of Nira Paging AB, which will be selling phones on the Swedish market, and Kurt Hellström, president of Ericsson Radio, made the first call over one of the nine base stations that cover parts of the main building.

(Digital Cordless Telephone on 900 MHz.) and is a forerunner to the pan-European standard DECT, which will come on stream in a year's time.

The system is specially adapted for an office milieu, that is a three-dimensional milieu with very high call traffic. Cordless office phones should not be confused with mobile phones, which are designed for high mobility but sparse call traffic.

The DCT system in Kista covers, in the first phase, parts of the main building. Nine radio base stations have been distributed around. The calls are relayed by radio

from the phones to the base stations and from there by cord to the company's switch. The base stations have 30-50 meters reaching space and 8 "channels" (actually 8 time slots in a TDMA system), which means 8 calls can be handled simultaneously.

Can't listen in

Unlike the analogue mobile phone, the DCT system encrypts the radio signals, which means that calls cannot be listened in on. The cost for a call is the same as for an ordinary telephone call.

"We have several objectives with the test system," says Lennart Nil-

son, head of Ericsson Paging Systems AB, which, among other things, answers for the Swedish market when it comes to cordless office phones.

"Partly as a demonstration, we want to show that it works, and partly to get some experience with the system, research user reaction, etc."

Commercial sales of the DCT system is expected to start around the beginning of next year. Many prospective customers have shown keen interest.

The test system in Kista will also be updated during the tryouts. Above all, software will be revised

and the system will be given several more functions.

Developed in Holland

Responsibility for DCT products rests with Ericsson Mobile Networks BV in Holland. Production and development, respectively, will be carried out in the Dutch cities of Emmen and Enschede. The marketing department is in Amsterdam and Swedish sales will be handled by Ericsson Paging Systems AB at Marievik in Stockholm.

Text: Lars Cederquist
Photo: Karl-Evert Eklund

Phone terror in school

There are problems in the schools of the United Arab Emirates. It's not truancy, drugs or hooliganism that bothers the teachers but rather the constant beeps from the small sets that students take with them into the classroom and that alerts them when there are calls on their car phones.

School authorities feel that the noise poses a serious threat to teaching. Moreover, the students have to leave the classroom to answer their phones, creating a constant shuffling noise.

The authorities find it hard to put an end to the situation since many of the students have good reason for having their phones with them. (TT-AFP)

Attaché trip on West Coast

At the end of May some 20 defense attachés from different countries visited Ericsson Radar Electronics. The visit was part of a trip that was arranged by the Swedish West Coast naval command to inform about military geography, coast guard patrols, high technology industry, etc. At ERE in Mölndal, the attachés got to see, among other things, a full-scale model of Ericsson's new airborne reconnaissance radar PS-890. It aroused a lot of attention, not least since the countries of several of the attachés have invested a lot of money in a more expensive system - the American AWACS, or Hawkeye. The group was given a presentation of Mini-Link, ERE's radio link equipment.

Latvia gets NMT

The next member in the Nordic NMT family will be Latvia. Swedish Telecom International and its Finnish counterpart, Telecom Finland International, have signed an agreement with the Latvian Ministry of Communications for a number of base stations. In the first instance the capital city of Riga will get the Nordic mobile telephone system.

Riga's NMT system will be very much like the system that was earlier installed in the neighboring Estonian capital of Tallin. In effect, both networks will function as relays of the Finnish NMT network. Latvia will be investing about 100 million kronor in mobile telephony over the coming decade.



The day was all set for a calm canoe excursion on the shiny waters of Lake Getaren. The line at the jetty was long, for there were many who wanted to try their hand at paddling a canoe. Wearing life vests is good sea practice — but they are not always easy to button up by yourself.

'I make it so that the flowers bloom...'

Is there anything that brings out so much tremor in the voice of us Swedes as what we call The Swedish Summer? Especially when we talk about it for our foreign friends....

Memories and traditions are woven together in one long summer dream of strawberries with cream, mosquito bites and a dip in the river, wild strawberries threaded on a stalk, a sailing trip up the archipelago on a balmy day, sipping juice in a lilac grove and a merry summer dance around the maypole. Summer memories are lasting and everything was so much more summery the previous year....

This year summer is long in coming. How are we then to explain The Swedish Summer that we so longingly described for our foreign friends? We must get a move on and get into the spirit of summer!

One brilliant afternoon at the end of May, Ericsson Guest Service organized a summer picnic at the recreation grounds in Lida, outside of Stockholm. The party consisted of foreign Ericsson guests who for various reasons were visiting the city. Picnics are a popular getaway which every year attract hundreds of guests with their families. And we tried to explain. This is what The Swedish Summer is like, only a little warmer, a bit bluer....

Ericsson Guest Service Center is a unit charged with making life a little easier and happier for all the foreign Ericsson visitors that come to Stockholm every year. From around the world they come, customers and subsidiary employees, for long and short courses, as well as a number of contract personnel.

Guest Service receives guests from some 70 countries and can

be seen as Ericsson's own United Nations in miniature. Now in the spring a wave of Americans, Australians, Chinese, Hungarians, English, Germans and Jordanians are being hosted in Stockholm.

Easier in Sweden

Apart from taking care of guests' basic needs and giving some insight into Swedish society, at Guest Service they try to put a gilt edge on visitors' free time by arranging sightseeing, ski trips, musical evenings and other get-togethers.

The Lida summer picnic is one of the bigger events. Some 250 adults and children gather in the afternoon sun and sample the chicken from the picnic basket.

A happy little paddle trip by canoe on Lake Getaren was very popular. Not to mention all "the bounce in the legs" that came with volleyball games, bandy,



"...and I make such fun places where children can roam freely, where children can be filled with summer and their legs full of bounce." Summer romping in the grass is for everyone, regardless of where they come from or what language they speak.

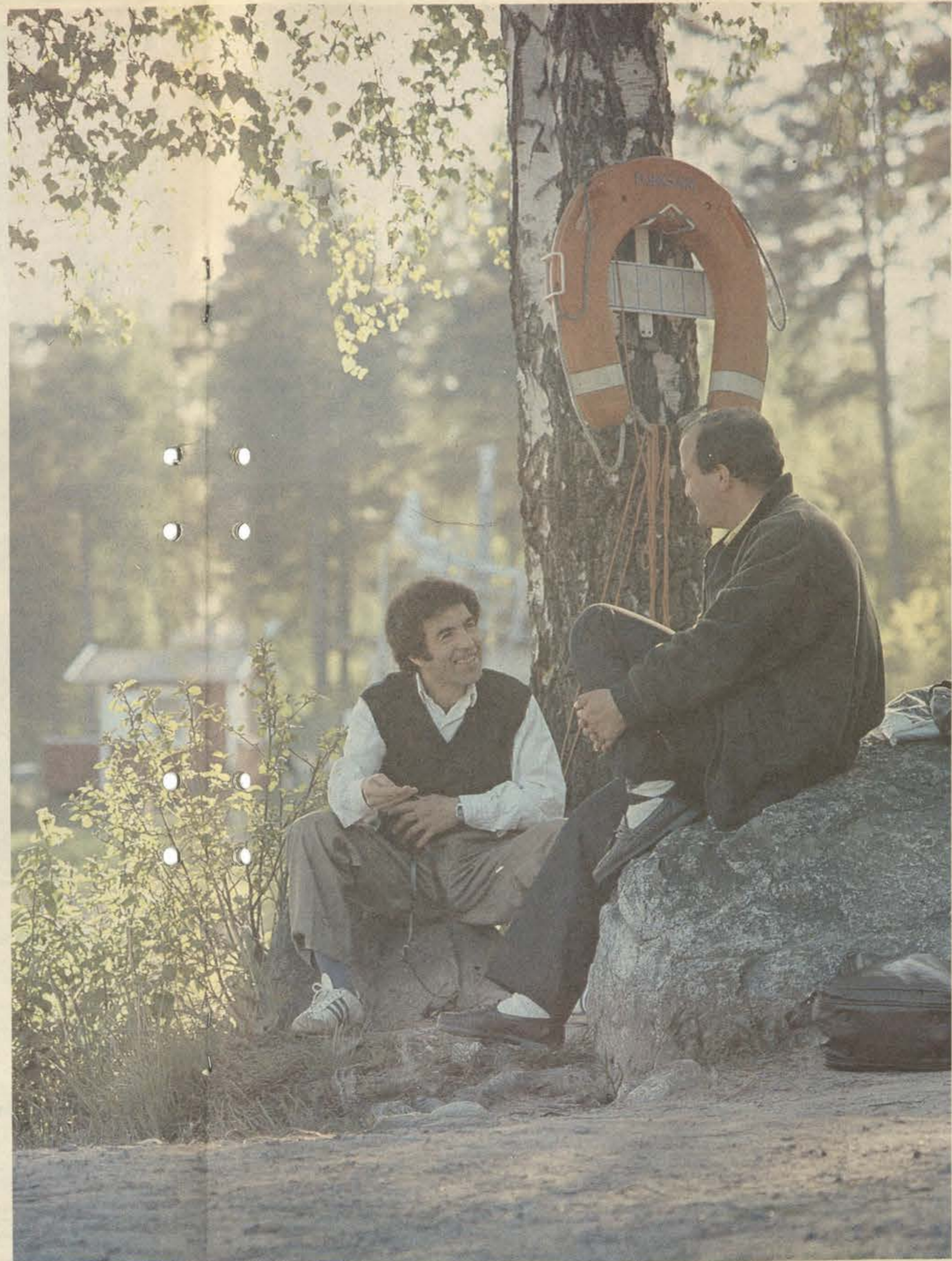
ping-pong and badminton.

In the end, it was enough that the sun was shining and that the sky was blue. A so pleasant summer's day is hard to beat.

"...and now summer is here, for I have just taken away the snow."

(The quotation is from the song "Ida's Summer Song" from the film version of Emil in Lönneberg by Astrid Lindgren.)

Text: Pernilla Åström
Photo: Maria Petersson



But most rewarding of all is the chance to just throw yourself into the greenery and relax. After a hectic job and weeks of developments in the spring, one has to wind down and gather strength to face the fall.

Mobile for sparse areas

Just now there are serious discussions about using mobile telephony for phone connections in sparsely built areas. Earlier technology with long and often troublesome lines is costly both for installation and maintenance. Mobile telephony offers a truly interesting alternative.

A future vision recently discussed at a telecom conference in Kalmar is that Sweden's future tele networks will consist of a combination of fiber optics and radio link. In cities and other densely populated areas, according to this vision, today's copper lines will be replaced by optic fiber, all the way to the private subscriber. This is what they mean in telecom language when the speak of "fiber to the home". This technology also has the possibilities of a whole new range of services through the tele network, for example, the transfer of high-resolution cable TV.

In sparsely populated areas, radio link and mobile telephony can replace present technology. Radio telephony is already being used today in the Swedish tele area.

The Tärnaby project, a pilot project in Televerket, involves the digitalization of an entire area code section with the help of AXE switches, fiber optics, radio link and mobile telephony.

Video threat to airlines

The war in the Middle East had many repercussions, not least in the world of business. An important change that the months of war brought about was that business travel was drastically cut back. Concern about the safety of their employees prompted many companies to find a good alternative to traveling. The traditional teleconference got a boost, but the situation also meant a positive development for a new branch: videoconferences.

In the U.S., special companies have been set up that sell videoconferences to business. U.S. Sprints Meeting Channel is one of them. The demand for videoconferences has risen a full 600 percent at Sprints.

The telecom giant AT&T, which is also involved in this activity, had a marked increase — in its case a doubling — from a previous relatively high level.

Videoconferencing previously had a difficult time making a breakthrough, mainly because companies felt the costs were too high. An hour of videoconferencing currently costs about 400 dollars in the U.S. That is considerably less than the 5,000 dollars that was charged ten years ago.

Over the last year alone videoconference time was sold for close to 900 million dollars. This figure is expected to grow 10 percent a year.

Brilliant showing by Älvsjö at group meeting



Large picture: Managers and union representatives from around Sweden get together for the annual group meeting. Small picture: Employees at the different places got to say for themselves what they work with. They did so in a brilliant manner.

The group meeting, where managers and union representatives from around the country get the opportunity to meet, gather information, exchange experiences and have fun, was held this year in Stockholm. Host for the traditional factory demonstration was Älvsjö.

"This is a very good opportunity for us to show who we are, what we do and how we do it, and why precisely we are important to Ericsson's activities," says Andres Tamm, the relatively newly appointed factory manager in Älvsjö.

He also points out how important it is for factory personnel to receive a visit of this caliber.

"It indicates that our operations are worth showing up, that it is something to be proud about."

Showing some 150 people around is not all that easy. Prepara-



"It's wonderful to see the faces of the people we have been speaking with by phone," says Annelie Rahm, acting personnel director at LME.

tions were made over a long time, but everything went smoothly.

Visitors were split up into groups and they all started at the same time, but from different workstations. Loudspeakers were in place, arrows pointed out the way, egg timers kept time at each station

and, most important of all, it was the workers at each station that explained for themselves precisely what they were doing there.

Andres Tamm admitted that the guides were quite nervous before the visitors arrived, although the employees in Älvsjö are quite used to visits and although they were repetitive. When they finally got on the way, they made their presentations in a brilliant manner. Very well organized and very enjoyable was the assessment of the showing.

For Annelie Rahm, acting head of personnel at LME, this was the first group meeting. Besides being a woman, and there weren't so many, she is considerably younger than most of the participants, 26 years old.

"I knew some of the others previously, among whom were the union representatives," she recounts. When we met Annelie her day had only just begun, so there were not too many chances to make new acquaintances.

"Many people wondered who I



"This is a very good occasion for us to show what we do and how," says Andres Tamm, factory manager in Älvsjö.

was. I saw this. Some even came over and asked," she said, laughing.

"One advantage of the group meeting is matching the face with the name. I have spoken to many people here by phone, but I have never met them."

Annelie thinks that group

meetings are a good thing, both to have the chance to meet and to see the factories, as well as expanding one's knowledge of what Ericsson does in areas other than one's own job environment.

Besides describing the manufacturing process itself, during the showing there were also stations where milieu issues were described. How water is cleansed before it is released into the nature again, and a station where they spoke about investments in the job milieu area.

Apart from the factory visit, the day's program also included, among other things, a presentation about and a commentary on Ericsson's earnings report, a meeting with the group council's work committee, a display of new technology at the Älvsjö fair and the immense opportunity of establishing new contacts, the traditional dinner in the evening.

Text: Helena Lidén
Photos: Maria Petersson



Communications Minister Kudviatsev, left, with Pervyskin, general director for production of telecom equipment.

Waiting for 'tele boom' in Soviet

Ericsson has been to a fair in Moscow. Together with its Yugoslav licensed partner, Nicola Tesla, and the joint-venture company INCOM, the Ericsson group showed its full range of products at Sviaz 91, the Soviet telecom and computer fair that was held from 22-31 May. A fair that attracted many visitors, among them 15 ministers.

Things are starting to brighten up for Ericsson in the Soviet. Many interesting deals are in progress, among them through its Yugoslav licensed partner Nicola Tesla and the joint-venture company INCOM. The new Soviet five-year plan will be prioritizing telecommunications. There is room for tremendous growth. An uncertain factor, however, is the political risks. The country's economic situation does not permit direct purchase with payment in hard currency. Financing, therefore, is a main problem for many of the Swedish companies and to a certain extent dependent on state credits.

Ericsson's Yugoslav licensed partner Nicola Tesla has an established market position in the Soviet with hundreds of thousands of supplied lines of AXE 10 to date. It has manufactured Ericsson equipment since 1953. In its home market it has a market share of about 50 percent.

INCOM is a joint-venture company that was formed in 1989 between Moscow Territorial Product Association of Interurban and International Communications, Unestechica Co. and Astra Mashinoimply. The company marketed Ericsson's digital PBX switches, personal computers and other office products on the Soviet market. It has a network of representative offices both regionally and abroad.

The number of current telephone lines in the Soviet has risen to about 39 million, which gives a

Keen interest for Ericsson at fair in Moscow

telephone density of 13 per 100 inhabitants. The network is still entirely analogue and 70 percent of the exchanges are older than 35 years. As a result of the vast distances in the country the network is built of different relay tele networks that function independently of each other.

Growth is currently about 2.5 million lines a year and will rise to 7 million lines a year by the end of the decade.

There is immense interest for telecommunications and mobile telephony, which was also reflected in the number of visitors to the Ericsson stand. Many important contacts were made.

Interactive video

Ericsson's stand at Sviaz was not one of the largest. Nevertheless, the number of visitors was as large as at the competitors, who had larger display areas to take visitors around.

ETA's and ETX's technical and commercial concept was presented



Soon it could become reality for Russian Natasja to call with mobile telephone from Red Square. The Soviet five-year plan will prioritize telecommunications, which stands on the brink of enormous growth.

with the help of interactive video. This is a so-called multimedia system from MacIntosh, where traditional overhead material was combined with animated pictures, video and sound in a flexible and pedagogic manner. Complicated technical and commercial issues could be explained simply and relayed on a monitor.

Mobile attracts

At Ericsson's stand there was ETX, ERA, ECA, LMF and Ericsson-Fatme. Mobile telephony, including HotLine Pocket in ETACS for-

mat, was shown and attracted a lot of interest. Many visitors wanted to convince themselves that it was a real phone that could be used for making calls.

Victoria Eriksson, ETX, was project leader for the stand. After months of hard preparatory work she was amply rewarded when she saw the crowds at the stand.

"Altogether, telecommunications ministers from fifteen republics visited the stand. Since the fair is held only every five years, everyone 'who is in the field' attend. We had a chance to show many of

Ericsson's products, such as AXE, mobile telephony and MD110. The most popular attraction at the stand was the fiber welding FSU905," Victoria recalls.

Seminars

Together with Nicola Tesla, Ericsson conducted seminars over four days - an AXE and a mobile telephony seminar and an MD110 seminar. Some 50 persons participated every day.

Text and photos: Sture Sjöström

Eating and shopping in Moscow

With the economic reforms at the end of the '80s and the beginning of the '90s new cooperative restaurants have sprung up and have revolutionized eating out in the Soviet. But one must be prepared to pay sky-high prices in hard currency. If you get there late at night there are usually only simple dishes left, like warm sausages served with potato chips and corn.

Most hotels have standard menus, which are printed in four languages. They seem more

overflowing with choices than is really the case. Actually, it is only the dishes with listed prices that can be ordered, and there are not many. Moscow's best-known department store is GUM, which is actually alongside Red Square. According to unconfirmed statistics, some 300,000 people go there daily. It deals mostly in goods that are hard to come by. If you are lucky and you are up front in line when a delivery is being made you can make your purchases in three steps.

- When the delivery of goods has been made and you know what you want, keep the price in mind.
 - Head for a cashier and pay the amount.
 - Go back to the original counter and show your receipt and point out the goods.
- After that it's alright. Of course, it's a major hassle with every purchase at every counter. But all you can do is stick with it and STAY IN LINE!



Victoria Eriksson, project leader for the stand, and Olga Pozdnykova, an interpreter.

Electrum builds unique bridges



The Electrum idea is based on active commitment from participating partners, not least the business sector. The active interest from companies is a real driving force for research and training, it is also the companies that have the greatest need of the various institutions' work. Photo: Anders Anjou.

When Electrum was inaugurated in March of 1988, Sweden got a new important center for research and training in the area of electronics.

Since then, Electrum has established itself as a unique meeting place for research, business and training. Now, Electrum is expanding in order to create even more room for more students. Today, there are about 1,300 in Electrum.

The underlying idea behind Electrum is that it needs a strong link between business, research and training.

Not least is the geographic connection – that training and basic research be carried out in immediate proximity to companies that can benefit from the results. Hence, it was only natural to locate new creations in Kista, where the country's largest accumulation of computer and electronic companies are located.

The immense significance of electronics in the future is unquestionable. That's why business was readily forthcoming with funds when the idea of Electrum was presented.

Training concentration

There is really a common need for training systems and business that alongside basic research there are also resources for applied research and researcher training. Research

Electrum – link between schools and companies

institutions in Electrum are important links between schools and companies.

Through the establishment of Electrum, there also came a concentration of basic training, research and application. This makes for a creative milieu and stimulates idea exchange between researcher and engineer.

Board leadership

Behind Electrum is a board, Elektronikcentrum, in Kista. Part owners are several companies with interest in information technology. All the time Ericsson has played a



One of IM's researchers studies "quantum wells." Design of chips is one of IM's specialties. Photo: IM.

Microelectronics and artificial intelligence

Electrum houses three internationally reputed research institutes. There is also computer training with the KTH, the Royal Institute of Technology, and Stockholm University. A business hotel with many well-known computer companies as guests is also here, as well as housing for guest researchers, a library and a huge conference setup.

Microelectronics

The Institute for Microelectronics, IM, is one of Electrum's three research institutes. Here, among other things, they study

the next generation of microchips, fiber optic components, super conductors and microwave technology.

Artificial intelligence

At SICS, the Swedish Institute of Computer Science, they work with advanced computer systems. Fiber optic high speed networks, multimedia and logic programming are examples of what SICS is currently involved with.

Systems development

The Swedish Institute for Systems Development, SISU, is working with methods and tools for, among other

bridges

leading role – among other things, the group's technical director, Gösta Lindberg, has been chairman of the board since its inception. However, he will be leaving the post in the summer.

Other companies behind Electrum are ABB and Televerket. The City of Stockholm also has interests, which, among other things, owns and manages Electrum's buildings.

Closed doors

When Electrum was opened, many visions were shared of Electrum as a very "open" research and training center, where ideas and thoughts would flow freely among the various activities.

A common reception area at the entrance was partly a symbol of this, as well as the architecture in Electrum's huge glass-roofed yard with its bridges linking the different institutions.

Today, there are many who feel that Electrum has not quite lived up to its ambitions. Many doors are closed today and the common reception area no longer functions.

Research money

"There is definitely competition for research money and the eternal quest for grants and financing which has started to erect walls between the research institutes and institutions," says Henrik Svensson, of KTH, the

Royal Institute of Technology. As an active member of the board, he mourns this development.

Despite the closed doors, the fact remains that Electrum is a unique achievement in Sweden. The interplay between companies, research and training is not simply a theoretical dream but a reality.

The responsible members of the Electrum board work hard to further develop cooperation between the three areas. One way of doing so is finding more interested parties, not least among the small and medium-sized companies.

Commercial reality

"Experiences from the activities of the research institute have taught us that it is not only the big companies that can utilize the findings that are made at Electrum," Henrik Svensson points out. "There are a lot of ideas and ongoing projects inside Electrum that can also be truly commercially interesting on a lesser scale."

"Another way of expanding further on our idea of cooperation is the investment in shorter courses and business-oriented courses that lecturers at Electrum are constantly involved with. Likewise, symposiums and theme days in Electrum's conference center are activities that can and will be developed further."

Lars-Göran Hedin



Future civil engineers on the way to developing on their own microelectronic chips, part of courses offered at KTH. Photo: Anders Anjou.

artificial intelligence

things, information processing. Computer-backed presentations and computer-support training are examples of SISU projects.

Radio systems

KTH, the Royal Institute of Technology, has in Electrum, among others, its institute for radio systems technology, where one can work with tomorrow's system for radio communications. The institute for "solid state electronics" is also here. Advanced research is also done on underlying properties of material that is used in the development of integrated circuits. KTH has parts of its civil

engineering training and two other engineer training sections at Electrum. Today, KTH has 400 student places in Electrum, but this number is expected to increase considerably.

Stockholm University

At Electrum, there is the Institute for Computer and Systems Sciences. These are common to Stockholm University and KTH and work with information systems, databases, artificial intelligence. The university has several training courses, with a total of some 900 students at Electrum.



In Electrum's main building there is a library, which provides services to all of Electrum's researchers, engineers and students, while at the same time offering its services to companies. Photo: Maria Petersson.

Electronic electronics library

In the remotest corner of Electrum's ground floor is the library. It is a research library that caters to activities in research, training and business at Electrum and companies in Kista. The emphasis is on microelectronics and information technology is only natural and it also characterizes the library's selection.

The board of Electrum, Elektronikcentrum, took the initiative to set up the library and chose KTH, the Royal Institute of Technology, as the chief administrator. This means that companies in Kista have access to KTH's library resources, KTHB, in its immediate vicinity.

The library is partly public, but in the main it is meant for users and clients in Kista. Today, these include Catella Generics AB, Ericsson Components AB, IM, Stockholm University, SICS, SISU and institutions within the Royal Institute of Technology itself.

The library has an agreement with big clients, which provides them with a base service for an annual fee. The library is partly financed by state means through KTH, and partly through fees from its clients.

The base service gives customers access to library services, literature collections, search in international data bases and copying. Every client who pays an annual fee has its special billing for copying machines, while the public pays for each copy. The library is open from 9 to 4 and at outside of these hours the main clients have access to an entry card 24 hours a day.

Journal library

The library today is principally a publications library in the area of electronics, physics and computer technology. Journals are always accessible since they are not for lending out. On the other hand, they could be copied without hindrance. Information search in international databases is an in-

The departure point for database search is the search word. The search word can be the key word that describes the contents in an article or conference material right down to a word that relates to temperature, chemical index or manufacturing material.

The most important is for one to determine which search word one will use to get close to the source of the information one wants to have.

Articles, loan service

Copies of articles and reference material that is extracted from a database search can be ordered in the first place through KTHB's new library system, LIBERTAS, or through LIBRIS, which is linked to some thirty large Swedish research and public libraries. Overseas loans are also possible, mostly through the British Library.

Activities at the Electrum library are in a strong phase of development. They are growing in line with increased activities in the electronic suburb of Kista and customer demand for services.



Frances Lesser, librarian at Electrum, with a database customer, Einar Mårtensson from Ericsson Components. Photo: Inger Bengtsson.

Brazilian president on a flying visit



On Tuesday, June 4, Ericsson raised the Brazilian flag at its head office in Stockholm. That day the company had the honor of welcoming the Brazilian president, Fernando Collor de Mello, at Telefonplan as part of his state visit to Sweden.

It was a fully packed one-hour program, with a presentation of the corporation and its activities and with a tour of Ericsson's fine Infohall, the information hall at the main offices.

There, the president got a chance to become acquainted with Ericsson systems and products. The new cordless office phone DCT 900, now an obligatory part of corporate presentations, was demonstrated.

Ericsson has three subsidiaries in Brazil — Ericsson Amazonia, Ericsson do Brasil Comércio e Indústria and Fos e Cabos Plásticos do Brasil. The country is one of Ericsson's most important markets on the South American continent

A huge press gathering in the Infohall information hall at Telefonplan as Lars Ramqvist and Jan Stenberg showed the Brazilian president around.

Ericsson gets top credit rating

Nordisk Rating AB, which determines the creditworthiness of Swedish financial institutions, companies, etc., recently awarded Ericsson Treasury Services, TSS, its top rating "K+1". The rating applies specifically to TSS, but naturally it is a reflection of the entire Ericsson financial stability. The rating reinforces Ericsson's strong position on the international money markets. Such a rating opens up new possibilities for the corporation to borrow money if it needs to do so. For some time now, Ericsson has had corresponding top ratings from financial markets in the U.S. and Europe.

Spectrum now wholly owned

Ericsson has bought the American people-pager company Spectrum Communications and Electronics Corp. The seller is SWITCHCO Inc. and the purchase price was 6.5 million dollars. Spectrum has its operations in Hicksville, New York, where more than 100 persons are employed. The company develops and manufactures computerized people-paging systems.

New jobs at Cable and Network

Gerhard Skladal, who is presently head of Business Area Cable and Network's operations in Spain, will take over as president of the Mexican cable company Conductores Latinca as of August 15. The current president, Bo Gustafsson, will cross the Atlantic to become head of the Spanish cable company Fibroco, outside of Barcelona. In conjunction with these changes, Carlos Alvaro will become head of Ericsson Redes in Madrid, a company involved with network construction. Alvaro, who is now head of customer service with Ericsson Telecommunications in Spain, will move into his new post at the beginning of next year.

Roberto Rosales will take over the network construction company in Mexico, Telemontaje Ericsson, from July 17, 1991. He comes most recently from the phone set operations at Teleindustria Ericsson in Mexico City. The present head of Telemontaje Ericsson, John E. Vesterlund, will return to Sweden where he will be at BN's head office in Sundbyberg.

Managers shift in Radio Systems

Tomas Isaksson has been named president of Ericsson Radio Systems Inc., with headquarters in Richardson, Texas. From July 1, he will be responsible for all activities in cellular radio technology in the U.S. and Canada. After his studies at the Royal Technical Institute in Stockholm, Tomas came to Ericsson in 1978. The last five years he has been working with Ericsson Radio Systems in the U.S.

Tomas will succeed Manfred Buchmayer, who will become head of Schrack Telecom in Austria. Manfred has led Ericsson Radio Systems since it was founded in 1986. During his term the company took 28 percent of the U.S. market for cellular systems.

At Components

Robert Eteborn, previously marketing manager at Ericsson Components power division, will be responsible as of June 1 for Ericsson operations in Indonesia. Ignacio Guevara, previously with Ericsson Components in Stockholm, Paris and Madrid, will take over as president of Ericsson in Chile as of August 1.

Ericsson expands mobile network in Hungary...

Ericsson Radio Systems have signed a contract with Westel, a company jointly owned by the Hungarian telecom administration and US West, for the expansion of mobile telephone networks in Hungary. The expansion of the network will give a total capacity of about 20,000 subscribers during 1991 and cover Budapest and the surroundings as well as the major motorways and other places in Hungary. The mobile phone

system in Hungary, the first in Central Europe, is an NMT 450 system from Ericsson, which was inaugurated on October 15, 1990, three months ahead of schedule. Growth has been greater than expected, and the network currently has 5,000 subscribers. This order reinforces Ericsson's leading position in Hungary. Ericsson earlier supplied the international switch in Hungary and is seen as the main supplier for the expansion of future networks.

... and in Sweden it extends NMT system

Ericsson has signed an interim agreement with Televerket Radio for continued expansion of the NMT network in Sweden. The agreement covers Televerket Radio's need for new switches for mobile telephony during the period 1991-93 as well as increased capacity for present exchanges. The accord is reckoned to be worth about 500 million kronor.

To date, the NMT network affords full Nordic coverage and Televerket Radio is making continuous upgradings for more

services and even higher quality. All in order to meet the needs of mobile telephony with NMT along way into the next century.

NMT 450 was introduced in Sweden in 1981 and was followed in 1986 by NMT 900. The NMT system today has more than 500,000 subscribers in Sweden, which thus makes it the most densely mobile equipped country in the world. In the combined Nordic area, there are more than 1.1 million users. NMT subscribers in Sweden are served by 21 AXE stations, all supplied by Ericsson.



Åke Lundqvist honorary doctor

On May 17, Åke Lundqvist was granted an honorary doctorate by the Chalmers Institute of Technology in Gothenburg.

Åke Lundqvist, who is president of Ericsson GE Mobile Communications Holdings Inc., is one of the names behind Ericsson's success around the world in the area of mobile telephony. Åke has been with Ericsson since

1963, and during the years '77 to '88 he was president of ERA. Between '83 and '88 he was head of Business Area Radio Communications. Östen Mäkitalo, head of Televerket Utvecklings (Developments) AB, was also honored by Chalmers.

He also made pioneer contributions in mobile telephony.

Photo: Magnus Gotander

OUTLOOK
BY MATS HALLVARSSON

Will Telepoint be merely a name?

Mobile telephony is undoubtedly one of the greatest technology achievements of our time. With a growth level over the past few years of 20-50 percent and more on certain markets, it is easy to get carried away. This year, the global recession has hurt mobile telephony markets in many countries.

In many instances growth was significantly fostered, and in a number of cases they are now idle. However, most analysts believe the market will take off again when the recession turns around. But actually all is not well in mobile telephony.

The British investment in Telepoint—a sort of cordless telephone box—seems to be really unfortunate, which should come as no surprise to some within Ericsson who were skeptical about the idea from the start.

Telepoint was launched in 1989 with much fanfare as a sort of everyman's mobile phone, a cordless telephony system for the mass market. It was to have a full 13 million subscribers by the end of the decade. Subscribers would buy a handset and subscribe to a service that would call out on the public tele network through base stations that are placed in strategic sites in cities and, for example, highways. People would stand and call at post offices, at railway and subway stations and other places where, so to speak, you could get time to make a call while waiting. There was a lot of fuss in England when the introduction was made. A handset would cost only 2,000 kronor and the per-minute charge would be significantly cheaper than for the cellular "normal" mobile phone.

But after two years in service, there are only about 10,000 subscribers. Failure, then, is rapidly becoming fact.

The reasons are many. First and foremost, the technology does not allow Telepoint subscribers to receive calls, only to "call out."

The four consortiums that were licensed to manage Telepoint also miscalculated the expansion potential, according to the growing number of critics. They did not expand base stations to a sufficient degree, or rather they tried but ran into technical problems.

The so-called CT2 technology that Telepoint uses has several weaknesses. Frequency distribution among the close-lying base stations must be determined sufficiently well ahead so that calls do not disturb each other. It is also very difficult to move a call to another base station if the caller is moving about, say, in a car or while walking.

Moreover, the system lacks a uniform standard. The four competing consortiums are divided up into teams that use different equipment, which means that the handsets cannot be used by another team's base stations.

So far only one consortium has gone over to the CAI standard that allows the use of no matter

what base station. The British authorities have explained that operators must go over to the common standard and that so-called "roaming," that is the possibility of shifting from one base station to another while on the move, will be introduced during 1991.

That naturally upsets a lot of customers who paid for equipment that will then become outdated and that can only be used in one consortium's network. Moreover, it seems that at least one supplier is having difficulties developing products that can handle the traffic in all four networks.

Finally, the Telepoint consortiums admit that they were far too optimistic and too sales concerned in their message to customers. But they still believe in their product. They point to the fact that six European nations have accepted the British idea and are now conducting commercial research with the CT2 Telepoint service. France has come furthest and will begin with Pointel at the end of the year. A British consortium will also relaunch service in a huge project with 2,500 base stations outside one of Britain's busiest highways.

But the economic failure is obvious. Two of the consortiums have tried to merge, but failed to do so. One company has tried to sell its consortium share but couldn't find a buyer. As late as mid-May another operator explained that perhaps it would be forced to shut down operations if it couldn't find a partner soon.

Even if a lot of market forecasts continue to be optimistic about growth figures of 3.5 million users in the mid-'90s, right now the risk is great that Telepoint would just be a name in the history of mobile telephony.

Around the corner there are undoubtedly significantly more interesting technological solutions that can offer far better service and that may even be cheaper in a few years' time.

By the end of this year, it is reckoned that the pan-European standard DECT (Digital European Cordless Telephone) will be ready. This is backed by the majority of European nations, among them Sweden, and the EC Commission. It is built on CT3 technology, which Ericsson was involved in developing.

With that, the field is wide open for real PCN (Personal Communications Network), that is personal telephony where people can have their own personal phone number and a little pocket phone that allows them to call out and receive calls in principle wherever they are and even if they are on the move. It will take a few years, but at the end of the '90s personal telephony could be an everyday matter...



Gold diplomas at Moscow fair

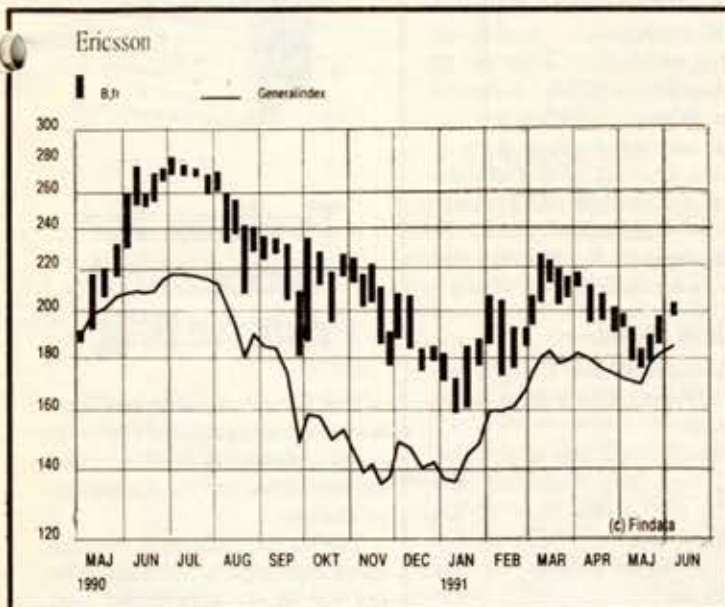
On the second to last day at the communications fair SVIAZ91 in Moscow, a delegation from the organizers, ExpoCenter, distributed gold diplomas on behalf of the Soviet Ministry of Telecommunications to Ericsson, Nicola Tesla and INCOM for best stands.

The award noted that we had the best product range on display at the stands, which was also considerably appreciated by visitors. At the stand there were, among

other things, AXE cabinets, mobile phone systems, MD110, BCS150, cables and fiber welding FSU905.

"We were both delighted and proud when we got the gold diploma," says project leader Victoria Ericsson. "It really felt good that the organizers singled out our stand most, with the products we chose to display. Especially since the stand itself was just as large and showy as our competitors'.

SHARE WATCH



Ericsson shares eased after the first-quarter report and as of 10.30 trading Thursday, June 13, B free shares stood at 196 kronor. As such, Ericsson has had no significant price rise to report this year, as compared with the General Index gain of 25 percent.

The reason for the slide was the profit decline of 14% in the quarter, which was more than the market had expected. Moreover, prices reacted to the chief executive's forecast that it was unlikely that this year's results would surpass the record profits of 1990.

Wait-and-see

The market is adapting a wait-and-see attitude, hoping for upbeat news from Ericsson. So far, reports about orders coming from Telefonplan have not moved Ericsson shares as far and fast as some investors anticipated. Still, it compares well with other major companies on the Stockholm exchange, even if the p/e ratio (price in relation to earnings) at 13 is somewhat below the bourse's average. Direct yield (dividend in relation to price) at 2.2 is clearly lower than the average of 2.9. At this point, the market is waiting for some really positive surprises to get share values moving again.

ERICSSONS SHARES

Date	Mutual Fund		Share Savings Fund	
	Share price (SEK)	Assets (MSEK)	Share price (SEK)	Assets (MSEK)
1988-12-31	135	52,2	343	56,0
1989-12-31	304	94,1	825	77,1
1990-12-31	317	86,4	86	65,6
1991-05-13	324	84,5	88	64,9
1991-05-31	348	89,8	95	69,5

The share price is based on a stock trade of 198 kronor and a convertible figure of 360 percent.

We asked companies what they wanted in a new phone system



businessphone

With BusinessPhone, this feature is standard.

Because BusinessPhone instantly improves communications and the flow of information in your office. With everybody using it, you regulate service, increase availability, and save money. Not to mention raise productivity, so there's more time for new challenges.

Answer Business Communications
A-100, 1st Street, Seattle
WA 98101-1000

And, with Ericsson support and a network you can trust to provide direct assistance, you can confront new challenges with confidence—even if they're outside the office.

The scenery, by the way, is an option.

For more information about our complete range of office-phone systems, please contact your local Ericsson representative.

BusinessPhone. For your success.

ERICSSON

Ads for BusinessPhone differ considerably from traditional ads for business switches, a parade of smiling operators and stressed businessmen. Ericsson has its own profile. The dramatic landscapes in image ads are symbolic. BusinessPhone gives the customer the confidence to face new challenges.

With BusinessPhone we reach smaller customers

Yellow Pages in the telephone directory – that is the first place that managers for small and medium-sized companies turn to when they need a new telephone switch.

These customers differ entirely from Ericsson's traditional ones. They do not speak the language of the telecommunications branch. Instead, Ericsson must speak theirs.

There are millions of small and medium-sized companies in the world. The market for smaller business switches is enormous. Business opportunities are immense for suppliers who can meet the competition and sell in an effective manner.

Hence, the division for small systems conducted a broad market research last January. They wanted to learn more about their customers.

"In Australia, Belgium and Norway we interviewed some companies that bought our systems and some companies that we have been in contact with but which chose a different system," says Jon Brännström who is market communicator in the division.

The research gave results for thought.

Like consumer

Initiative most often comes from the customer, represented by an ordinary businessman, an economic manager, administrative director or president, who lack spe-

cial knowledge about telecommunications. They turn, for example, to the yellow pages under telecommunications equipment, pick out three or four suppliers that they know and associate with something positive, contact them and ask what they can offer.

"The decision is often quite emotional and the customer usually chooses supplier rather than product," says Jon. "Abstract values like the supplier's reputation and trustworthiness are more important than technical details in the switch."

From this was born BusinessPhone, the new concept and name for Ericsson smaller business switches. Products like these have not been changed; it is the approach to the market that is new.

"We wanted to have a simple and straightforward name that conveyed directly what we were talking about," says Scott Goodson and Dick Kjellberg at the Welinder

advertising agency, who developed the concept together with EBC and representatives from the local companies.

BusinessPhone, a telephone system for business.

International message

The name and the message is the same all over the world. Research showed that geographical and cultural differences played a lesser role in this context. Customers' goals are the same in every country, to be successful in their business.

The message therefore is directed to the customer's business vein, how the telephone switch can increase his possibilities. *BusinessPhone for your success.* Ericsson is directing itself mainly to the customer segment whose common thread is that they are dependent on effective communications.

The advanced technology in the switches is packaged in a way that stresses quality, solutions and customer use. The aim is to understand the customer's needs and to speak his language.

All material – advertisement, posters, brochures, fact sheets, etc. – are executed with professional emphasis as well as characteristic graphic and international profile. The material serves as a building block. The local companies, agents etc. create a campaign from their own needs.

In the package is also included comprehensive material for internal use. This makes for all Ericsson salespeople and contracted agents and dealers to work according to the same basic strategy.

This way, Ericsson's identity on the market for small systems is strengthened on a broad front. In a word, the ads are the only method of reaching the enormous number of possible customers and of making the products known. If one falls outside the customers' selection list, one is out of it.

The product family so far consists of five different systems from two to 150 connections. Additional systems will follow. They are all known as BusinessPhone, followed by a number representing the maximum number of connections. In addition, there are other functions such as, for example, ACD (automatic call distribution system). To market these each and every one on its own would be very costly.

Positive trend

The BusinessPhone concept has been on the market for about half a year now.

"Already, we see a positive trend," says Jon. "Between now and the turn of the year we are convinced that we will be able to show concrete results for our investment."

Sales organizations have taken to the concept with open arms.

"BusinessPhone is a good concept for marketing. It will make our job easier," notes Bob Merrill, sales and marketing director at Saudi Ericsson. "It is a complete program. Everything you need is in the package. A splendid idea presented in a professional and compact way."

Maria Rudell

BusinessPhone a success in Spain

After type approval at the start of the year Ericsson introduced two of its BusinessPhone systems in Spain. The sales organization is still small so it is very important that every salesman can give his time to customers with high potential. Closest at hand is the objective of directing operations to our own customer base, where an established relationship already exists.

Based on the BusinessPhone concept Ericsson went out with a direct advertising campaign to 3,900 of the companies that had older Ericsson switches installed. Were they interested in shifting to a modern business switch from the BusinessPhone family? The result was overwhelming.

The normal response frequency for a DR campaign is 2-3 percent.

"Since we directed ourselves to Ericsson customers we reckoned with 7 percent, says marketing communicator Carmen Peleato, who together with Victoria Sedano and Javier Rubio worked on the project.

They got positive replies from 25 percent.

"Half of these booked in visits from our sales team," notes Gunilla Nordström, marketing director.

The campaign has already resulted in 19 orders, and with that the costs are already covered.

"The goal is that we will go from 3 to 11 percent of market share this year," says Gunilla. "That's tough. We are still under budget but we expect that the campaign will be heavily added to until the goal is reached."



Toolbox for successful marketing

All the local companies and distributors that sell BusinessPhone were given a Marketing Toolbox, an aid for marketing and local campaign production.

The package contains material, ideas, instructions, tips and a check list for direct advertising campaigns, exhibitions, press contacts, image ads, product ads and ad material for dealers. Yes, everything that you can think of that is needed to make the product visible and known on the local market.

The thinking is to work on three levels: a message on the overall concept BusinessPhone For Your Success, a message directed to select branch segments on the market, and finally a message about the products, functions and applications.

Ericsson expands for faster data transmission

Frame Relay is a new process for data transmission that is believed to be of major significance in the future. It is a thousand times faster than its predecessor X.25, but it demands more on quality in signal transmissions.

Ericsson is expanding its data communications system ERIPAX so that it can use both Frame Relay and X.25.

Data communications is an important area of operations for Ericsson Business Communications, EBC. Ericsson's system for data transmission is called ERIPAX. It has had immense success all over the world and is constantly being expanded to keep up with technological advances in the field of data communications.

Right now, the new process for data transmission is the hottest news in the field. The process is a form of standard which guarantees that different computers and data systems really understand each other when data is transferred from one point to another. Today's dominant standard in the field is the X.25, which has been around for some years. Ericsson has based ERIPAX on the X.25.

Thousand times faster

Frame Relay is a new process for data transfer that has aroused immense international interest and which is believed to be overtaking X.25's role in many aspects. The reason is that Frame Relay is considerably faster than X.25. The transmission speed of X.25 is measured in kilobytes – 1,000 signals per second – while with Frame Relay is measured in megabytes – 1,000,000 signals per second.

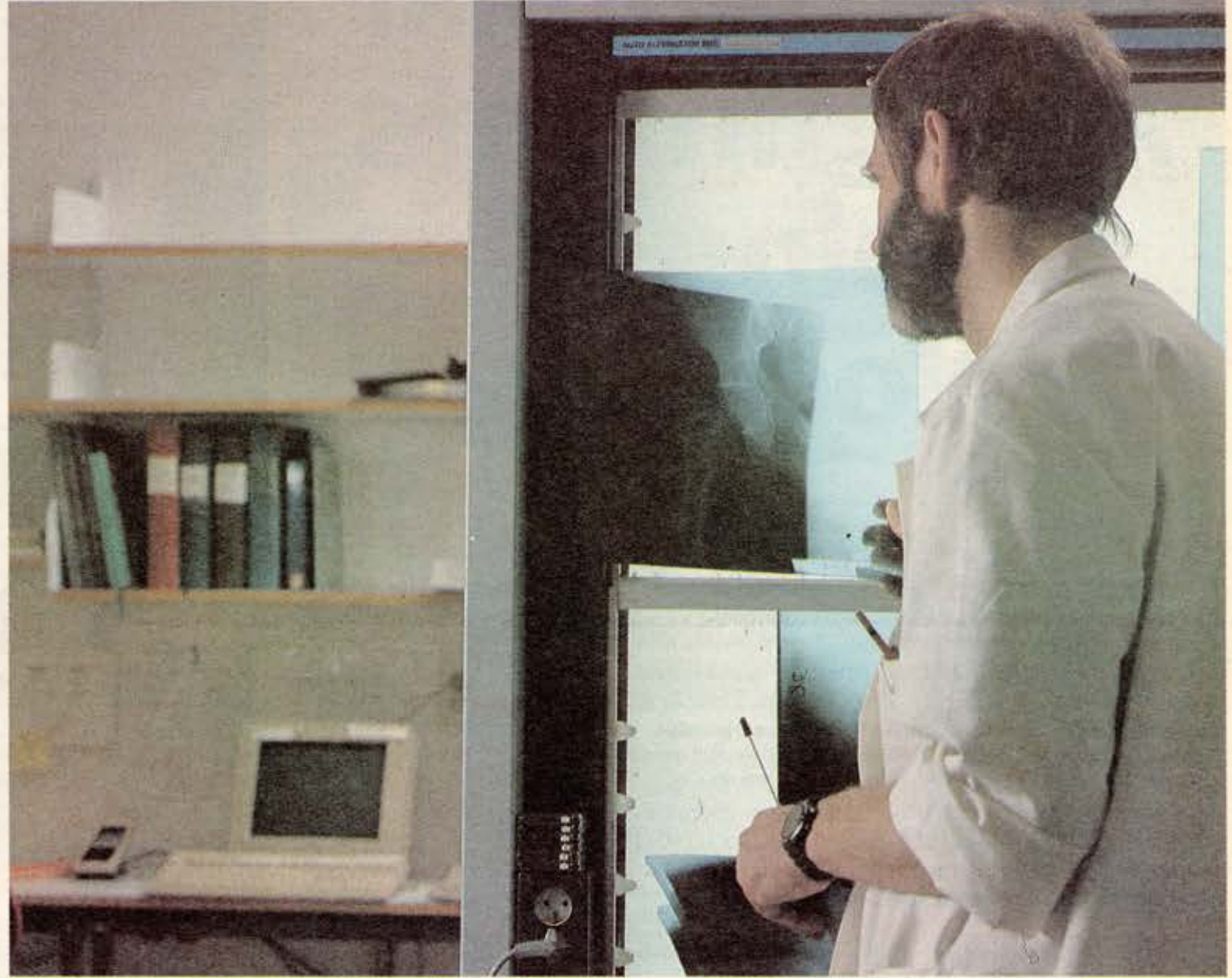
Since today's data traffic often involves considerably greater quantities of information than before, the market welcomes the increased capacity of Frame Relay. Nevertheless, the new process does not signal a death knell for the long-standing X.25.

"The newcomer" has actually acquired its speed by refraining from using one of the X.25's most important details.

The reason for the X.25's relative slowness is one of its basic functions. This process was designed for a milieu where there was not always such high-quality tele lines. Built into the X.25 is a number of controls for the data that is being transmitted. Several times during transfer "the data package" is checked before it is sent on further. It is this checking that takes up time and, hence, the transmission capacity.

More secure lines

Frame Relay, on the other hand, is based on more secure lines which are found in today's tele networks. Here, the checks have been minimized and the data is transmitted directly. Frame Relay quite simply



For health-care personnel the possibility of rapidly transmitting, for example, X-Ray frames between hospitals is very interesting. Seconds can mean life or death. Frame Relay was made for this type of application.

ensures that the data network is intact all the way from sender to receiver. This means that now it is the receiver of information himself that must ascertain that the transfer is properly made or not and that must eventually ask for a resend. That is there must be intelligent equipment at both end points.

Ericsson with it

Just now work is being done in EBC with expansion of ERIPAX so that customers in the future can also use Frame Relay in data transmission. Customers can choose to use the X.25, Frame Relay or both in the same ERIPAX network.

"When we expand ERIPAX, X.25 communications will also go faster, but X.25 will never attain the same flow as Frame Relay," says Kajsa Lundfall at EBC.

It is the customer himself who will determine in each particular instance what is most important: security or speed.

"Frame Relay will be a complement to, not a substitute for X.25," Kajsa believes. She works in the marketing department in the computer network division and has been involved in discussions with, among other publications, the trade press about Frame Relay.

"It is costly to change lines in the tele network. That's why there will be a need for X.25 for a long time still. Frame Relay is perfect in certain contexts and X.25 in others," Kajsa feels.

MD110 opens up

Just over a month ago, a new release on the business switch MD110, BC 6.0, was launched. With this, the MD110 is totally compatible with present standards. User friendliness is another aspect that has been advanced.

New demands from customers come up quickly. That means you have to continuously upgrade your offers if you want to stay with the tough competition in the market for business switches. That's why new releases of MD110 are launched at 12-18 months intervals.

The biggest news in the latest release is that MD110 is now an open system, which totally complies with international standards for signal processes and interface.

"It is important to be able to offer this. Customers do not want to feel themselves locked into their investments," says Magnus Lundblad, of the marketing department for MD110. He has been the project leader for the launch.

Ericsson Business Communications is way ahead when it

comes to adapting its products to international standards. EBC actually contributes to the work of some standardization bodies.

One result of this is that MD110 can now be connected to a public ISDN network, intelligent network, throughout the entire world.

When it comes to signalization for communications between business switches, the entire system is suitable for DPNSS, today's most established signaling process for business switches. The system is also compatible with the new ISDN process Q-SIG.

Q-SIG eventually is expected to be the European ISDN standard for signalling among business switches and to take over the leading position. When the process is fully developed customers will be able to hook up geographically spread out business switches of different makes to a private network. And in addition these could combine private network resources with public.

MD110 today can signal in both processes at the same time. This showed Ericsson as the first switch supplier in the world at the CeBit fair in Hannover, Germany,

in March this year. This possibility guarantees customers a smooth transition from DPNSS to Q-SIG. MD110 can also be used to connect two systems that signal each on its own the two processes.

Faster back-up

A new back-up system has been introduced which allows the times to get back-up to be considerably reduced. The back-up for system data and switch data is now stored on a hard disk in a switch cabinet instead of the earlier tape cassette, at the same time changing the entire procedure for file handling. The aforementioned news is very important for those who make purchasing decisions on telecommunications equipment at customers, but the release also includes good news for users. Together with the latest models of system telephone sets it is easier to use all the functions that MD110 offer. Instead of punching in codes like "21" etc, there are specially programmed function keys. In different traffic situations there appears on the four-line display those functions that the user could think of using in the actual situation, for example with a busy signal.

International Assignments helps in relocating

Right now there are 1,003 Ericsson employees on long-term contracts working in 60 different countries. Forty-one of them are in Australia.

Thomas and Gunilla Fransson and their two children is one of the many families moving overseas. Their first glimpse of moving abroad came when the newly established department International Assignments set up a two-day course where they met other Swedish families who were relocating to Australia. Before they move to Melbourne, there are a lot of decisions to make — school, day care, new home. Preparations for Thomas and Gunilla took up almost half a year.

Moving abroad for a prolonged period can be an adventure and an experience for life, but it can also end up in catastrophe.

Culture shocks, stress reactions, and children that isolate themselves are not unusual. To better utilize resources and to facilitate matters for both the subsidiary and families abroad, the Ericsson group has centralized relocation operations in one department — International Assignments, with 15 employees.

Resource families

The employee comes here for, among other things, signing contracts, discussing salary and meeting so-called resource families who have lived and worked abroad.

It begins with a concrete offer. It is mostly the case that the overseas subsidiary selects a competent person. The offer comes from the department head, as was the case with Thomas Fransson.

At the beginning of the year Thomas received an offer from the department for transmission sales to help with breaking into a market in transport network production in Australia. The contract is for 24 months. What is unusual in the Fransson case is that both husband and wife got contracts.

"I went home and spoke with Gunilla and we concluded that if she didn't get a job down there we were not going. What I was afraid of is that it might not be all right for Gunilla," Thomas recounts.

Difficult adjustment

Gunilla, who works with technical training in computer logic and support systems, then got an offer from

Gurli Viklund, of International Assignments.

"For our managers, it is a difficult adjustment to both represent the company in contract issues and at the same time to act as a service function for the employee," says Bo Eriksson, department head at International Assignments.

For the Franssons, adventure awaits in Australia

Gunilla has asked for a half-year shorter contract than Thomas did to be able to take care of the practical problems. A lot has to be attended to on the spot and cannot be dealt with from Sweden, for example the matter of housing.

The compulsory medical examination for the entire family, on the other hand, is done in Sweden. To move to Australia, one has to get a lung X-ray, polio and tetanus shots. A dread for Gunilla who does not like injections. The health certificate is then sent to the embassy health official.

Important information

The company's medical department was only one of the units that participated in the two-day course arranged by International Assignments. Eventually, the course was mainly for accompanying adults

who almost always got their information second-hand. And that can be important information. An accompanying adult who quit or took a leave of absence loses child care allowance, family allocations and ATP on returning home. Maybe, one has to get accident and life insurance, home insurance, maybe a full-coverage "bungling" insurance since there are always things that one cannot insure against.

Scandals and volcanos

Ericsson is the Swedish company that has the highest number of its employees working abroad and is also the company that is most affected by everything that could happen. Kidnappings, volcanic eruptions, war, terrorism, death, scandals and natural disasters are just a few of the long list. Naturally, the International Assignments department is not enough to handle these. Instead, a crisis group is set in motion in the company if the need arises.

"There is no other company that is so well prepared like Ericsson for these eventualities. Our goal is to avoid crises and when they occur and to react quickly to return to normal circumstances," says Mats Renntoft, of Ericsson's security services.

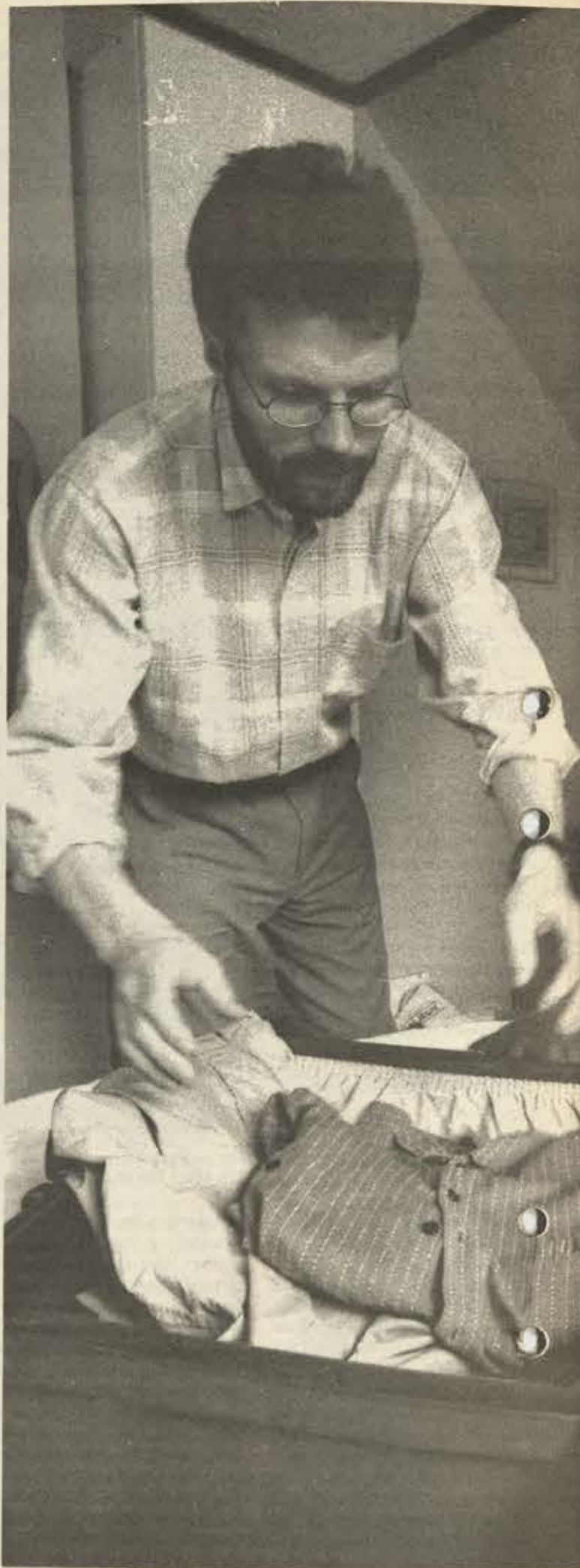
The Franssons have been urged to keep a low profile, that is to avoid unknown as well as notorious parts of Melbourne and to be careful in traffic. Some of the gestures we make are totally unacceptable to an Australian.

Paperwork

When one moves for a two-year period to a country like Australia one needs work and residence permits as well as a visa. For the Franssons, it has been a lot of paper work through Travel Service to the Australian embassy.

"The embassy is constantly changing forms. In the beginning we asked ourselves how could anyone come into Australia. It is undeniable then that a department such as International Assignments is really needed," says Thomas.

Gurli Viklund informs the family about moving costs and what they



In July, they will be on the way to Melbourne. The only packing the family does is clothes and personal belongings. The rest is sent with a

could do with their apartment at home in Sweden. If the family so desires, they could take all their belongings in a container. Everything but the piano went with the Franssons to Australia. Not a stick did the family have to pack themselves. The moving company has to do it all, otherwise the insurance company would not cover damages.

The Fransson's rented out their row house in Tyresö through LME-Bostäder, the housing services. By chance, it was taken by an Australian who is in Sweden on contract. LME-Bostäder is responsible for the contract which means that if an older household appliance breaks down the company has to change the machine but it is the Fransson's

who pay. The last week, when the house is empty and cleaned, LME-Bostäder comes home to the family to inspect the premises and make an inventory. Then the the family moves to Thomas's parents before boarding the plane on July 1.

The trip takes 24 hours and the family will arrive in the midst of the Australian winter. Eventually, Gunilla's mother will be joining them as babysitter for Amanda, two and a half years old. Her brother, Rasmus, who will soon be 5, will begin school earlier than his Swedish friends.

In addition, the school year in Australia is prolonged. This creates a problem for Rasmus both with his arrival and his departure for home



container. The children, Amanda and Rasmus, do not quite understand what is going on. Photo: Maria Petersson.

later. On the other hand, the change to English is often not as great for children his age.

Adapting

"Small children are remarkably receptive. Before the age of 10 they can learn four different languages and retain them. Since Swedish is still there but not organized to any extent it is sufficient to speak Swedish in the family," says Ulla Carlberger, responsible for school matters and courses at International Assignments.

School fees abroad, up to and including secondary school, is covered by Ericsson, but that takes into account child and school allocations.

Even if Rasmus does well in school it could still be stressful for parents and perhaps more so for the one at home. Gunilla will be home half a year before she begins working. The adaptation process of a new job, a whole new situation and taking in so much new all around can be tempting.

The first days you act like a tourist. You feel good and are curious about all the new things. After a while, the culture shock comes. You begin to topple into that stage where you can no longer live outside life as a tourist but need to get into it. A stage where you must learn how to cope with everyday life.

"This means opening your eyes and seeing reality as it is, and it is



Medical examinations are compulsory if one wants to work abroad. Pirjo Svan takes Thomas Fransson's blood pressure before he leaves for Australia while his wife, Gunilla, looks on. Photo: Kurt Johansson.

"You write here," says Thomas Fransson. All that's missing is the signature before the family moves to Australia. Gurli Viklund, a manager with International Assignments, helped the family with the contract. Photo: Kurt Johansson.

quite startling," says Charlotte Brundin, personnel consultant.

As life goes on, you move into an assimilation phase. You can accept what happens in your new land.

"I never get used to the sun rising at the wrong point on the compass," says Gun Arvidsson who lived in Australia for 23 years. She got to know the Franssons through International Assignments.

For families who are moving out, a resource like Gun is immensely important. But it is also meaningful to meet other couples who are soon moving out.

"I had no expectations directly from the course, but I soon discovered that I was among total strangers with whom I could relate.



There were others on their way to Australia."

"I feel the main thing with this course is to meet people, discuss common problems. People that I can mix with later on," says Thomas.

A civilized country

Of the more than 1,000 that are currently abroad, about 70 percent say that better economic attractions led them to go abroad.

But that was not the case with the Franssons.

"The basic condition was that it should not be worse than home in Sweden. But it is good in many ways. We manage in English. Australia is a civilized country. It seems

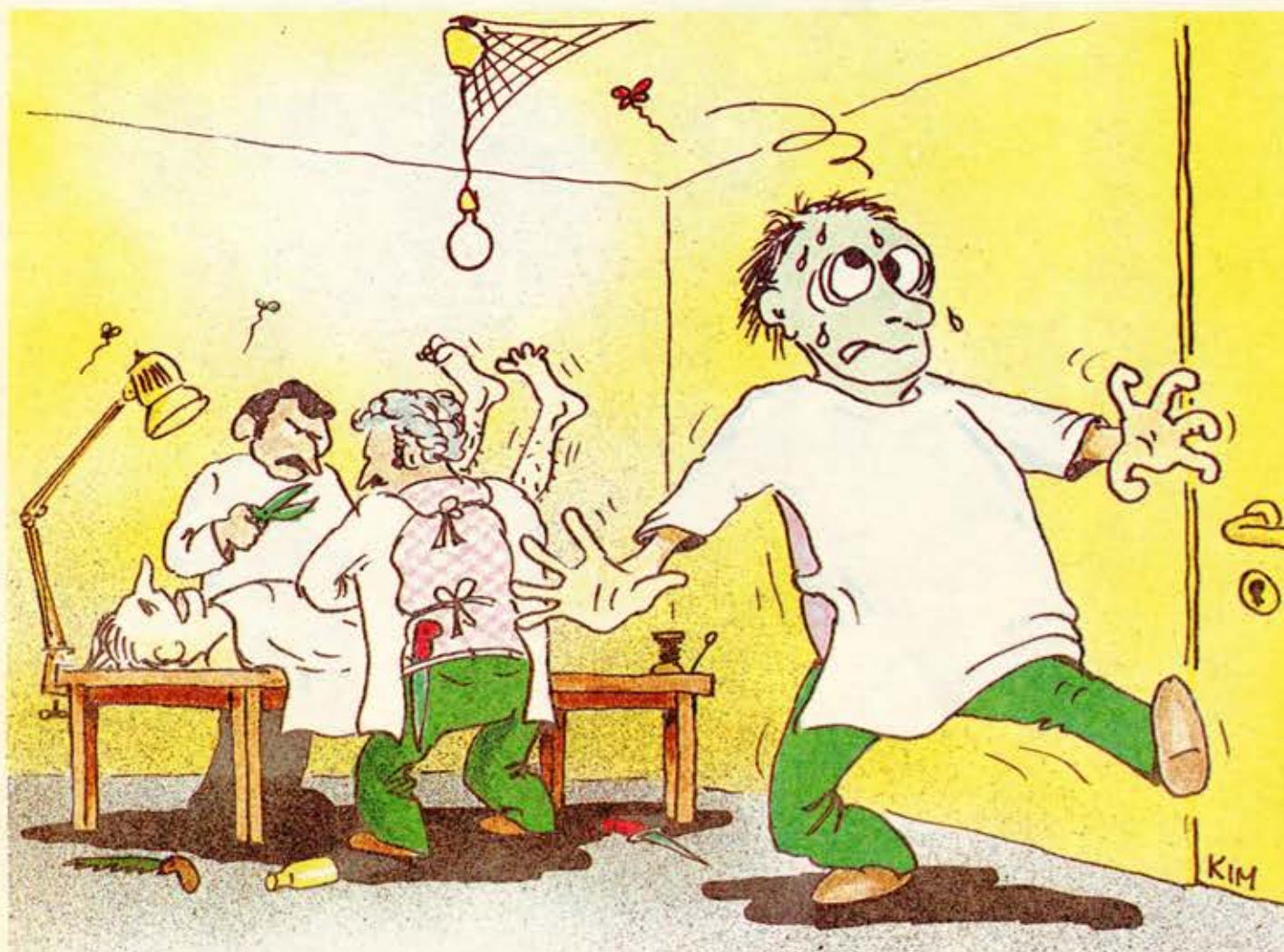
European but still there is an element of adventure," says Gunilla.

Perhaps, families that are on their way, will return just like the Franssons to Tyresö, hopefully with new experiences. Others will continue, maybe with a new contract, and swap comfort for adventure and stay as long as Gun Arvidsson did.

"Half of you will not come home after two years but rather will stay abroad maybe 7-8 years and that is very difficult to come back into the company again if you did not maintain contact with your old department," says Ulla Carlberger.

"And remember it is the wild birds that fly off. The tame ones stay home and yearn."

Charlotta Westling



My first day in the tropics

Lars Estberger has recently retired. He last worked as a site manager for Ericsson in Australia. In response to Contact's request for good Ericsson anecdotes, Lars submitted an account of his first assignment in the Far East. The story's main character is Birger Ekstrand, supervising engineer at ETX. In 1957, when the events took place, Birger was installation manager in Indonesia.

“The year was 1957 and I was to help Birger with testing of Surakarta's crossbar switching exchange. The political situation was somewhat unstable, and the Dutch were leaving the country in huge numbers. It felt a little queasy in the stomach before we got used to the situation.

The midday heat at Jogjakarta airport in Indonesia was intense. Our one-year-old daughter Eva screamed when she burnt herself on the hot seat in Birger's car. He had met us to drive the 80 kilometers to our house, which was to be our first home in the tropics. The sweat ran down our bodies, and my wife, Vera, and I wondered if we would survive the three-year contract in this climate.

Birger had a pain in his stomach and did not feel well. Fortunately, he knew an Italian doctor who lived along the way. The doctor gave Birger an injection, and even if it did not cure him at least he was fit enough to continue the journey.

An indescribably beautiful landscape surrounded the road leading up to 1,500 meters high alongside the volcano Lavu. The temperature dropped and we could breathe again.

What a reception! Birger and his wife, Gun, had arranged a nanny, laundryman, gardener, watchman and cook, and they were all assembled at our new home. An elegant meal was prepared and waiting. This impressed all the more since we noticed that there was no kitchen in the house. The meal was prepared over a coal fire in the back garden.

Early next morning I got a message that I should drive Birger to the hospital since he

had taken a turn for the worse during the night. After a 40-kilometer trip we came to a building that had windows but no panes. The Italian doctor recommended an immediate operation. Acute inflamed appendicitis. Despite the primitive surroundings he concluded that it was less risky than making the long journey to the better equipped hospital in Bandung.

“We will use a local anesthetic so he can go home directly afterwards,” the doctor said. It seemed easy so Birger said okay.

The operating room had real windows. Some security! They were painted white halfway up, but since I was so tall I could still look in. Then the doctor came out and told me that if I were interested I could come in.

What a chance. I put on a white smock. It was interesting to see the operation, but I felt they mistreated Birger when they began to cut and probe his insides to root out the appendix. Birger screamed, and to quiet him down they decided to give him a tranquilizer.

This was too much for me. I felt there was a good chance that the doctor would have a second patient, so I took the fastest way out and sat down outside. I really realized how pale I had become.

After the operation the doctor said that it was a little more complicated than expected and that he wanted to keep Birger under observation.

“But unfortunately our nurses are inexperienced, so I suggest you fetch his wife to take care of him,” he said. No problem!

Although I had no road map I managed with various guesses to cover the 40 kilometers and fetched Gun. Moreover, I asked Vera to accompany her. Crisis over, I thought.

After leaving Gun, we drove Birger's Opel back home. It had gotten very late and the tropical night was wonderful. There, in the midst of a large rice field, the motor cut off. Completely dead. Not a chance of getting a spark of life from the engine (a spark plug was broke). Around us everything was pitch black. The only thing we could see was that it was full of fireflies dancing a fascinating dance. Vera's voice came from the dark:

“Lars, is this what you call adventure? A ringing laugh and an analysis of the situation. Then we saw in the distance headlights coming toward us. Despite our fears concerning the political situation we hitched a ride in a truck and they picked us up.

As we drove through a village I recognized again the house where Birger had stopped for the injection. We woke up a young guard and asked him to fetch the doctor. A shaking of the head and “doctor tidak ada.” Well, tidak ada clearly meant “not at home.” Then we tried with several variations to get him to call on the phone. More head shaking and “talipon tidak ada.” After much gesticulating we finally got the guard to get us to a manual telephone exchange where we were able to get in touch with the Italian doctor. He sympathized with us and drove us home in his car. Boy, was he popular! We got home at two in the morning with our heads bubbling with new impressions and deep gratitude to the Italian doctor.

Birger recovered and we got the telephone exchange on the way in time the day before Christmas Eve. Then we closed the doors and both families headed for the big city in Bandung where we celebrated Christmas together with the other Ericsson Swedes.

Little by little we got used to the heat, and the three years' planned overseas service stretched out into 28 years abroad for Ericsson. It has given us a rich and fascinating life, but we often think back of the “tearing start” we had in the tropics.

Lars Estberger

Save us from the alphabet!

I was just through with OPUS and was taking the elevator up to DI to see how things were coming along with observing the CVI rules laid down by HF. In the elevator there was a guy from ETX. Since I knew he was working at TNI decided to ask him if there was any EPIS at ETNA.

“No, so far it is alright with FMAS and the other subsystems for TMOS,” he replied. “It is definitely EBC that has come furthest with EPIS just now.”

There was a third man in the elevator also – just returning home from a few years overseas duty in Peking. He overheard our conversation with a perplexed look on his face before getting out on the seventh floor.

“I have to be at a briefing on the implementation of DCC and B-ISDN,” he ventured as he said goodbye.

STOP PRESS
 BY LARS-GÖRAN HEDIN



“It's now known as DXC, not DCC,” I replied, with a hint of a smile...

“Oh well! Things were much easier with Chinese, for they didn't change things all the time to accommodate the meaning of a word...”

Of course, this story is made up, but I am becoming more and more concerned about the use of language in Ericsson. Since our corporate language is English it is easy to understand the widespread use of “Swenglish” expressions such as “implementera,” “option” and “briefa.” Still, I feel one should speak purer Swedish among Swedes.

What should definitely be restricted is the widespread use of abbreviations. Nothing strikes me as being more impersonal than to talk of “LME/I” instead of “Ericsson Media” or “BN” instead of “Cable and Network.”

Sometimes it can be authorized to use merely combinations of the alphabet to describe, for example, a technical phenomenon in such a way that everyone in every country really understands what one is talking about. ISDN must naturally be called ISDN in discussions among telecommunications technicians. But when one speaks of ISDN with “regular” people can't one speak of “Intelligent data network,” or what.

I think that all of us who work in Ericsson should help in finding suitable replacements for our abbreviations as often as possible. Who, for example, can find a better name than ETNA for Ericsson's new “transport network products”? ETNA — isn't that a volcano in Sicily?

Glossary:
 OPUS: Ordinary People Use Sentences
 DI: Definitely Impractical
 CVI: Cannot Verify Intelligently
 HF: Half Finished
 ETNA: Ericsson Terminology Needs Amplification
 FMAS: Full Meaning Always Simplifies
 TMOS: Treue Meaning Obviously Shortened ad infinitum.....

A pleasant summer to all!