

ICT PLATFORM FOR DIGITAL COMMUNICATION PROVIDERS

Efficient, successful digital transformation with Ericsson and TIBCO

We are on the brink of an extraordinary revolution that will change our world forever. In this new world, everyone, everything and everywhere will be connected in real time. This is the Networked Society, which will fundamentally change the way we innovate, collaborate, produce, govern and achieve sustainability. As part of this digital transformation, the Telco Operator faces a new set of challenges.

On one hand, you must provide a great customer experience, respond to demand for new technologies, adopt omni-channel communications and processes, and measure customer acceptance. On the other, you must outpace more nimble competitors, constantly monitor the market to identify opportunities and threats, expand into new business areas, and act quickly.

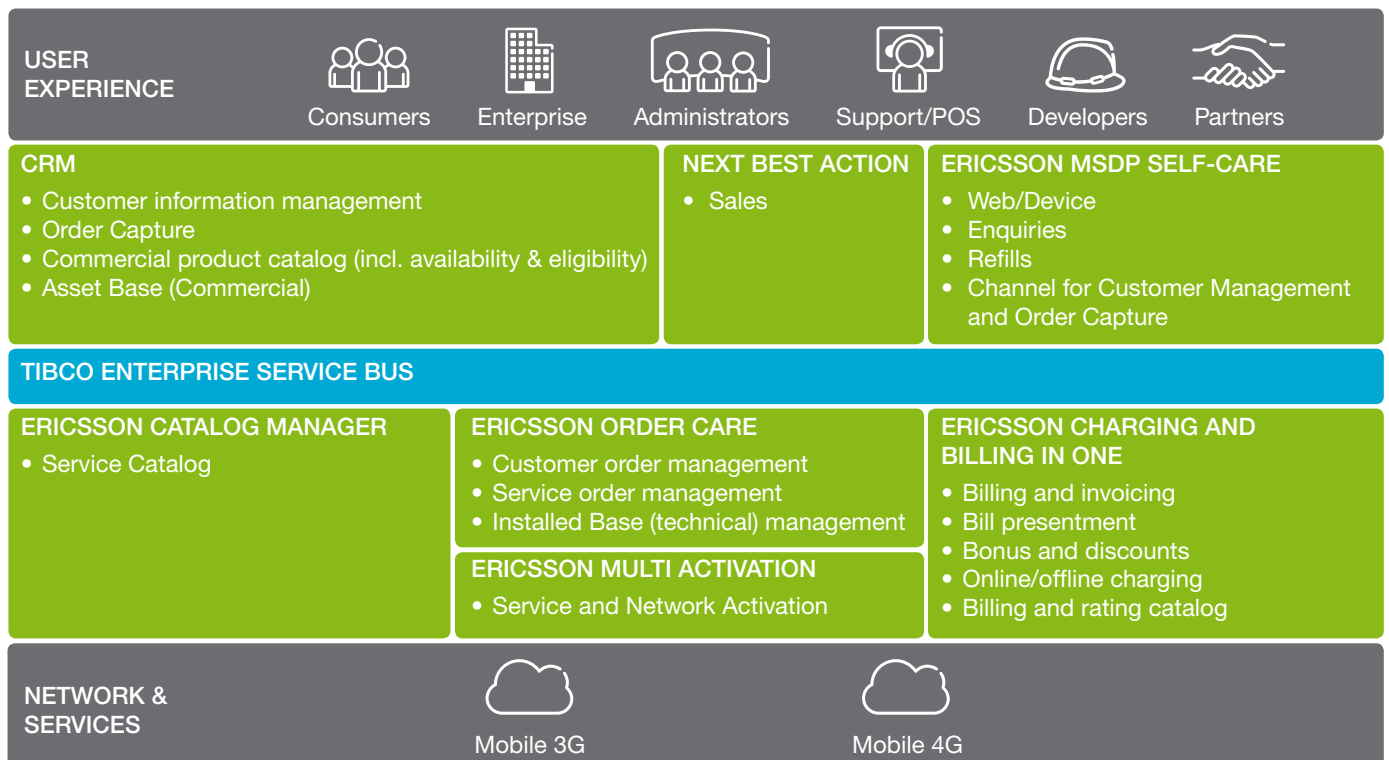
From the customer's perspective, all services either contribute or detract from their experience. To stand out, you need to excel in all facets, combining new services with fast response. It's this combination that will let you reduce churn, recruit new customers, and increase revenue per use.

ERICSSON AND TIBCO

The Ericsson-TIBCO alliance lets you transform your operating model to compete and succeed in the evolving digital environment in a way that avoids major disruptions. TIBCO's contribution is its enterprise services bus that integrates all your data and provides real-time access to it. Ericsson's contributions are its technologies and its implementation expertise that accelerate digital transformation with a "best fit" solution that bridges business, IT and network at optimal TCO. The benefits resulting from this alliance have already been proven with customers worldwide.

ERICSSON TECHNOLOGY AND IMPLEMENTATION: DIGITAL EMPOWERMENT

Armed with its end-to-end (e2e) portfolio and technologies, consulting and system integration experience and skills, and telecom specific competence, Ericsson is the ideal partner for your journey to digital transformation.



Ericsson's Integration with TIBCO - Ericsson Reference Architecture and Integration Lab solution, with Tibco ESB, accelerates the transformation path enabling Telco operators to realize their unique digital vision.

The Ericsson Reference Architecture is the industry's most comprehensive IT portfolio comprising best-in-class solutions that make it easier to deliver ICT services and maintain the most advantageous market position possible.

Additionally Ericsson Integration Lab solution offers a fully pre-configured, and pre-integrated, OSS and BSS stack composed of Ericsson and third-party products that accelerate delivery and reduce risk and cost for ICT operators.

These solutions ensure optimal coverage for new digital processes and capabilities including:

1. **Customer Management and Interaction** – Allow smooth communication, quick response, and greater access to your systems through intuitive, secure self-care
2. **Idea-to-Implementation** – Expand your service ecosystem and create innovative, personalized services and bundles that your customers want
3. **Lead-to-Service** – Drastically reduce lead-conversion time with dynamic service offerings delivered flawlessly
4. **Service-to-Cash** – Capture and secure money streams from traditional and multimedia services and develop new targeted products, packaging, and pricing models
5. **Experience-to-Resolution** – Analyze, manage, and monitor issue resolution to assure customer and service quality
6. **Customer Insight Management** – Harness big data analytics and domain knowledge to gain real-time insights to improve service assurance and create targeted products

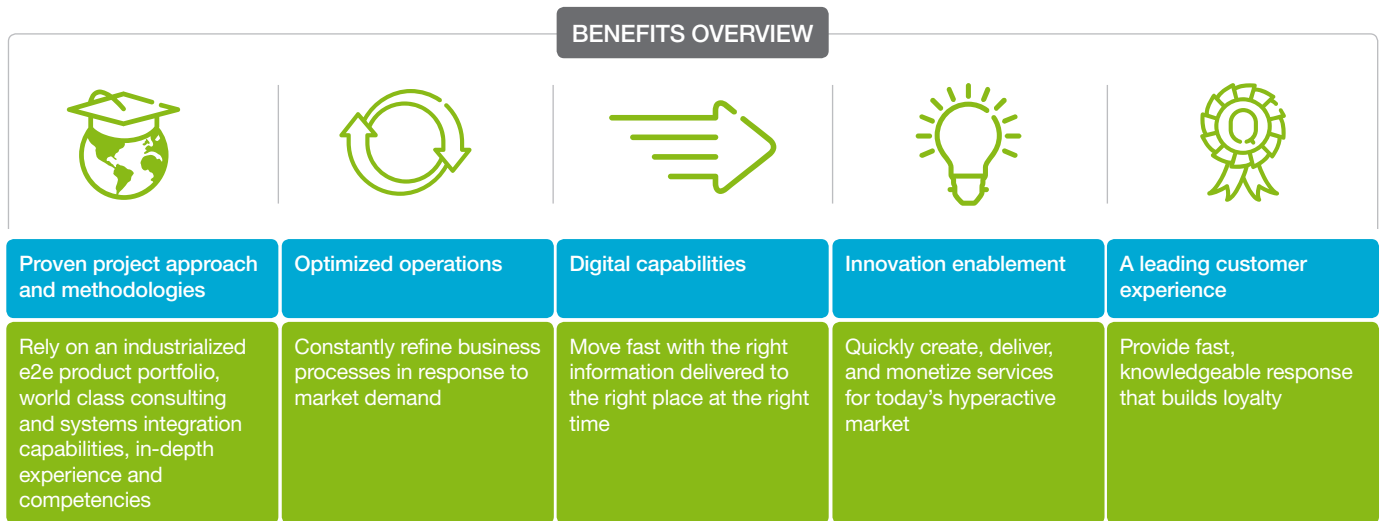
TIBCO INTEGRATION: THE FOUNDATION

Fast access to all your data is the foundation for success. It gives you the power to innovate, engage with customers across channels, fuel business processes, and provide broad awareness about what's working and what's happening. Two examples:

- With real-time customer data from your CRM, and from tracking network service usage, you can improve your decision-making on customer-related processes.
- By combining existing capabilities with new, partner-provided services, you can quickly build great products.

Using TIBCO's enterprise service bus (ESB), Ericsson ensures the right information from systems, applications, databases, and networking technologies gets to the right place (the right person, system, application), at the right time. Ericsson's proficiency, and its in-depth knowledge of TIBCO integration technologies, result in fast, cost-efficient integrations needed to fuel new capabilities enterprise-wide.

Start transforming to digital business with TIBCO and Ericsson.



Ericsson, a world leader in communications technology and services, is the driving force behind the Networked Society, in which every person and every industry is empowered to reach their full potential. Its services, software, and infrastructure – especially in mobility, broadband, and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience, and capture new opportunities. Ericsson Consulting and Systems Integration provides industry specific end-to-end competence and capabilities required to drive transformation across business, IT, and networks.

TIBCO Software Inc. is a global leader in infrastructure and business intelligence software. Whether it's optimizing inventory, cross-selling products, or averting a crisis before it happens, TIBCO uniquely delivers the Fast Data Platform to help businesses make better decisions—when it matters most. TIBCO is the strategic technology partner trusted by more than 7,500 customers around the world.

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