

The prime driver in an all-communicating world

Make people's lives easier and richer
Provide affordable communication for all
Enable new ways for companies to do business

Excel in Network Infrastructure	Expand in Services	Establish position in Multimedia Solutions
for any service over mobile and fixed, based on our technology leadership, broad portfolio and scale	for network evolution and efficient operations, based on our global structure with local capabilities	for consumers and enterprises, based on our user understanding and e2e capabilities

Operational Excellence in everything we do

Ericsson's Wanted Position

To be the prime driver in an all-communicating world there are a number of dimensions in which Ericsson needs to be number one. Together they make up Ericsson's wanted position. The strategy and the company's focus areas are the means to accomplish the goals stated in the Wanted Position.

Market Position

Ericsson shall have the number one position in:

- Radio access networks
- Next generation IP networks solutions
- Multimedia solutions for multimedia service providers
- Professional services

Ericsson shall have a leading position in:

- Fixed broadband networks
- Mobile enterprise with operators focus
- Public safety and National security
- Embedded PC modules

Customers

Customers shall perceive Ericsson as the most innovative and responsive business partner supporting their business objectives.

People

Ericsson will attract and develop high performing competent and motivated people. The company will build on everyone's ambition to succeed in a challenging, competitive and diverse environment.

Financials

As the true leader Ericsson will generate best-in-class growth and margins.

Operations

Competitive advantage through operational excellence in everything Ericsson does.