

# Contact

SMS  
saves lives  
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## It's all in the mix

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# TECHNOLOGY AT YOUR FINGERTIPS



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



◀ **FIRST PAGE** Members working with Managed Services in region Northern Europe & Central Asia and region North America. From left to right: Bill Pletcher, Krishna Jyothi Boppana, Steven Elbert, Anna Palmgren, Yekaterina Galitskaya and Hans Rendbæk. Photos: Håkan Lindgren and Getty Images



2012 International CES

## Ericsson's first appearance at the world's largest consumer electronics fair

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## Contact

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**Helena Norrman**,  
Head of Group Function  
Communications

## New dawn

**T**ruthfully, how often do you get to be part of something at work that feels like a real milestone? Moments when you see that your company is on its way into a completely new era? Not that often, right? But at the Consumer Electronics Show (CES) in Las Vegas recently, that was exactly the feeling I got.

When our President and CEO Hans Vestberg took to the main stage and talked about the Networked Society, so clearly capturing the attention of his audience, I was filled with the realization that we had really arrived and were doing something very special.

The positive reactions in the media and the extensive buzz on Twitter after his appearance bear witness to the attention it generated. It feels like this was the day we confirmed for ourselves and our customers that Ericsson is an ICT company that matters.

**The success** wasn't something we could take for granted. CES is a big, dazzling show, in many ways pure entertainment. Presentations and product launches compete with stand-up comedians and musical performances. We had been invited as keynote speakers, as the first telecom vendor in the history of the event, to make an impression. To do that, we had to rely on our extensive experience and our vision of the Networked Society.

But even if I felt some vague doubts a few months beforehand, those feelings vanished as soon as we met to plan the presentation. There we sat, colleagues from around the world, in a conference room in Kista, and it was impossible to deny that Ericsson had a very strong message and that CES was a great opportunity to get it out.

On arrival in Las Vegas, the excitement was tangible, especially from our colleagues from North America, Japan and Germany, who all understood the positive effects their presence would have in their home markets. The cooperation between representatives from the business units, regions and group functions was exemplary. The collaboration around the Connected Me demo, where you effectively use your own body as the connection between two devices, was brilliant. All told, CES served as a reminder of what we can achieve when we work across our national and unit boundaries.

## Have your say

E-mail us your questions, opinions, reflections or work-related images. We will publish a selection of the material on this page. [contact.comments@ericsson.com](mailto:contact.comments@ericsson.com)

harbor in Hudiksvall with the old warehouses in the background. It faced tough competition from the runner-up (picture 8), with only 16 votes separating the two. Congratulations, Tord! A total of 721 readers voted in the competition, and the winner received 113 votes. Much to our delight, every one of the entries received at least one vote. The Contact editorial team would like to thank all those who participated. At the same time, we would like to encourage you to continue sending us your photos. You can do this by e-mailing your picture together with a short comment to: [contact.comments@ericsson.com](mailto:contact.comments@ericsson.com)

Get in touch with us at editorial. We would like you to contribute innovative and tricky quizzes for the back pages of the magazine. The rules are simple, read more here: [http://internal.ericsson.com/page/hub\\_inside/news/magazines/contact/readers/\\_quiz.jsp](http://internal.ericsson.com/page/hub_inside/news/magazines/contact/readers/_quiz.jsp)

### REGARDING BEST READERS' PICTURE

Great initiative, good to know how the employees are part of it! Regards,  
Igor Venegas, Chile

### HAVE YOUR SAY!

Do the Contact channel survey and help us improve the internal communication. You find it here: <http://goo.gl/uy0Js>

## Readers' pictures



I took this picture recently, on my way to work in Kista. It was a cold winter morning and the photo was taken with my Sony Ericsson Xperia X10 mini.

Vincent Huang A, Sweden



A photo of Sydney Harbor Bridge, taken during work recently.

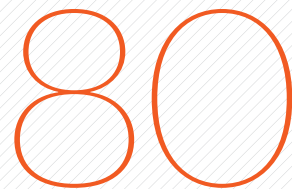
Aruran Kandasamy, Australia



A foggy morning close to the Ericsson office in Gurgaon. Taken with my Sony Ericsson C903.

Fatima Pais, India

## Web poll



... percent of 125 Ericsson employees believe that NEST - The Networked Society Forum, held in Hong Kong in November, has enhanced the perception of Ericsson as a key ICT player.

Source: Intranet

## THE 2011 READERS' CHOICE

Here is the best readers' picture for 2011, as voted for by Contact readers. The winning photo was taken by Tord Toft from Sweden. He took the photo of a small-boat

### CHALLENGE US!

Would you like to test your colleagues' knowledge of telecoms?

## Welcome...

PHOTO: GETTY IMAGES



## ... to Ericsson, Martin Dupp

... who immediately after completing his education began working as a Radio Network Engineer. Since 2001 his work has involved repairing faults in Orange's radio network in Austria. After 10 years working on behalf of Alcatel-Lucent, he wanted a change. Based in Vienna, he joined Ericsson as a System Support Engineer on September 1.

### How are you settling into your new role at Ericsson?

I have great colleagues and enjoy the diversity of my role. We deliver support to Orange Austria and Mobilkom Austria. I have also already helped install a new radio network controller (RNC) in Slovakia.

### What was your motivation for joining Ericsson?

Although I have a lot of experience with RNCs and radio base stations, I wanted to learn more. Working for a vendor and network operator like Alcatel-Lucent has been interesting, but it's exciting to have the chance to share my knowledge and experience with a leading ICT player like Ericsson.

## Have you been asked ...

## ...ABOUT MPLS?

### MPLS Multi-protocol label switching

MPLS uses switching technology to quickly direct IP traffic to the correct destination listed in the IP packets' destination fields.

#### Pure IP network

The packets enter the IP domain.

Each router determines the shortest path by which to direct the packets.

The packets take longer to be directed and may reach their destination in a different order. This can affect the quality of the sound, as well as other aspects.

#### MPLS domain

The packets enter the MPLS domain...

Label

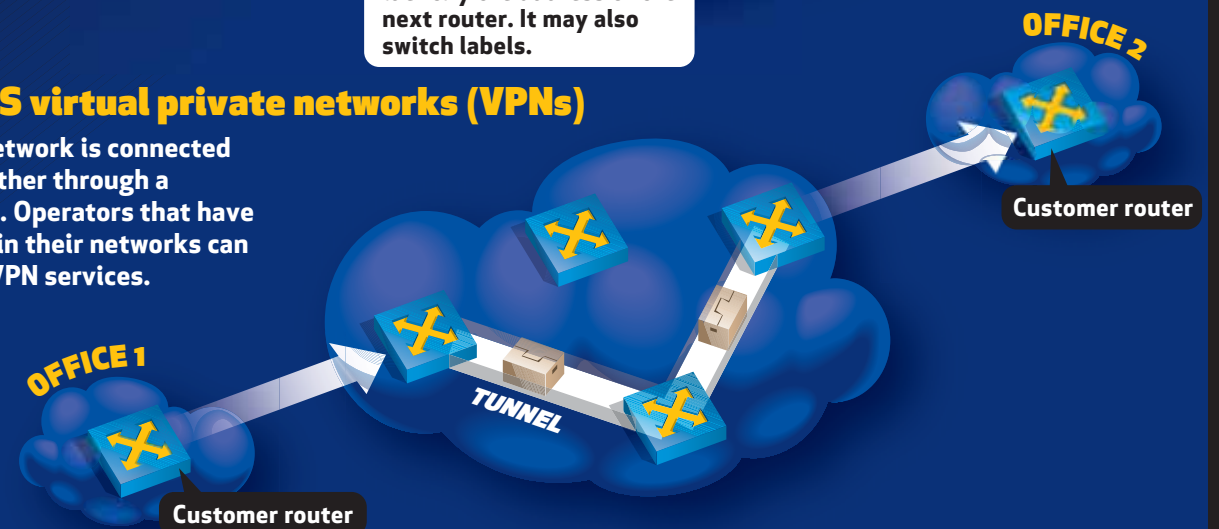
...and are assigned labels that describe how they will be directed through that domain.

The router's main task is to identify the address of the next router. It may also switch labels.

The packets arrive at their destination quicker and in the same order as they were sent.

#### MPLS virtual private networks (VPNs)

One network is connected to another through a tunnel. Operators that have MPLS in their networks can offer VPN services.



### Work experience for the boss

Petter Järby, Head of Group IT and Test Environments, takes calls from employees while on a visit to the IT Service Desk. The idea was for him to gain a deeper insight into how the support staff work, and what kinds of IT-related problems they have to deal with. Järby got to learn all about the support functions and tools that are available, and to listen in on typical calls being taken. Then he got to help out himself.

Read the interview with Petter Järby on page 8.

PHOTO: PER MYREHED



## Hello...



... **Petter Järthby**, CIO and Head of Common Functions.

### What did you learn from your recent visit to the IT Service Desk at HP in Stockholm?

"I wanted to experience first-hand how we are supporting our end users by taking a few calls myself. One call I observed was about a potential virus attack and the agent's knowledge and patience really impressed me."

### What can end users expect in the future?

"We are evolving from a telephony and e-mail-based kind of support to one that includes live web chat and self-service ticketing. We expect to save time and money, mitigate language problems and provide more value. In general, we are trying to listen to the specific needs of our end users and provide more individualized support."

### How is your unit helping Ericsson to be a leading ICT player?

"A central part of our IT and Test Environments strategy is improving our ICT capabilities and solutions. We are strengthening our IT roles within the company and aligning our internal portfolio with "market ready" offerings. By working closely with the business units and regions, we are also ensuring that we contribute to Ericsson's top and bottom lines. This change will not happen overnight, however."

David Francisco

# To Ulan Bator by train

Delivering telecommunications equipment through some of the most inhospitable terrain on the planet is difficult enough – cutting costs and emissions at the same time is what Ericsson likes to call a "true" success story.

### SMART TRANSPORT

Marios Pettersson is used to tackling tough challenges. As Regional Distribution Manager at Region Northern Europe & Central Asia (RECA), he is responsible for developing new distribution solutions for customers in parts of Mongolia, Russia and other countries in the Commonwealth of Independent States, while reducing costs and carbon emissions at the same time.

Mongolia's extreme climate posed a unique challenge. In winter, parts of the country can get as much as three meters of snow, and temperatures can



Marios Pettersson



PHOTO: GETTY IMAGES

By using rail systems and a distribution center in Shanghai to reach customers in Central Asia, Ericsson achieved massive cost savings and emission reductions.

dip to -50°C, or colder. In summer, it can be hotter than 50°C.

Up until recently, the standard distribution solution involved transporting goods from the Ericsson Distribution Center (EDC) in Sweden by land or air. This was clearly not an efficient model, which is why RECA decided to explore a new one using rail systems in combination with the EDC in Shanghai, China. The Mongolian operator

MobiCom, headquartered in the capital city Ulan Bator, was selected as a pilot customer.

### A new model

Björn Gustafsson, Senior Customer Project Manager at Ericsson, and part of the team that developed the new model, says: "The whole distribution solution was shaky in the beginning, but we had an open dialog with MobiCom and finally convinced them that using rail

would be better."

The shipment of more than 100 boxes measured 27 cubic meters in total and fit into a single 12m container. According to Pettersson, the new distribution method enabled significant cost savings as well as large reduction in emissions. Gustafsson says: "The rail solution meant better lead times and was truly the best solution. It became a true success story."

Benny Ritzén



PHOTO: ERICSSON

## Operator blazes past LTE competition

**SPEED** During the launch of its LTE network, Finnish operator DNA hired two stuntmen who demonstrated the difference in speed between 2G and 4G services by lighting traditional advent candles first with a match and then again with the aid of an aerosol accelerant.

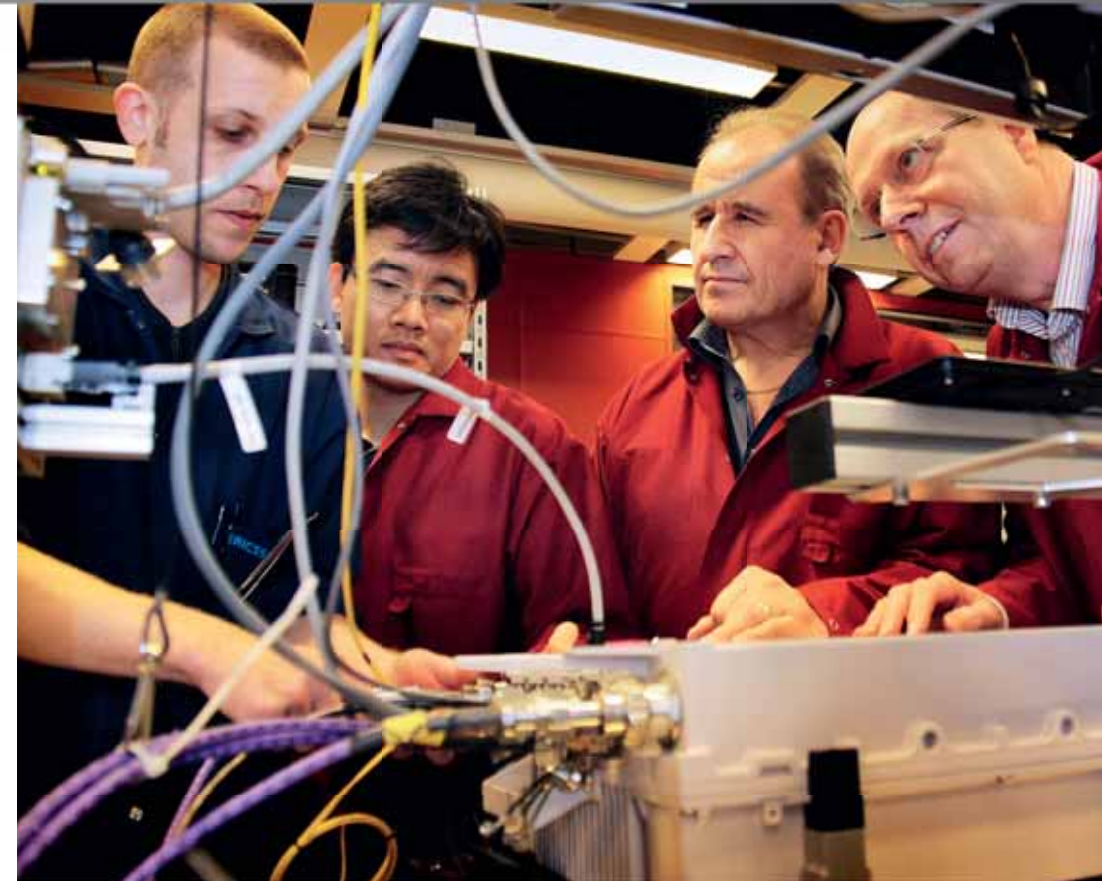


PHOTO: PETER NORDAHL

Micael Edvinsson (far left) at Ericsson's production facility in Kumla guides a group of designers including Zhigang Liao, Gunnar Säfvenberg and Olof Engdahl through the production of an RBS 6000.

# DURA boosts collaboration

**Emma Karlsson, Software Development Manager at Business Unit Networks, spent four weeks in 2011 commuting between Stockholm and a factory floor two hours away as part of an exchange program to stimulate collaboration and greater efficiency.**



Emma Karlsson

either Katrineholm or Kumla in Sweden and follow their own designs though all the stages of the supply process.

**LEAN AND AGILE** The Hardware Design Goes Supply program, sponsored by Development Unit Radio (DURA) at BU Networks, is a mix of theory and practical on-the-job-training that aims to increase understanding of how design impacts production and supply.

Engineers, including designers, technical

leaders and project managers, spend four weeks at a production facility in either Katrineholm or Kumla in Sweden and follow their own designs though all the stages of the supply process.

### Better understanding

"Before I got involved with this program, I didn't know much about the supply side of the business," says Karlsson, who manages a team of software developers who design features for radio base stations such as the RBS 6000. "Now I have a much better understanding of the consequences of releasing or

not releasing a piece of software." As part of the program, Karlsson and three colleagues traveled weekly to Kumla, about 200km west of Stockholm, to meet with everyone from top management to the people on the factory floor.

"We went through all of the areas of supply," she says. "I got involved in production tests and their strategies for handling new products, and also discussed how we can collaborate more in the future." One result was a list of improvement areas that were identified by both the development and supply organizations.

Håkan Elveljung, Director of Hardware

Design at DURA, says that Hardware Design Goes Supply is just one of the several pilot activities that are part of the unit's Lean and Agile transformation.

### Efficient supply

"The explosion of mobile broadband has highlighted the importance of an efficient supply chain. Our challenge is to change from a sequential design flow to more cross-functional teams with product responsibility from the beginning to the end," says Elveljung.

Cross-functional activities within supply have yielded results but Elveljung emphasizes that the change journey is only just beginning.

David Francisco



PHOTO: STOCK

## LEGO builds Minecraft

**GAMING** Since its beta release in 2009, the open-source simulation game Minecraft has sold more than four million units. Soon, a selection of Minecraft's virtual creations will be recreated using LEGO. It took only 48 hours after the initial announcement for more than 10,000 supporters to sign up for the project on LEGO's developer-site, CUUSOO.

Source: Gamasutra, LEGO

## NTT DOCOMO bets with chips

### MOBILE PLATFORMS

The Japanese operator NTT DOCOMO has announced that it will form a joint venture with Fujitsu, Fujitsu Semiconductor, NEC, Panasonic and Samsung to develop and sell semiconductors for mobile devices. Communication Platform Planning, as the company will be called, will focus on developing compact, feature-rich, low-power chipsets for LTE and LTE-Advanced devices.

## IT Service desk facts

### SUPPORT

► There are support centers in Bulgaria, China, Indonesia, Costa Rica, Brazil and Sweden.

► Support is proved in 14 languages: English, French, Spanish, German, Mandarin, Arabic, Hindi, Bahasa Indonesia, Italian, Japanese, Korean, Portuguese, Swedish and Thai.

## Hello...



... **Leif Johansson**, new Chairman of the Board of Directors at Ericsson and former President and CEO of Volvo Group.

### What are the most important issues for the board right now?

"Boards do different things. There is the governance part, which I think is very well handled at Ericsson. There is the business review part – making sure that targets are met and programs are executed in the right way. And then we support management in strategic issues.

### What are the most significant challenges that Ericsson faces?

"Technology and service leadership, and providing a good setup for our customers.

Industry consolidation also creates challenges. It was fairly predictable that ICT, telephony and information would merge; it is much less predictable where it will end up. Ericsson is part of this process and needs to ensure it makes the right choices. So we have some sharp decisions to make.

"Then there's the economic situation; in the short term, I'm reasonably pessimistic about Europe and North America. But at Ericsson, we have the opportunity to break free of the general economic cycle, if we can get customers and subscribers to accept costs, and can provide good services for them."

Simon Richardson



The smart home of the future will include numerous ICT solutions. Here, Mats Wenlöf demonstrates a connected-kitchen concept known as the "Kitchen helper".

# The home of the future

**A futuristic apartment is open for public viewing in the Swedish town of Västerås, giving visitors an early glimpse of life in 2026. The technological solutions featured here include a smart grid and digital communications with the neighbors.**

**SMART LIVING** Municipal housing company Mimer opened the three-bedroom apartment to the public late last year.

### Visionary

Eva Favaro, Head of Marketing at Mimer, says: "We wanted to learn more about how people will live in the future, so we invited a range of companies and organizations to develop some modern solutions. Many of them are based on existing technology,

but some really are visionary."

By simply pressing a "going away and coming home" button, you can turn the water and lighting off and on as you come and go. If you have left a window open, you will be sent a text message to inform you. Using your smartphone, you can then turn on the air conditioning and heating when you are on your way home. And if your dishwasher starts to leak while you are away, it will trigger an alarm connected to your mobile phone.

The apartment has many functional features, and Favaro says the entire project has been run with sustainability



Eva Favaro

in mind.

"An important part of this is the reduction of carbon emissions, which is enabled by the smart grid," she says. "You can reduce your peak power consumption and ensure you're using clean electricity."

### Kitchen helper

One proposed solution that is still only in its visionary stage is the "kitchen helper," software for touchscreens

that keeps a check on the contents of your fridge and creates recipes and shopping lists that can be transferred to your smartphone or directly to your local grocery store. The software also enables you to communicate with your neighbors.

The apartment of the future, the result of the collaboration of 35 partners, will be on show for one year.

Anders Jinneklint

## Sustainable city development

**ERICSSON** is ICT solutions advisor to the Stockholm Royal Seaport – an urban development project in the Swedish capital that, when completed in 2030, will offer 10,000 new homes and 30,000 additional workspaces. Stockholm Royal Seaport is intended to serve as an international model for sustainable city development, and to be climate positive and free from fossil fuels by 2030.

# Mapping the great indoors

The next generation of location-based services is here. And they have an emphasis on helping the user to navigate in indoor environments. One such service is Ericsson Labs' Indoor Maps and Positioning.

**POSITIONING** The recently launched Indoor Maps and Positioning service supports mobile-service developers. The service comprises two parts: a map function and a location-based service. Together, these enable developers to design maps and integrate them into Android applications to determine the location of a mobile phone on the map.

### Wi-Fi

The service is based on Wi-Fi technology (see fact box).

Two of the Ericsson Labs engineers behind Indoor Maps and Positioning are Karin Wollbrand,



Karin Wollbrand

Senior Researcher, and Staffan Larsson, Experienced Researcher.

"Our goal is to help



Staffan Larsson, Experienced Researcher at Ericsson Labs, shows how the Indoor Maps and Positioning service will make it easier for users to find their way in indoor environments, such as shopping malls.

developers create good mobile applications," Larsson says. "Indoor Maps and Positioning is mainly intended for services that help end users get from one indoor location to another with the help of maps."

As an example, Larsson mentions Ericsson Labs' Indoor Finder, which was developed to help Ericsson employees in Kista, Sweden, find their way inside the company's headquarters.

Other typical areas of use for Indoor Maps and Positioning are large buildings, such as air-

ports, stadiums, hospitals, industrial sites and shopping malls.

Wollbrand points out that Ericsson Labs has only released a test version of the service. So far, a few hundred developers have used the platform, and Ericsson Labs is waiting to receive more feedback from them.

"But interest in

indoor maps and positioning has risen dramatically in recent times," she says.

"Many companies are working with it now, and a lot of major players are active in this area. For example, Google recently launched an indoor version of its map function for Android."

Benny Ritzén

**FOR THE POSITIONING** service to work, a building must have a number of Wi-Fi access points. The positions of these points are stored in a database. When you then want to position a user, the application will scan all of the surrounding Wi-Fi access points. The mobile phone then calculates its own position based on the signal strength from the various Wi-Fi points and their stored positions. Read more at: <https://labs.ericsson.com/apis/indoor-maps-and-positioning>

## COMMITTEES AT WORK IN BCAM

**DIALOG SURVEY** How is your organization working with the recent Dialog results? For Business Unit CDMA Mobile Systems (BCAM) so called 'Dialog Action Committees' provided the best way to engage employees in defining and carrying out improvement efforts.

Crystal Hall, Dialog Prime at BCAM, – the BU's primary Dialog interface – says that the 2010 Dialog survey clearly indicated that employees had a strong interest in helping to define



Crystal Hall

initiatives for improvement. At BCAM, the 2011 focus areas included integration with Ericsson, motivation, IPM experience, as well as an action plan and framework for leadership engagement.

As part of their work, the committees took responsibility for specific programs, including panel discussions, team-building events and even

a mini-documentary showing a "day in the life" of BCAM Head, Rima Qureshi.

"The committees' work has given us the opportunity to get programs out there that employees are interested in," Hall says. "So far, the feedback has been very positive and we expect to continue this work in 2012."

For more information about this Dialog case contact Crystal Hall: [crystal.hall@ericsson.com](mailto:crystal.hall@ericsson.com)

David Francisco



## Mobile phone predicted 1900

**VISIONARY** In December 1900, US magazine Ladies' Home Journal published a vision of the next 100 years. Civil engineer John Elfreth Watkins Jr's predictions included the invention of the mobile phone and that a man in the middle of the Atlantic Ocean would one day be able to call his wife at home in Chicago. Watkins was also right in foreseeing the arrival of the digital camera and television, but his prediction of the extinction of rats, flies and mosquitoes was wrong.

Source: The Saturday Evening Post

## Swedes break surf record

**INTERNET** Swedes surfed the internet like never before in December last year. The volume of data traffic in the country's broadband networks was 28 percent higher than usual, according to operator Telia's surfing index. The Swedes also broke the record for social-media usage, which peaked on December 19.

# 1.2

... billion apps were downloaded by Android and iOS users around the world between December 25 and 31, which is a record, according to analysis firm Flurry.

Source: Mobil.se

### 3 HAVE THEIR SAY

We asked three participants at the Ericsson Technology Council 2011: How can Ericsson work more closely with its customers?

► Tania Leppert, Business Unit Multimedia



"Ericsson must build relationships based on trust and be perceived as a partner of choice capable of solving the customer's problems. Trust is built by delivering on commitments, good-quality products and innovative business-oriented solutions."

► Helen Örtenblad, Business Unit Networks



"Tighter cooperation between the regions and the design units would give the regions active support and help – particularly in customer meetings and discussions. This would bring useful information from the customer into the design organization."

► Maria Wirenmark, Business Unit Networks



"Involve the customers more in our R&D, so that we can really understand what they want. Also, spend more time talking to the customers about all aspects – not only in the product dimension. For example, we could help them to understand how to configure their network for optimal usage."

☒ Benny Ritzén



PHOTO: HÅKAN LINDGREN

Lena Nyström is one of more than 4,300 volunteers involved in Stockholm's SMS Lifesaver project. Volunteers must be at least 18 and have training in cardiopulmonary resuscitation.

## SMS responders save lives

In mid-2010, Lena Nyström signed up for a project whereby volunteer lifesavers are assigned cases via text message. A couple of months later, she was sent on her first emergency call, to an elderly man whose heart had stopped.

**HEALTH CARE** Early one morning on a weekend in September 2010, an SOS Alarm Center received an emergency call from an apartment just a couple of hundred meters away from Nyström's home in central Stockholm.

### Cardiac arrest

"I'd just set the table for breakfast, and I was eager to find out who had sent me a text so early in the morning," says Nyström, who works as a nurse at Karolinska University Hospital in Huddinge, Stockholm.

The text notified her that someone in her neighborhood had

suffered a suspected cardiac arrest. Her mobile phone then rang. An automatic voice message confirmed the information in the text and asked whether she was able to assist the patient.

"I answered 'yes,' threw on my clothes and ran out," Nyström says. "On the street, I could hear the sirens in the distance. My pulse was running high, but I was completely focused."

Upon arrival, Nyström was accompanied

into the apartment by a couple of police officers. Once inside, they were met by an elderly woman in despair. On the kitchen floor lay a man who had no pulse and wasn't breathing.

### Follow up

"One of the officers began doing cardiopulmonary resuscitation, and I immediately started doing artificial respiration," Nyström says. "In other words, we were trying to keep his

circulation going while we were waiting for the ambulance staff, who arrived right after we did."

A short while after the emergency, Nyström received an e-mail from the group behind the lifesaving project, who wanted to follow up on her efforts. However, she does not know what happened to the patient. "The medical records are confidential, of course," she says. "But I hope it turned out well."

☒ Michael Masoliver

## Mobile networks locate lifesavers

**SMS-LIVRÄDDARE** (SMS Lifesaver) is an emergency service in Stockholm run by Södersjukhuset (Stockholm South General Hospital) and Karolinska Institutet. Its aim is to improve health-care providers' chances of saving the lives of the approximately 900 patients who suffer cardiac arrests in Stockholm County every year. For every minute that goes by without lifesaving efforts, a patient's chance of survival falls

by 10 percent. LEKAB Communication Systems, which is also one of the suppliers of Ericsson's global SMS services, has made it technically possible to alert lifesavers located no more than 500m away from the patient. "The position of each lifesaver is determined by analyzing the location data available in operators' networks, based on the base station to which a mobile phone is connected," Tomas Stark, Head of

Systems Design and Development at LEKAB says. As soon as this information has been established, SOS Alarm forwards the alarm to the nearest lifesaver. Since the project began in June 2010, volunteer lifesavers have been able to reach their destination ahead of regular emergency staff on 120 out of a total of 300 occasions. Read more at: [www.smslivraddare.se](http://www.smslivraddare.se) (in Swedish)

PHOTO: ERICSSON



## Sweden, 1979

**LOOKING BACK** This micro-computer-based device, from former Ericsson company SRA Communications, was used to control traffic signals in Karlskrona, Sweden. Attempts had already been made to control the flow of traffic using lights during the 19th century. The first traffic lights in Sweden were installed in the 1920s in Stockholm.

Ericsson's first delivery of traffic-signaling equipment was to the City of Stockholm in the mid-1930s. This was part of the company's bid to expand its product portfolio by including equipment for timekeeping; fire alarms; and various types of signaling devices.

Source: Centre for Business History

## Sharp launches "chocolate" smartphone

**PRODUCTS** Electronics firm Sharp has produced a smartphone that looks like a chocolate bar. The phone, which uses the Android 2.3 operating system, will be made available to subscribers of Japanese mobile operator NTT DOCOMO. It comes with a wireless charger that resembles a box of chocolates.

PHOTO: NTT DOCOMO.COM

Source: Ny Teknik

## "When I took the job as CTO, the debate was whether 3G would ever appeal to the mass market. Today, mobile broadband has become a necessity to billions of people."

Ericsson's departing CTO Håkan Eriksson looks back on his nine years in the role. He will become the Head of Ericsson in Australia, New Zealand and Fiji from February 1.

## COMPETE AND WIN A PRIZE

**COMPETITION** How carefully do you read Contact? The answers to the three questions below can be found in this issue of the magazine.



1. What's the name of the non-profit organization that educates women about the use of ICT in Nigeria?
2. What does MPLS stand for?
3. Who's in charge of Ericsson's common function IT and Test Environment.

**Write your** answer after each question in an e-mail, put "competition" in the subject field and send your entry to [contact.comments@ericsson.com](mailto:contact.comments@ericsson.com).

com by March 30. The winner will receive a copy of the Ericsson book Changing the World. If we receive several sets of correct answers, the name of the winner will be drawn from a hat. Good luck!

**The winner** of the last competition was Edgar Adrian Gonzalez, Mexico. Answers to last month's quiz:  
1. About 5.5 billion  
2. "See you later"  
3. Mobile

## Social media voices

**ERICSSON** **Unplug!** is Ericsson's mobile broadband webpage, which shows how this technology is bringing about fundamental changes to the internet: <http://www.ericsson.com/unplug/>

**FACEBOOK** **The Ericsson Application Awards** This Facebook page contains current information about the international competition for students who are developing mobile applications: <http://www.facebook.com/Ericsson.Application.Awards>

**TWITTER** **Ericsson sustainability** has about 600 followers on Twitter and features links about topics such as corporate responsibility: <https://twitter.com/#!/Ericssonsustain>

**BLOGGER** **The next web** is one of the world's biggest IT blogs and includes internet-related news from an international perspective: <http://thenextweb.com/>

**Have you** come across any thought-provoking blogs or blog posts? Let us know by sending an e-mail to [contact.comments@ericsson.com](mailto:contact.comments@ericsson.com)

700,221

... the number of amateur radio enthusiasts in the US, a record number, according to a survey from September 2011.

Source: The American Radio Relay League (ARRL)

**INTERVIEW: OREOLUWA SOMOLU**

The Women's Technology Empowerment Centre (W.TEC) is a Nigerian non-governmental organization that aims to improve the situation of women and create equality in the ICT industry. Meet its founder, Oreoluwa Somolu.

# Empowering women through technology

**W**.TEC operates projects for girls and women to introduce them to computers and other information tools. It's mission is to educate, connect and empower Nigerian women by enabling their active engagement with ICT. Since the organization was founded in 2008, more than 1,000 women have participated in its programs and camps. For Somolu, the center represents much more than just a job.

*When did you first become involved with issues related to women and technology?*

"My mother is an engineer, so growing up I had already realized that very few women were working in the area of engineering and technology. When I was doing my master's program, I read a lot about the fact that Nigerian women generally don't even have the skills to use ICT tools. There is still a general belief that careers in science, technology and engineering are more suited to men. So I decided to set up something for young women."

*What made you choose ICT as a means to change the lives of women?*

"In our modern world, ICT provides important tools that people use in their daily lives, in situations like online

shopping, gathering information and especially for connecting to other people. If you don't know how to use these tools,

**"It's like the world is in the 21st century, but you're not really a part of it"**

you really get left behind. It's like the world is in the 21st century, but you're not really a part of it."

*How do you measure the impact of your organization's work?*

"We follow the women after they complete our programs, and some of them are now at university, studying science and technology-related degrees. One of the young women who attended our first camp in 2008 is now studying medicine at university, and she is actually teaching other women there how to use computers and the internet. Another woman, who attended a course where we taught participants how to use social media for activism and leadership-related activities, is now using tools like blogs, Facebook and Twitter in her work for

a civil society organization."

*How does ICT support social change?*

"Recently, a campaign called LightUpNigeria was held to address one of our country's major challenges – a lack of electricity. It started with a discussion among young people in social media, which generated a series of demonstrations in the capital, Lagos, and then articles published in newspapers. The campaign didn't change the problem itself, but with the use of ICT tools it succeeded in raising the discussion to a higher level and engaging young people who normally don't feel like they have a voice in Nigerian society."

*Would you say that the role of women in Nigeria has changed since you founded W.TEC?*

"A little bit, but not just because of the work that we do. We only reach a small percentage of the women in Nigeria, but tools like social media are making technology more user-friendly and more affordable. There is also a generational divide – some older people are still uncomfortable using these tools. At W.TEC, we want to reach out to more women and girls than we do today, and we will do that in collaboration with other organizations."

✉ Text: Anders Jinneklint Photo: Adolphus Opara

**OREOLUWA SOMOLU**

• Is the Executive Director of the Women's Technology Empowerment Centre (W.TEC) in Nigeria. • Holds a Bachelor's degree in Economics from the University of Essex in the UK and a Master's degree in Analysis, Design and Management of Information Systems from the London School of Economics and Political Science. • Worked for several years at the Education Development Center, a non-profit organization in the US, focusing on several projects that explored the interplay between gender and technology and which were designed to attract more girls and women to study and work in science and technology-related fields.





# ..... DIVERSITY

Diversity covers a **range of things**, including background, culture, gender and age, all of which are already featured at Ericsson. The challenge now is simply to **blend them well**.

## Under the surface



ALL AROUND  
THE WORLD

**D**iversity in a work team doesn't have to mean that people of different nationalities and educational backgrounds have to work together under the same roof and brainstorm for days on end. Engagement Practice Managed Services at Region Northern Europe and Central Asia (RECA) is a good example of this.

**Both men and women** make up the workforce at RECA's offices in Stockholm, where six employees work, although the group otherwise seems remarkably homogenous in terms of ethnic origin and age. But appearances can be deceiving. Since the reorganization in 2010, when Ericsson was divided into regions, Swedes, Danes, Finns, Norwegians, Russians and Ukrainians have been working closely together. Among the work team's 25 permanent members, nine are women, and the age range of the team members is 20 to 50 years old.

"Our team is highly diverse," says Christina Weckman, Regional Managed Services Driver at RECA. "Apart

from different nationalities and ages, we also have a variety of cultural and professional backgrounds. And we have several women in leading roles."

**The region's** six offices are located in Copenhagen, Helsinki, Kiev, Moscow, Oslo and Stockholm, but some of its employees meet almost daily in the virtual world. Representatives from the various offices also meet each other in person for customer meetings and to check how things are going.

Anna Palmgren, Head of Managed Services Sales Engagement at RECA's office in Stockholm, says that the differences among team members give the group the opportunity to get the best possible results.

"It's about establishing the customer's trust," she explains. "In addition to understanding the technology and customer needs, we also require knowledge of customers' cultures and their native language."

During all recruitment processes, diversity is one of the guiding principles, and that's been the case since the work team was formed. ►

Nataliya Omelchuk, from Ukraine, left, converses with Anna Nabseth, Sweden, during the monthly meeting of Engagement Practices Managed Services at Region Northern Europe and Central Asia.



Anna Palmgren, third from the left, believes that women need to have other women as role models, just as men need male role models. Here she is in a meeting with, from left, Christina Weckman, Johan Nylund and Stefan Lindqvist.

## “Local efforts are also important because one size does not fit all”

Bina Chaurasia

### Did you know ...

that Rima Qureshi, head of Business Unit CDMA, is Ericsson's first female BU head? She entered her role in 2010.  
Source: Ericsson

► “We are often divided into smaller teams when we work, and to make sure we cover as many aspects of customer needs as we can, we need to recruit in a way that results in the best possible mix for our operations,” Weckman says.

“And we need to be able to respond to the needs of our customers’ own organizations, which are also highly diverse these days.”

Both Palmgren and Weckman are certain that diverse work teams result in higher profits.

“Based on my own experience, I know that you gain a broader perspective of your business and a better range of competencies,” Weckman says.

They’ve also noticed that customers appreciate their diverse work team. A good example is the case of a relatively recent deal in the Middle East.

“In that case, the broad-ranging, international composition of our team was definitely to our advantage,” Weckman says. “That was also why we succeeded in building such a good relationship with the customer.”

Weckman and Palmgren also say

that Ericsson’s diversity has made a big difference to their own careers.

“I’ve had the good fortune to have had managers who have believed in me,” Weckman says. “But I’ve also been one of the few women at my level, and I think we still have a way to go before men and women have equal opportunities for their careers at Ericsson.”

Palmgren agrees; she believes that women need to have other women as role models, just as men need male role models.

“That’s why it’s so important to have a good mix of men and women, and of various backgrounds and experiences,” she says. “I’ve definitely developed more when I’ve worked in mixed teams than when I’ve been in more homogenous groups.”

Jørgen Alsing is Head of Practice, Managed Services at RECA. Today he leads a highly diverse work team, but he also has experience of working in teams that aren’t very diverse at all. Before he took up his current position, he worked as a customer relations manager in Denmark.

“There were eight of us, all Danes

– one woman and seven middle-aged men, with technical or commercial backgrounds,” he says. “We tended to think in very similar ways.”

He mentions the complexity of managed services, where assignments can take a very long time to complete. During these projects, his team works with several parts of the customer’s organization. Everything from daily operations, sales and marketing to personnel and legal issues is involved. This means that a single member of the work team can have several roles during a given project.

“Under these circumstances, it’s very difficult to mobilize a group if it consists of five people who are about the same age, of the same gender and with similar backgrounds,” Alsing says.

Above all, he is impressed by the wide range of backgrounds and experience in his own work team. A good example of this is Hans Rendbæk of Sales and Marketing at Business Unit Networks. Four years ago, with no telecom experience, Rendbæk was accepted into Ericsson’s Accelerated Management

## “I’ve definitely developed more when I’ve worked in mixed teams”

Anna Palmgren

Program. At that time, he was the sales manager of a ferry company and had also been an owner of restaurants, discos and entertainment events.

“At the time I didn’t know much about Ericsson, but I realized that the management program would give me the opportunity to become a much better leader and that I would be able to work in an international environment,” Rendbæk says. “I had guessed that my background would stand out at Ericsson, and it did.”

He calls himself an “all-around managed services specialist,” but his main work task is to put together and lead work teams for various assignments that focus on engagement practices. This means that he works with a range of different professionals: engineers, lawyers, economists and employee representatives. In these situations, his broad-ranging occupational background is a major advantage.

“Being able to manage different people with highly varied backgrounds and get the best out of them is truly an art,” Rendbæk says. “And I’m suc-



Bina Chaurasia, Senior Vice President HR & Organization.

ceeding in that, thanks to my previous work experience. It’s important to make sure everyone is involved in the entire process, from gathering information to the discussion phase, and especially during the decision-making process.”

Bina Chaurasia, Senior Vice President, HR & Organization, has ultimate responsibility for ensuring that Ericsson gets the most out of the diversity it has in the company. To her, diversity is more than traditional parameters such as age and gender.

“A company can have a good gender balance and mix of nationalities, but if everyone thinks the same way, the company doesn’t gain anything,” she says.

Chaurasia says that Ericsson takes a three-fold approach to achieving diversity.

- “Get the tone right from the top, with a diverse leadership team.”
- Make diversity organic by building it into systems and processes. “We are doing this globally with such processes as staffing and talent management.”
- Address unique diversity issues locally.

She says that while various global diversity initiatives are underway, “local efforts are also important because one size does not fit all.”

Text: Benny Ritzén/David Callahan  
Photo: Håkan Lindgren

► Footnote: Also read the interview with Bina Chaurasia on diversity on the Intranet: Global > News & Events > Ericsson Magazines > Contact Newsletter #1 2012.

## We asked some of the members in the Engagement Practice Managed Service work group: How does your background add to diversity?

Gina Aspelin, Specialist Sales Services, 27, Stockholm.



“Because I’ve recently worked at a couple of other engineering companies, what I learned is still fresh in my mind. This probably makes it easier for me to evaluate Ericsson. Are we doing things in the best way possible? When you’ve been working at a company for a long time, it’s easy to get stuck in a rut and continue with your usual ways of working. But for me, it may be a little easier to see where we need to improve and to challenge existing ways of thinking and working.”

Yekaterina Galitskaya, Sales Specialist, 30, Moscow.



“My degree in foreign languages and literature is very rare in telecom, so it does add diversity to a team with a largely technical background. One advantage is that I can communicate effectively and focus discussions with the customer in a way that enables both parties to see an issue from different angles. This approach has the effect of brain-rebooting, and is quite effective.”

Viktor Galenko, Managed Services Consultant, 38, Kiev.



“I have a technical background, and before I began at Ericsson I worked as a technical project manager for MTS, one of Ukraine’s largest telecom operators. This background is my strength in a team where many have previously worked in sales and finance. Because I come from Ukraine, I also understand the mentality and business culture in CIS (Commonwealth of Independent States) countries, and I am more familiar with the complex local legislation.”

Yulia Gryukanova, Managed Services Consultant, 31, Moscow.



“I studied foreign languages at university, and worked as an editor and translator before I joined Ericsson. I worked in different positions in the former market unit here. That experience, plus my wide-ranging knowledge of the company is my main contribution to diversity. I also add my knowledge of the market and customers in Russia and the former Soviet Union states.”

# A good mix

OVERLAND PARK,  
KANSAS, USA

Ericsson's Network Operations Control Center in Kansas City in the US is a melting pot of generations, cultures, technologies and experiences that combine to give the company a competitive edge in managing its customers' growth.

**W**orking closely with Global Network Operations Center (GNOC) facilities in the US, Canada, Mexico and India to manage multiple networks with various technologies, the center is by its very nature a focal point for diversity.

Center Operations Director Stephanie Feiss says that, while cultural, age and gender diversity are clearly a plus, the NOCC employees' diverse experience in technologies, education and career paths is what really raises the center's overall effectiveness in identifying and resolving problems that arise in a variety of networks.

**Recruits** straight out of university or college, for example, are paired with seasoned veterans who are experts in their assigned technology or solution. "The new hires have training in the most up-to-date technology, and we work with them so they can build on that textbook knowledge," Feiss says.

"We create a foundation for these young people to grow, and at the same time they bring a fresh perspective on the way we operate, which sometimes leads us to make improvements in our processes," she says.

Feiss says that Center Operations leadership team puts a premium on finding well-rounded recruits.

"They look at job candidates' technology experience, the kind of career they have had, what kinds of companies they have worked with, and their education," she says.

The NOCC also builds diversity by encouraging technicians and engineers



At the Network Operations Control Center in Kansas City, US, Steven Elbert (left), Bill Pletcher and Talia Bodine apply their diverse experiences toward a common purpose.

to seek certification and training in the latest technologies and trends. "That way, we maintain our self-sufficiency and avoid becoming dependent on equipment vendors, which saves our customers money and helps us resolve network impairments faster."

**The center aims** to take advantage of diverse expertise on a daily basis. Experts in a given product or technology are routinely encouraged to work with their peers in another area to gain unique perspectives and insights on problems, Feiss says. Open forums are held each week to review major network outages, and leaders from different technology areas swap ideas about how lessons learned can be applied across the board.

**Employees often** get the opportunity to work on-site in one of the center's affiliated GNOC facilities. Network Control Manager Lisa Siard says that, at any given time, five or more of the NOCC's employees are working at partner centers in Mexico City or Noida, India, as well as in Las Vegas, in the US, on assignments lasting anywhere from a few weeks to a year or more.

"It helps us get to know the cultures in these centers a little better," Siard says. "We have a lot of close contact with these centers, and having this familiarity and ability to exchange ways of working really helps us improve the way we work together."

Text: David Callahan Photo: Jason Dailey



The diverse staff at the Network Operations Control Center in Kansas contribute wide ranging skills, background and perspective to management of the customers' networks. From left (back row) are: Arleesa Brown, Steven Elbert and Bill Pletcher. Seated are: Krishna Jyothi Boppa (left) and Talia Bodine

**SEND US YOUR SUGGESTIONS!**

Do you have a lot of diversity at your workplace? Write to us with your comments at: [contact.comments@ericsson.com](mailto:contact.comments@ericsson.com)

»» **How Ericsson attracts young talents** »»

Members of staff on the Ericsson stand, at Budapest University of Technology and Economics careers fair, inform Nikolett Nagy of the career opportunities within the company.



# ■■■■ DIVERSITY

## The search for youth

BUDAPEST, HUNGARY, EUROPE

**Developing new, young talents is crucial for a diverse workforce. One way Ericsson taps into the younger generation is through recruitment events on university campuses.**

It's 9:00 on day one of the Budapest University of Technology and Economics (BUTE) careers fair. Overlooking the River Danube, a constant stream of determined job seekers is flowing through the campus entrance, down a series of steps, spilling into the exhibition area. Over 10,000 people are expected to attend the two-day event, making it the most popular careers fair in Hungary.

**Students of technology, science, economics and finance, as well as recent graduates make up the majority of the attendees.** The fair offers a rare opportunity for these job seekers to meet with prospective employers. Most are here to network, but all are keen to secure employment with the best companies. Similarly, the exhibitors want to attract the most talented individuals.

At the Ericsson stand, Péter Orbán, R&D Line Manager, says most of today's attendees are career-starters fresh from college.

"This is the most reputable technical university in Hungary," he says. "We get to meet a lot of talented people and usually receive a lot of great applications, so this is one of my favorite careers fairs."

**One of the people** at the careers fair who is keen to learn more about Ericsson is 22-year-old Márk Kovács. He is a final-year Electrical Engineering student at BUTE and a trainee at National Instruments, a company specializing in the production of measurement cards and tools. After he has graduated, he wants to travel abroad to learn new languages and secure employment.

"I believe that countries with strong economies, such as Switzerland, Germany and even the US, have more job opportunities," Kovács says. "So, I'm considering working abroad for a few years after graduation."

Kovács says he has considered applying for jobs at Ericsson after attending

a recent open day.

"I enjoy working at National Instruments, but I'm also interested in expanding my understanding and knowledge of networks," he says. "I learned more about the company at an Ericsson R&D open day in Budapest."

And Kovács says he is drawn to working with international companies.


"Working in an environment where everybody thinks the same can become stale," he says. "Having a mix of people with different backgrounds is important because it helps stimulate new ways of working and create new ideas."


Another visitor to the Ericsson stand is 21-year-old Nikolett Nagy. The psychology graduate is completing a Diploma in Economics through a weekend distance-learning course at neighboring Corvinus University – also in Budapest.

"I finish my course next year and I'm here today to research these companies.

**"My background** in psychology and economics helps me understand how ►

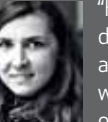
### WHY IS DIVERSITY IMPORTANT?

**Tamas Nemeth, Mechanical engineer**  
  
 "Working with people from different countries and cultural backgrounds is important. I have a Hungarian outlook, for example, but working with different people gives me an opportunity to hear other views and a chance to expand on my own insights."

**Natacha Funkeu, Electrical engineering student**  
  
 "Companies benefit when they employ people with different backgrounds and language skills. After all, we live in a world that is increasingly international, so companies need to be able to communicate and support customers in a variety of languages."

**Fanni Karpati, Architecture student**  
  
 "Colleagues with diverse experiences and backgrounds are likelier to have more unique ideas because they think differently and can come up with the unexpected."

**Andras Nagy, Electrical engineering student**  
  
 "Diversity of age is important, for example, because young people can learn from someone older. Electrical engineering, my area of studies, is something you cannot just learn in a classroom. Experience can only come after years of working with senior people."

**Boglarka Fekete, Dietician at a wellness center**  
  
 "Having a diverse role and working with a variety of people are things I consider when applying for jobs. I benefit from working with people who have different ideas and points of view because it helps me grow as a person."



Márk Kovács (left) and Nikolett Nagy were two among several hundred technology and economics students who visited the annual recruitment fair in Budapest. Both want to work for a major global company, and Ericsson is an attractive option.

**Did you know...**

that the average age at Ericsson is 38 years and that 22 percent of all employees working at Ericsson are women?  
Source: Ericsson

► people think, communicate and resolve problems,” she says. “My goal is to work in HR for a multinational company. My background in psychology and economy helps me understand how people think, communicate and solves problems.”



Kimberly Bocian

Kimberly Bocian, Head of Global Talent Acquisition, is responsible for positioning Ericsson as an attractive

employer. In her role, she focuses on three different demographics: the college market, mid-career hires, and executive hires. But since Ericsson promotes largely from within, there is a relatively small number of external hires for executive positions.

“We attend career fairs at universities throughout the world to communicate what Ericsson does, what we can offer as an employer, and to promote our job opportunities,” Bocian says. “Some of

the students we meet develop creative solutions that help solve problems we’re working on at Ericsson, so we’re constantly at these events searching for the most talented individuals.”

**Successful applicants** often have innovative backgrounds with experience working in a global organization.

“Our customers throughout the world have different needs,” Bocian says. “It is important we reflect this diversity internally, so that we understand these needs better. We work collaboratively despite being dispersed geographically. Everyone’s input is important when working on innovative solutions. We are most interested in talented individuals who know how to work with a range of different people.”

Another way for her to promote the company is via websites like glassdoor.com, where people can rate their employers and place of work anonymously. Ericsson employees have rated the company and its President and CEO Hans Vestberg extremely highly on the site.

“Our employees are our ambassadors, and many of them love working for Ericsson and we want to leverage on this so we continue to attract the best talent.”

Text: Jonathan Rothwell Photo: Per Myrhehd

# Diversity – worth the challenge

**H**aving been commended for his efforts to enhance diversity throughout the company, Ericsson President and CEO Hans Vestberg talks about the benefits and challenges associated with this concept.

**Why do you believe it's so important to foster diversity?**

Having lived in several countries and worked in a variety of environments, I've learned that if we work with people with different backgrounds, it results in a much better decision-making process. There is no doubt that it gives us better opportunities to get 360-degree feedback on everything we do. You can compare this to a sports team, where you always need to make sure you have a group of different talents coming together. The same is true when managers are leading an organization, no matter what size it is. For me, diversity is the key to making the best decisions and finding the right way forward.

**What does diversity mean to you?**

When I'm recruiting, I make sure I incorporate all kinds of diversity into the process. I look at a person's background and experience – meaning what skill set they bring with them, what type of person they are and what kind of background they have. So I take a broad view of what diversity means, and that has an impact on the way I put together a team. Ericsson needs people with different types of competencies and backgrounds to achieve the right team dynamic; gender is just one part of the picture.

**What are the challenges that come with diversity?**

It takes what I call adaptive leadership: an ability to listen to different sorts of people. We all do things in different ways and as managers at Ericsson we need to be curious about the people we're leading and understand where they're coming from. And it's essential to set very clear goals for each and every member of the team. Having a diverse team tends to be a challenge, but the output is so much greater if we manage things well.

**Have you succeeded in creating a diverse leadership group at Ericsson?**

I think this is just the beginning. In the management team we have a major responsibility and we need to lead by example. I think we can always do better and do more to make sure we continuously apply diversity across borders, all around the world. We have seen the shift at the top level of our company's leadership, but we can still get more out of our teams by focusing on diversity.

Text: Sonora Ocampo Photo: Stefan Borgius



Hans Vestberg, Ericsson President and CEO.

## REGION WESTERN AND CENTRAL EUROPE FOCUSING ON AGE, GENDER



**SPANNING 16**

countries with a variety of cultures, Region Western and Central Europe (RWCE) is truly a melting pot of diversity. Neil Clark, Head of Talent Management & Acquisition in the region, says RWCE embraces diversity as it helps to provides competitive advantage.

**How has your work with diversity progressed since the creation of RWCE 18 months ago?**

We are only at the start of this journey, so it's important to bear

in mind that there are no miracle 'overnight' solutions for improving diversity - but the benefits are significant.

Research has shown that the presence of female leadership, for example, correlates with higher short-term and long-term profitability, increased customer satisfaction and improved employee engagement.

**What initiatives have you undertaken to help create an inclusive culture?**

During 2011, a flexible way of working was created to sup-

port a better work/life balance for all employees in Ericsson's Netherlands office. Since July 2011, RWCE has been driving young talent recruitment to bring in fresh minds and diversity of thought. We are making good progress – 50 percent of all our vacancies have been filled by young people.

**What will happen this year?**

We will continue to raise awareness about the importance of diversity. Throughout 2012, we will focus on making RWCE a young, vibrant place to work, with a good

gender balance. In Ireland and Hungary, we will continue to work with educational institutions, taking a proactive approach to increase the diversity of technical graduates working for us. We also want to remove the gender aspect from some commonly used but outdated Ericsson terminology, reducing the use of terms such as "grandfather approach," which relates to getting a sign-off from your manager's manager. It's a small idea but we find that lots of small steps add up to a great approach to diversity.

Text: Jonathan Rothwell



Ericsson President and CEO Hans Vestberg brings Anders Stenkvist, Mobile Access Platforms Manager with Business Unit Networks, onstage in Las Vegas to demonstrate **Connected Me**, a solution that enables the human body to act as a transmitter for connecting devices.

CONSUMER ELECTRONICS SHOW

# Debut in Las Vegas

With a show-stopping keynote and a strong emphasis on ideas, Ericsson's debut at the Consumer Electronics Show (CES) proved to be one exception to the saying "What happens in Vegas stays in Vegas."

LAS VEGAS  
NEVADA, USA

**A** cover photo of Ericsson President and CEO Hans Vestberg greets attendees at CES as they pick up copies of Vision magazine, the official show publication. It is the opening day of the biggest event of its kind.



Dwight Witherspoon



Keith Shank

An estimated 153,000 visitors are here for the four-day event. All of them are industry professionals or members of the media (despite its name, the Consumer Electronics Show is not open to the public).

Raising his voice above the din outside the Ericsson booth, Dwight Witherspoon, Director of Communications Operations, explains that Ericsson is here to promote a vision of its own, and that Vestberg's keynote will explain "how we are enabling a Networked Society."

"There is no bigger stage for technology companies," Witherspoon says. "CES is a perfect place for us to introduce concepts like 50 billion connected devices."

Outside of the telecom sector, notes Keith Shank, director of Ericsson Innovation Labs, the Ericsson name is of-

ten confused with that of the former handset joint venture, Sony Ericsson. Thus, Ericsson had some assumptions to address. A conscious decision was made, he says, to situate the booth away from the telecommunications hall, and instead take a place among the likes of Intel, Microsoft and Samsung.

Shank acknowledges that the move was "scary." Next door to Ericsson's booth is sports network ESPN HD, which is reliably delivering the kind of dazzling entertainment that people have come to expect at CES. This is, after all, Las Vegas, so the exhibit features dozens of giant screens. They even installed a full-size boxing ring in order to host an afternoon card of live bouts for 3D broadcast.

"When we saw what we were competing with, we were concerned we would be invisible," Shank admits. But as the show got under way, the Ericsson event team's misgivings were swept away by the unending stream of visitors coursing through Ericsson's state-of-the-art cube-shaped exhibit, where the emphasis is less on technology than on ideas.

Shank says that in designing the Ericsson exhibit, typical telecom demos were ruled out in favor of showing ▶

## “Entertainment content will be one of the biggest parts of the Networked Society.”

Hans Vestberg



Two visitors examine a display in Ericsson's booth, which was devoted to exploring how things and people will communicate in the Networked Society.

In a town noted for its stage shows, Ericsson continues turning heads on the day of Vestberg's keynote, but without resorting to the celebrity walk-ons so common during presentations at CES. Instead of parading the likes of American Idol host Ryan Seacrest and singer Justin Timberlake across the stage, Ericsson's guests add gravitas to the proceedings. From Maersk Line's President Michael White, to Refugees United cofounder Christopher Mikelsen and Professor Carlo Ratti of MIT's (the Massachusetts Institute of Technology's) SENSEable Cities Laboratory, each guest illustrates some facet of the Networked Society.

But perhaps none generates more internet buzz than Ericsson's own Anders Stenkvist, manager, Mobile Access Platform who, with the help of Vestberg, performs a dramatic live demonstration of the Connected Me idea that he and an Ericsson team has been working on for just over two months.

**After the keynote**, the event-team members start to survey the audience, and Witherspoon later reports that the reaction was “overwhelmingly positive.” In fact, 90 percent of those surveyed said the keynote “enhanced” their understanding of Ericsson's business offering, and 98 percent agreed that Ericsson is a key enabler of the Networked Society.

The following day picks up the theme of entertainment and content and its place in the Networked Society. Kicking off a series of panels titled “Entertainment Everywhere,” Vestberg

welcomes industry leaders such as Warner Bros. Television Group President Bruce Rosenblum, and Simon Fleming-Wood, Chief Marketing Officer at Pandora. “Entertainment content will be one of the biggest parts of the Networked Society,” he tells a packed audience.

**After the panel**, moderator Brad Berens, Chief Content Officer at dmg: events and Senior Research Fellow at the USC Annenberg Center for the Digital Future, says that by joining the discussion, his eyes had been opened to the importance of Ericsson.

“Ericsson is building the backbone upon which all of this change is happening,” he said. “They create the ‘oxygen’ without which the ‘plants’ simply can't grow, so they are absolutely crucial to how it is happening.

“The problem is, Ericsson is also largely invisible. It's sort of like electricity; until you plug something in and it doesn't turn on, you don't notice it.”

After this week in Vegas, it's clear that Ericsson's profile will continue to rise as the world moves toward 50 billion connected devices, says Witherspoon. “We set out to introduce our brand to all the consumer electronics ecosystem players, and to a lot of other great companies. Based on the media and the measurements we took after the keynote and Entertainment Matters, it's clear that people are leaving CES with a new and positive view of the Ericsson brand.”

Text: Christine Luby / David Callahan  
Photo: Mike Markovic

The Twittering Tree attracts a crowd in Ericsson's booth. Ericsson's CES debut sets the stage for the company to generate a higher profile in the devices ecosystem.



### Did you know that...

... Since the first CES in 1967, thousands of technologies and products have been introduced to the world at the event, from the VCR in 1970 to 3D HDTV in 2009.

Source: CES

► how a Networked Society will be fundamentally different from what we see today. “Our presence is being used to explore how things and people will communicate in the near future,” Shank says. “We're showing the Twittering Tree, Social Web of Things, Medical MashUp and Connected Me, all intertwined with the message that our view of communications is about to shift radically, and Ericsson is ready to lead the change.”

The media also took notice. There was a palpable buzz in the hall when Wired magazine led a tour through the Ericsson booth. And halfway through the week, the Wall Street Journal was effused over Ericsson's presentations: “There are demonstrations that are mildly interesting, some that are impressive and some that are startling. Ericsson has managed to reach the third level.”

## FOUR THINGS ERICSSON SHOWED AT CES 2012

### 1. THE SOCIAL WEB OF THINGS

In a world of open web technologies people will be able to connect with objects – such as household devices – in order to understand and control them more easily. The social web of things will also allow objects to be “friends” and connect with

each other in order to work more effectively together.

### 2. TWITTERING TREE

A real tree with sensors that transmit information about any movement or changes within its electromagnetic field. This information is sent to a processor in a

nearby laptop which then forwards the tree's reactions to Twitter and SMS. The Connected Tree made its debut at Mobile World Congress in 2010.

### 3. CONNECTED ME

Capacity coupling is an innovation that uses the body as a conductor

between a device with a receiver. Ericsson President and CEO Hans Vestberg demonstrated the Connected Me solution at the 2012 International CES by transferring an image from a smartphone to a monitor simply by touching both devices.

### 4. CONNECTED HEALTHCARE

This is about how health-care providers can use existing networks to provide live interactive video between, for example, a visiting nurse and a doctor who use voice, video and file transfer solutions to improve patient care.



Workers install fiber-optic cabling on the outskirts of Mexico City in 1982. The first AXE telephone exchange in Mexico had become operational the previous year, which meant the start of a very successful AXE-sales period for the Ericsson-owned Mexican manufacturing company Teleindustria Ericsson (TIM). This in turn led to a great demand for **fiber-optic cabling**. The cables in the picture were produced by the former Ericsson company Sievert's Kabelverk, the name of which was changed to Ericsson Cables in 1985.

Source: Centre for Business History



# Fighting piracy the smart way

Since the dawn of digital content, rights-holders and artists have been fighting a losing battle against **online piracy**. But two experts say that the tide may finally be turning.

**“We believe that** all digital markets will grow.” These words come from Sven Richard Andersen, an expert on digital services, who works at the Consumer Council of Norway, focusing on issues such as privacy and copyright (he is now on a leave of absence so he can help address barriers to growth in the Norwegian ICT sector). He and Kostas Rossoglou, an intellectual property rights lawyer and senior legal officer at the European Consumers’ Organisation, has been studying the digital market for many years.



Sven Richard Andersen



Kostas Rossoglou

## Is piracy on the wane?

**Rossoglou:** Yes. Until now, consumers have been forced to choose between content that is either accessible and illegal, or inaccessible and legal. But fortunately this is changing.

## What evidence is there to support this?

**Andersen:** During the past few years, the Norwegian copyright organization, Norwaco, has conducted annual surveys to determine how license fees should be redistributed to artists

and rights-holders. The findings have been quite remarkable.

From 2008 to 2009, the number of illegal copies of digital music made fell dramatically. Norwaco calculated that 22,339 pieces of music were copied illegally every week in 2008. A year later, that number had plummeted to 13,538. In 2010, the number fell again.

## What caused that?

**Rossoglou:** Legal music streaming was made more accessible.

The music-streaming service Spotify, developed in Sweden, was launched in 2008. By offering both a subscription-based and a “free” service, Spotify provided an alternative to the legal and illegal downloading of single tracks or whole albums. In the beginning, most Spotify customers preferred the “free” subscriptions, which were paid for through advertising, but over time the number of paying subscribers has risen.

**Andersen:** It might be just a coincidence that illegal downloading decreased in 2009, but a continuous decline was confirmed by Norwaco’s survey in 2010. In addition, sales statistics from the Norwegian branch of the IFPI (International Federation of the Phonographic Industry) show that, by the first quarter of 2011, the total value of the digital market for music had surpassed

that of the physical market. Norway’s Performing Rights Society, TONO, then announced in December 2011 that its income was back to a 2005 level, and that it was making money. This means that income from new, legal services is compensating for the decline in CD sales.

## Where have you seen the most growth?

**Andersen:** It’s in subscription-based music services. From June 2010 to June 2011, the total value of digital-music service subscriptions grew by 584 percent in Norway. Significant growth in the value of purchased streams and legal downloads was also recorded.

According to IFPI Norway, there is now, for the first time, a reason to feel optimistic about the digital market. The industry is still losing revenue to the illegal downloaders, but the streaming services seem to be curbing the piracy.

## What do other similar industries look like? Are they having the same problems when it comes to curbing piracy?

**Rossoglou:** The movie and TV businesses will probably experience many of the same problems the music industry has suffered since the introduction of the first file-sharing site for music, Napster, in 1999. Increasing bandwidth and growing computer literacy will make more





## “The movie and TV businesses will probably experience many of the same problems the music industry has suffered”

Kostas Rossoglou

► consumers willing and able to search for film and TV content online.

Basing forecasts of future revenue on developments in the retail-based DVD market will probably be futile, judging by experiences from the music business. The case of Spotify, as well as similar services such as Deezer (France), Wimp (Norway) and Last.fm (UK), shows that the way culture is consumed has changed. Business models should be based on demand from end users and on an understanding of what is technically feasible – not on a desire to maintain existing models.

*Andersen:* As for the book industry, a severe restructuring of the business is underway. Amazon's digital-book sales surpassed its sales of physical books in the second quarter of 2011. Coming up with attractive, legal offerings allowed Amazon and the No.1 US book retailer Barnes & Noble to become dominant when the market moved online.

### What about the video-game industry?

*Rossoglou:* The video-game industry has battled piracy since the late 1980s. In many respects, it

was hit harder and earlier than the other industries. Still, the industry has continued to grow ever since.

*Andersen:* We believe its success has been largely due to its willingness to provide reasonable business models and accompanying solutions for digital-rights management with a fair trade-off regarding limitations for use, access to extra material for legitimate gamers, and attractive legal offerings.

The success of the online-game service Steam proves that people are willing to pay for content online. Yes, gamers could probably download a free, pirated version of a game from a file-sharing site, but many choose to pay. Steam reportedly has a 70 percent share of a USD 4 billion market.

*Rossoglou:* From time to time, consumers have opposed new measures that they find intrusive. For example, gamers have protested loudly against continuous connected verification for games that can be played offline. This suggests that consumers are willing to accept measures to limit piracy – as long as the measures are reasonable.

### What does the future look like for artists and rights-holders?

*Rossoglou:* Almost everyone understands rights-holders' interest in getting a return on their invested time, money or talent. But at the same time, no one likes to draw the short straw every single time.

Digitalization creates an excellent distribution channel for most artistic or cultural products, but merely having an opportunity does not guarantee success. Content providers, rights-holders and creators need to listen to what end users want.

*Andersen:* We believe that all digital markets will grow. We believe that end users are willing to pay for good, legal alternatives. But the offerings have to be attractive enough for those who are paying. And they have to be effective.

Text: David Callahan/Sophie Bennett  
Illustration: Ebba Berggren

Footnote: This is an abridged version of an article published in *Ericsson Business Review* (issue 3, 2011).

# CONTACT ONLINE

–GLOBAL INTERNAL NEWS

Tune in to our global internal portal for the latest news and views on Ericsson and the ICT community.

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

# Point to Point Communication

**Instructions:** Read the subject category and question. Start with the five-point question and continue to the right until you have an answer. When you have gone through all six categories and guessed a year for the picture below, calculate your total score and compare it with the maximum tally, which is 35.

Subject / Points	5 points	4 points	3 points	2 points	1 point
<b>Business</b> Which company?	This communications corporation is headquartered in Libertyville, Illinois.	It began trading as an independent company on the NYSE on January 4, 2011.	The company pioneered the flip phone in the mid-1990s.	In August 2011, Google announced that it had agreed to acquire the company.	The company launched the Droid smartphone.
<b>Telecom</b> Which person?	He was born and raised on a farm in central Nebraska.	His name is the same as a brand of whiskey bottled in Bardstown, Kentucky.	Facebook tried to acquire his website for USD 500 million, though the offer was rejected.	His companies created two of the top 10 websites on the internet.	He was the former CEO and is the co-founder of Twitter.
<b>Geography</b> Which country?	From 1427-1530, this country was part of the Kingdom of Aragon.	Melita is the name of one of the republic's telecommunications companies.	It has been governed by President George Abela since 2009.	The country has been a member of the EU since 2004.	The capital in this country is Valetta.
<b>History</b> Which year?	America Online announces an agreement to purchase Time Warner for USD 162 billion.	The population of India officially passes the 1 billion mark.	Tiger Woods becomes the youngest player to win a Grand Slam in golf.	Ericsson Response is founded.	The Summer Olympic Games open in Sydney, Australia.
<b>Technology</b> Which service delivery platform?	Opera Software provided the client framework for hosting and management of the applications.	The model is based on a three-way revenue share agreement.	It is for service providers only.	Features and functionality evolve on a continuous basis.	Ericsson launched this store at the 2010 Mobile World Congress.
<b>Sport</b> Which sport?	The objective is to score points through tries, goals and field goals.	It is a full-contact sport played by two teams of 15 players.	The New Zealand team performs the Haka before every game to intimidate opposition players.	The 2011 World Cup was played in New Zealand.	New Zealand are the reigning world champions.

**The picture**  
Which year was this photo taken?  
5 points for the right year  
4 points for the year +/- 1 year  
3 points for the year +/- 2 years  
2 points for the year +/- 3 years  
1 point for the year +/- 5 years

**TURN THE PAGE FOR THE RIGHT ANSWER.**



PHOTO: CENTRE FOR BUSINESS HISTORY

**Business:** Motorola Mobility **Telecom:** Evan Williams  
**Sports:** Rugby **History:** 2002 **Technology:** eStore  
**Geography:** Malta **What year (photo):** 1895 **Business:** Bicycle Club of Ericsson, Stockholm, Sweden.