

Contact

Strategy expert of the year
PAGE 4



Smart business

Nadia Wassef brings her Cairo bookstore to 100,000 social networkers

Pages 16-25



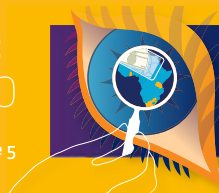
VALERIE FAST HORSE, DIRECTOR OF IT FOR THE COEUR D'ALENE INDIAN RESERVATION:

"Today, broadband is the new horse"

Pages 14-15

How it works:
LTE RELEASE 10

Page 5



Mobile money grows in Africa

Pages 32-34



GLOBAL NEWS SUMMARY

Catch up with the top internal news, views and videos with our new global newsletter. It's coming to your mailbox soon.

◀ **FIRST PAGE** Nadia Wasser in her bookstore in Cairo, Egypt. Photo: Shawn Baldwin/Getty Images



The old L.M. Ericsson boardroom

A journey 100 years back in time

Pages 26-30



NEWS

- 8 Safiya – Sudan's first female line manager
- 8 Ericsson's offices in **Johannesburg** get a fresh, sustainable makeover
- 9 How Georg Kapanke turned a lost contract into a sparkling opportunity
- 11 **Tip:** Here's how to use the new intranet
- ▶ 12 Mobile technology onboard **today's flights**
- 13 The London 2012 Olympics events that triggered the most SMS traffic



THEME – SMART BUSINESS

- ▶ 16 **The Cairo bookstore** that's had a boost thanks to social media
- 22 Mats Renée, Marketing Manager, Ericsson M-Commerce: "Ericsson is the only company that can set up integration between the charging system and **m-commerce services**"
- 25 **Shailendra Pandey**, Senior Analyst at Informa Telecoms & Media: "There are very few m-commerce solutions available for small retailers today"



PLUS...

- 4 Have your say
- 5 **How it works:** LTE release 10
- 14 Valerie Fast Horse, Director of IT for the **Native American Coeur d'Alene tribe**: "Today, broadband is the new horse"
- ▶ 32 Mobile money all set to do well in **Africa**
- 36 Test your general knowledge – compete against yourself

Contact

Editor Jenz Nilsson, jenz.xx.nilsson@ericsson.com, +46 8 588 331 38 **Assistant editor David Callahan**, david.callahan@jgcommunication.se, +46 8 588 331 84 **Publisher Helena Norrman**, helena.norrman@ericsson.com
In charge of internal channels (acting) Roger Tilzey, roger.tilzey@ericsson.com **Reporters in this issue** **Hendrik Bergstén**, hendrik.bergsten@jgcommunication.se, **David Callahan**, david.callahan@jgcommunication.se, **Sofia Falk**, sofia.falk@jgcommunication.se, **Anders Jinneklint**, anders.jinneklint@jgcommunication.se, **Michael Masoliver**, michael.masoliver@jgcommunication.se, **Nicholas Smith**, nicholas.smith@jgcommunication.se, **Mark Tuite**, mitchcommunication@gmail.com **Art director Carola Pilarz**, carola.pilarz@jgcommunication.se **Graphics Svenska Grafikbyrån** **Address** Contact, Box 49031, 100 28 Stockholm **Fax** +46 8 522 915 99 **E-mail** contact.comments@ericsson.com
Print V-TAB, Vimmerby **Contact online** http://internal.ericsson.com/page/hub_inside/news/magazines/kontakten/index.html



Helena Norrman,
Head of Group Function
Communications

The wonder wallet

I like shops. I love walking into a store, looking around and feeling the shoes and clothes to see if they would really suit me. On the other hand, it's been many years since I went Christmas shopping in a toy store. That's when I prefer to do my shopping on the internet. Put simply, I want to be able to choose when to do my shopping in a store or from home. The best solution though would be a combination of the two.

I wish I had all my credit cards, loyalty cards and ID stored electronically in my phone, so I could use them all without any problems. When there is a long line at the cashier, I want to be able to pay for my shopping using my phone, and not have to wait. It would be great if my phone could give me information about items I find in a store. And I would love a real service that lets me try on clothes "virtually" at home.

It won't be long before you can buy things in a store using your phone as your only means of payment. There are several pilot projects underway around the world for m-commerce, a collective term for diverse payment services using a mobile subscription.

Ericsson is well placed in this area, largely thanks to so many operators integrating our Charging & Billing system – which allows invoicing and payments using mobile phones – into their networks. On top of that, Ericsson signed an agreement this year with operator MTN about launching mobile-wallet services in Africa and the Middle East.

Even if m-commerce has been getting most attention in the developed world, the fastest growth is taking place in developing countries, where many people have neither a bank account nor a credit card. When there is no working infrastructure for fixed-line broadband or telephony, the mobile phone becomes the natural means for payments and bank transactions.

Using the mobile phone as the wallet of tomorrow is such an exciting prospect that we have dedicated much of this issue to m-commerce and the way retail is being transformed as we get connected.

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

CONGRATULATIONS!

Ranjit Kumar Padhi who works with technical support in India, has won this year's strategy competition and has been named an Ericsson Strategy Expert. More than 2700 entries were received, and many participants answered all the questions correctly. Ranjit Kumar Padhi, whose name was randomly selected, will receive a brand-new tablet, the Galaxy Tab 10.1 from Samsung. The correct answers were: ABCBBCCAB



A SUGGESTION

The column width of your magazine is too narrow, there are too many columns. (For example, on page 13 in Contact No. 2, 2012, there are nine columns, each with an average of only four words to a line). Reading like this is a little tiring and gets uncomfortable easily. Since Contact is a content-rich magazine, reducing to about six vertical columns would be nice.

Jagmeet Singh Hanspal, India

ANSWER We have different numbers of columns on our pages to create a contrast between the spreads. The update pages have a greater number of columns that are narrower too, but we think that works, because these pages feature shorter articles and news items. But we value your views, and you

are right in saying that we should avoid having too many columns on each page.

Editorial

A QUESTION

I would like to congratulate you on the excellent work you do on this magazine, but I have a question... Do you send an e-mail to those who win the competition on page 13? Also, in the last contest, I got the correct answers, but I don't know if that makes me a winner. What are the rules?

Pedro Jimenez, Venezuela

ANSWER We go through all the answers that are e-mailed to us. Then a name is picked at random from all the winners. Only this final winner receives an e-mail from us, however.

Editorial

Readers' pictures



A lovely view of flowers from Stora Alvaret, Öland, Sweden in July. The photo taken with my Sony Ericsson Vivaz.

Anne Kristine Ljung, Sweden



Taken on July 1 at Circo Massimo (Circus Maximus) in Rome, Italy: fans watching the live screening of the 2012 UEFA European Football Championship final match between Spain and Italy.

Adam Lloyd, UK



A photo from my visit to Stockholm, Sweden last winter. A winter boat trip above all expectations.

Ekaterina Kukarkina, Russia

Web poll

71%

... of 110 Ericsson employees say they find the companies new Intranet easier to use.

Source: Intranet

Welcome...

PHOTO: GETTY IMAGES



... to Ericsson, Jason Hsu

who recently started his new job as a Learning and Development Manager in Beijing, China. He grew up in Los Angeles in the US, and moved to China 10 years ago.

What did you do before you started at Ericsson?

I was an HR Business Partner at Lenovo. It was a global HQ role dealing with projects and offices all over the world. That experience

developed my ability to work in an international environment, which has been very beneficial to me in this regional position.

What does your new role involve, and what are you working on right now?

I'm especially enjoying the opportunity to focus on our employees' career and competence development to enable them to do their jobs even better than before.

My team is awesome, and I really enjoy working with such a diverse and passionate group of people. It has been a very positive and enriching time. One of the programs I'm now involved in is the onboarding program, which is designed to give new employees a smooth orientation to Ericsson, and I hope my own experience will help others when they start working here.

Have you been asked ...

...ABOUT LTE RELEASE 10?

LTE Release 10 (LTE-Advanced)

LTE Release 10 is a refinement of the previous release LTE 9. The improvements made ensure that LTE Release 10 fulfills IMT-Advanced requirements.

Figures

	IMT-Advanced requirements	LTE Release 8	LTE Release 10
Transmission bandwidth	Minimum 40MHz	Up to 20MHz	Up to 100MHz
Peak spectral efficiency • Downlink • Uplink	15bps/Hz 6.75bps/Hz	16bps/Hz 4bps/Hz	16bps/Hz (30bps/Hz)* 8.1bps/Hz (16.1bps/Hz)**
Latency • Control plane • User plane	Less than 100ms Less than 10ms	50ms 4.9 ms	50ms 4.9ms

The term latency is used to describe the time it takes to generate an automatic response to a message.

ms= millisecond * 4x4 antenna (8x8 antenna)
** 2x2 antenna (4x4 antenna)

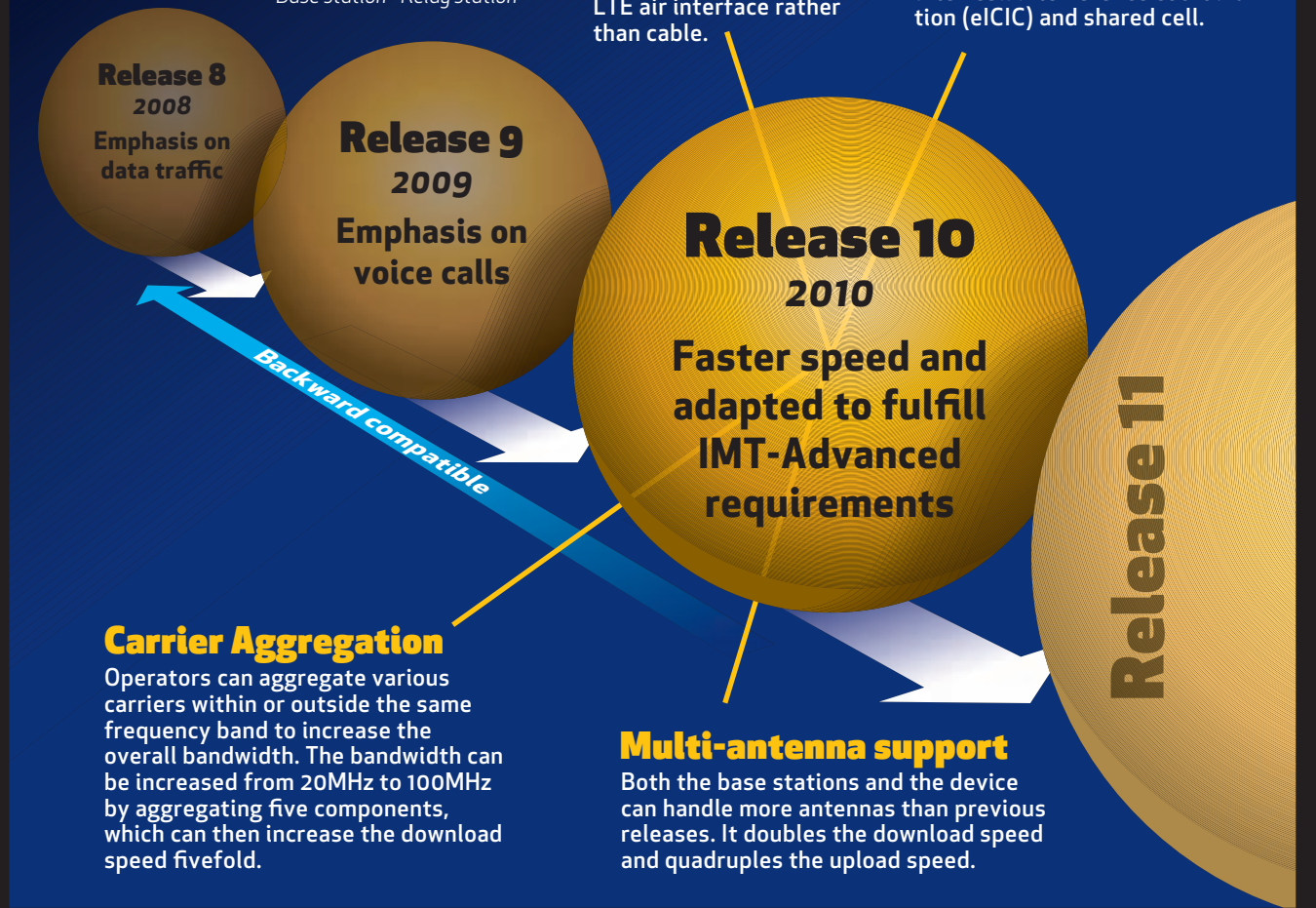


Relaying

A new, easy-to-install node for when data between the network and the node is transferred by way of the LTE air interface rather than cable.

Heterogeneous deployments

Improvements in heterogeneous deployments through enhanced inter-cell interference coordination (eICIC) and shared cell.



Carrier Aggregation

Operators can aggregate various carriers within or outside the same frequency band to increase the overall bandwidth. The bandwidth can be increased from 20MHz to 100MHz by aggregating five components, which can then increase the download speed fivefold.

Multi-antenna support

Both the base stations and the device can handle more antennas than previous releases. It doubles the download speed and quadruples the upload speed.



Wow!

Children in the Brazilian village of Suruacá marvel over the capabilities of a smartphone. The village is part of Ericsson's Connect to Learn project in which the company is working with local partners to provide mobile broadband to people in the Amazon. The first phase of the project began in 2009, and so far, connectivity has been brought to more than 50 villages in the region.

PHOTO: WWW.HANSBERGGREN.SE

► Also: Watch the BBC-video "The mobile internet arrives in the Amazon Rainforest" <http://korta.nu/v8dhn>

Hello...



PHOTO: ERICSSON

... **Safiya Abbadi**, Manager with IP Networks in Sudan, who has become the country's first female line manager in operations. Abbadi is the first employee in Sudan to pass Level 1 Assessment, a process employees must complete in order to become leaders.

How did you become line manager?

"When the vacancy arose, I was encouraged by my manager to apply. He supported me because my colleagues had been inclined to listen to me, and trust me. And I listened to them, to reach consensus and achieve harmony." **What is it like to be a professional woman in Sudan?**

"In our tradition, it is not preferable for a married woman to work because she has to play an important role at home and in society, taking care of the family and the home, for example. In recent years this has started to change, but we still have to fill the social role. That is a challenge, but I believe it is possible to achieve a balance."

In what way has your gender affected your career prospects?

"I have experienced the difference between Ericsson and other working environments in Sudan. This company motivates women by trusting them and expect from them at least as much as from men."

David Callahan

► Read more about Leadership and Diversity at Global Employee Info

Johannesburg goes for sustainable solutions

Employees at Ericsson in Johannesburg, South Africa, have made a huge effort to make their premises more energy efficient. Their achievement is now considered a best practice sharing example on how to improve buildings, according to Group Real Estate.



PHOTO: ERICSSON

Ericsson staff outside the increasingly energy efficient office in Johannesburg.

SUSTAINABILITY The revamp of the offices, which house over 700 employees, reduces energy and water consumption, as well as facilitating waste management.

The biggest energy users, including heating, ventilation and air conditioning (HVAC), lighting and hot water usage, were all identified and improved.

One of the most significant steps was the replacement of conventional light bulbs (which are also big power consumers) with energy-efficient alternatives.

Since the exercise began in 2010, there has been a significant change in energy consumption.

Michael Herman,

RSSA Hub South Real Estate Facilities Manager, says: "As a result of this exercise, the total savings for 2011 amount to over USD 42,700."

Water watch

Furthermore, a new state of the art irrigation system has been installed and all sprinkler heads have been

replaced with a modern efficient system.

Instead of purchasing compost, cuttings and clippings from the canteen are recycled into organic compost that is used to fertilize the flower beds. A worm plant will be built by the end of the year as part of the composting operation.

"Significant milestones have been achieved in 'greening' the building, particularly in the area of lighting and HVAC," Herman says. "While there is still a lot of ground to cover, we are very encouraged by the progress thus far."

Editorial Services

► Read more about the improvements on the intranet, search for "Greening of Ericsson Campus".

"It's a step in the right direction"

Jan Uddenfeldt, CTO of Sony Mobile Communications and former CTO at Ericsson, on the iPhone 5, Apple's first mobile phone with a four-inch screen. He compared it with Sony's latest model, which has a 4.3-inch screen. Source: Ny Teknik



PHOTO: CAROLA PILARZ

Tomas Nylén and Christer Olsson commute to work in Kista, Sweden, by electric car.

Eco refueling

ENVIRONMENT Recently, two charging stations for electric cars were installed in one of the parking facilities at Ericsson's premises in Kista, Sweden. This local initiative began as a conversation between Ericsson managers, employees and the property owner. Hardware Developer Tomas Nylén and Senior Specialist R&D Christer Olsson – both of whom are employed at Business Unit Networks – commute to work every day by electric car. Nylén says: "It's important for Ericsson to be farsighted and encourage people to dare to buy an electric car. Our colleagues are very interested in the idea, so there will probably be more of us commuting by electric car soon."



PHOTO: ERICSSON

Georg Kapanke and his colleagues at region West and Central Europe turned a lost deal to an opportunity.

Persistence pays

Georg Kapanke's persistence and strong belief in the business case resulted in a lost deal turning into a major opportunity with an incumbent European operator.

EVERYDAY HEROES

Kapanke, a Sales Engagement Manager at Region West and Central Europe, helped achieve a breakthrough deal with Belgacom with the latest in the Smart Packet Optical (SPO) family of products.

Lost the tender

Belgacom, an investor in Ericsson's Marconi synchronous digital hierarchy (SDH) multiplexes, had previously requested a tender for SDH equipment from Ericsson as part of a much larger project.

Kapanke says it would have been a great opportunity to break into a major incumbent European operator, but the business was not awarded to Ericsson.

"We lost that tender, but never stopped working on Belgacom, and positioned the SPO 1410 as an optical solution for other opportunities," Kapanke says.

The solution chosen from a competitor for Belgacom did not perform well, so they approached the account team at Ericsson again – but this time, to provide a proof of concept for the company's SDH equipment. And because the tender process had advanced a long way, the idea was to have it ready within just one week.

Kapanke managed to coordinate the proof of

concept in only 10 days – something the company would normally receive two months' notice for – and, at this very late stage, Ericsson won the SDH business.

Great collaboration

"It involved a huge effort from people in many parts of Ericsson, and a great collaboration with the Belgium account team," Kapanke says. "I think I was able to convince my colleagues from Business Unit Networks of the urgency involved in gaining this work because of the great potential for more business with Belgacom."

"The Ericsson team had a very good sense of the business opportunities that could develop from this, and they were prepared to streamline the process. I had great

cooperation from the teams in Brussels (Belgium), Genoa (Italy) and Kista (Sweden)."

Important reference

The deal has already paid off, with Belgacom's order having grown much larger than outlined in the original tender. All of this provides Ericsson with an important reference case with a major European operator for SPO solutions.

Mark Tuite

► Read the other Everyday Hero stories on the intranet, search for "Everyday Heroes"

EVERYDAY HEROES is a series highlighting inspirational individuals and teams who go the extra mile in their daily work at Ericsson.

30 years and still smiling

ANNIVERSARY The Smiley has been around for 30 years. Scott Fahlman at Carnegie Mellon University in Pittsburgh, US, came up with the concept on September 19, 1982, when he sent his colleagues a suggestion for how to indicate that part of a text was intended as a joke.



Engage with your customer!

OSS/BSS Ericsson's extensive marketing campaign, Realize Your Tomorrow Today, has been launched to demonstrate the company's expertise and leadership in the OSS/BSS domain. Running until 2015, the campaign will focus on three areas: customer experience, efficiency and innovation.

The campaign highlights Ericsson's combined capabilities within business planning, IT and networks, and comes with an extensive toolbox including customer success stories, events, online media and workshops to use for customer engagement.

► Read more at www.ericsson.com/realize or at internal.ericsson.com/realize

Find your way on two wheels

SERVICES Now cyclists can use their mobiles to find out the best way to get from one place to another. The service is available in the latest version of Google Maps for Android, at maps.google.com/biking.

Sources: Mobil.se and Google

3 HAVE THEIR SAY

We asked three Ericsson employees: Can you describe your experiences with the new intranet interface?

► **Tadenda Mudariki, Payment Specialist, Strategic Sourcing, Australia**



"I love it, particularly the Feeds section, which highlights

key articles. I also like how it integrates social aspects, like the comment/recommend options. This interface is a great step forward, but it's not perfect. Sometimes you have to click several times to reach a tool which used to be on the homepage."

► **Stephan Joest, Senior Consultant, Government Verticals, Germany**



"The harmonization that took place is great, but usability

must be a primary goal. The Drupal platform allows different visual templates so demands for pure marketing communications, as well as condensed at-a-glance information, could be made available to cover different usability needs."

► **Joseph Jwan, Customer Project Manager, Lebanon**



"It's way better than the old one. It is more user friendly

and more simple, especially because the main topics are put on top, and you can browse through them without the need to scroll down the page."



PHOTO: KTH

The Movelo app is being launched on the market. The insurance buyers who use the technology benefit from reduced premiums right from the start, and the more skilled they become as drivers, the lower their premiums become.

An app for safe driving

Researchers at KTH Royal Institute of Technology, Stockholm, Sweden, have developed an app that makes driving safer and more energy-efficient. As a result, one insurance company is promising reduced premiums to skillful drivers.

APPS The team behind Movelo – the name of the app and spin-off company alike – is headed up by Peter Händel. Formerly employed at Ericsson Research, he is now a Professor, in charge of the research into signal handling that is being carried out at KTH.

Movelo is the result of the research he is doing in the field of intelligent transport systems, and it forms part of the method-development

work ongoing in the large-scale metering systems arena.

Händel says: "Surveys have shown that insurance companies will increasingly be basing their premiums on readings of driving techniques – readings taken using smartphones. There are already more than 1 million drivers in Europe today who have user-based insurance (UBI).

Lower premiums

"The mobile phone is replacing traditional measuring apparatuses to an increasing extent. There are expected to be more than 40 million BUI users in Europe by 2017."

The insurance buyers who agree to adopt the technology benefit from lower premiums right from the start, and the more accomplished they

become as drivers, the more their premiums are reduced.

"I think it's only natural for the actual-risk factor – not only factors such as age and place of residence – to be woven into calculations made to set car-insurance premiums," Händel says. "If you drive skillfully and carefully, you will, of course, have a lower premium to pay."

After 10 years of development, the app is ready to be launched. Movelo involves the latest signal-handling technology, and is supported by various sensors – mainly GPS – and it measures speed, acceleration, fuel consumption, the rise and fall of the road, the revolutions of the engine and the like.

"A 15-20 percent

saving in fuel consumption can be made through energy-efficient driving," Händel says. "If you drive effectively and energy-efficiently, you automatically drive more safely because you can anticipate situations on the road better."

Rewards

Movelo can be played like a game in which the driver collects points. They get a star as a reward if they drive their vehicle in a power-saving, sustainable way. Otherwise, they receive a warning.

"The data collected can even contribute to the more intelligent handling of situations on the road in cities, and can be used to predict traffic jams, for example," Händel says.

► Benny Ritzén

How to navigate the new intranet

STEP BY STEP ► The look and feel of the intranet was updated recently. Below, we outline some tips and tricks to help you navigate the internal pages.

1. How do I return to the main page?

There are two ways to perform this task: either click on the **Ericsson logo** in the top left corner of your screen or click on **Choose Site** in the top right of the screen and select your unit.

2. What is the purpose of Feeds?

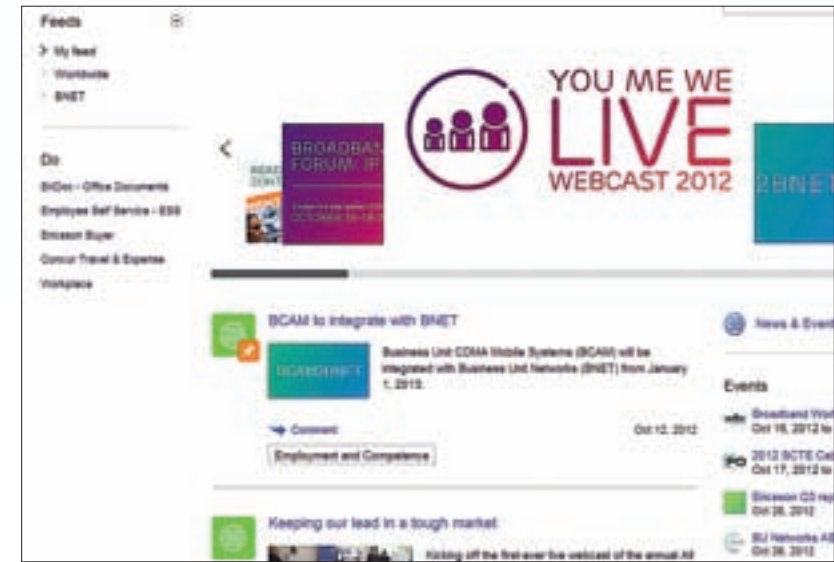
My feed displays both global news information (information visible for all) and information from your own organization.

Worldwide displays the latest information from all organizations (business units or BUs, regions and global).

UNIT displays information from your own organization.

3. What is the purpose of Do?

This section contains a list



Ericsson's new internal website went live on September 1, 2012.

of links to some of the most frequently used tools. The tools in this section vary depending on which BU, group function or region you belong to. More tools are found under the **Tools** tab in the top menu.

4. What does the pin icon signify?

Articles marked with a pin

will automatically stay at the top of the list until replaced, since they contain high-priority information. The color of each pin icon signifies where the article has come from. Blue=global. Orange=BU/region.

5. Where can I learn more?

A wide range of guiding

material is available through the links below:

- [Internal Navigation Guide](#)
- [Videos: Video and Infographic on the new intranet & How to navigate on new Internal](#)

Related links:

- [New entry to the intranet](#)
- [Update on new Internal](#)
- [BNET – Get ready for a new intranet](#)

VESTBERG RINGS NASDAQ OPENING BELL

PHOTO: ERICSSON



WORLD On September 25 Ericsson's President and CEO Hans Vestberg opened the NASDAQ Stock Market as part of his visit to New York for UN Week. On stage, Vestberg noted that Ericsson became established in the US in 1902 and that today North America stands for 25 percent of the company's turnover.

► Sofia Falk

Hello...

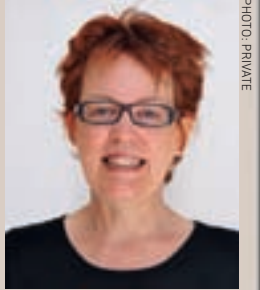


PHOTO: PRIVATE

... **Jane McConnell**, an independent consultant who has advised global organizations on intranet strategy and governance for nearly 15 years.

What makes an intranet effective?

"The best intranets combine managed information with collaborative and social capabilities that enable people and teams to work together better. Too many intranets are just document libraries, and this can have a seriously negative impact on productivity and engagement."

Which intranet trends do you see?

"The distinction between internal and external sites is beginning to blur. As external partners often get access to intranets the intranets aren't that internal anymore. More organizations are also running their intranet from the cloud. But I think the most important change is the evolution toward digital workplaces."

What is a digital workplace?

"It is a single entry point into a coordinated world of digital resources that help support the business of an organization. A digital workplace provides employees with all the information and tools they need in their daily work, and empowers them to do their jobs more effectively."

► Nicholas Smith

3 HAVE THEIR SAY

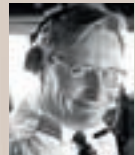
Which mobile applications do you use on a regular basis?

► **Ellen Olsson, Flight Attendant, TUIfly Nordic, Sweden**



I use the app for the fitness site FunBeat to share my training results with my friends. This is also a way of keeping in touch with friends back home. WhatsApp, which that allows you to send an SMS for free, is also very useful.

► **Hans Brink, Captain, TUIfly Nordic, Sweden**



Flight-radar24, which provides flight data gained from a network of receivers all around the world. A world map is displayed showing the position of all the planes currently in the air. When you point to a particular aircraft, you are given details of its speed, altitude, destination and flight path. You can also point your mobile camera at it and find out what kind of plane it is.

► **Marina Edvinsson, Flight Attendant, TUIfly Nordic, Sweden**



I benefit enormously from having our check-in tool in the form of an app on my mobile phone. I can check for any changes that affect my flight, and that saves me time.

✉ Anders Jinneklint



PHOTO: HÅKAN LINDGREN

Today Captain Hans Brink at TUIfly Nordic has his flight maps on an electronic flight bag. The hard discs in the cockpit are due to replace 45kg of paper on each flight.

Flying high with mobility

The airline industry has long lagged behind in the communications-technology arena, mainly on account of the stringent regulations relating to it. But now, faster mobile networks and better smartphones are opening up new possibilities.

EFFICIENCY A TUIfly Nordic Boeing 737 has just taken off from Arlanda Airport in Stockholm, Sweden, and is headed for Tenerife, Spain. The pilot, Olof Lundgren, clicks open a few flight maps on his electronic flight bag (EFB), an information management device. He has the flight plan on his smartphone, and he always downloads it in advance.

“The flight plan inclu-

des weather, estimated flight-time and fuel-consumption data. It helps to read through this information at home or at the hotel rather than at the airport,” Lundgren says.

No more paper

The hard discs in the cockpit contain any number of airport maps, the company’s complete system of manuals and programs that make weight calculations for take-off and landing. They are due to replace eight files amounting to 45kg of paper. This will lead to annual fuel savings of 26,000 liters for the company (which has eight airplanes), and hence significantly reduced carbon emissions.

But that’s not all that’s new: to date, all

updates have been made on paper. Some 100 new maps a week have been transported to the airports, where 170 pilots have had to get the manuals updated on paper. Now, TUIfly Nordic has developed an app for the iPhone and iPad that automatically syncs all manuals and operational documents. Staff at head office can now look at a computer screen to follow all the updates and to ensure that the right pilot has received the latest information.

A safer way to fly

Hans Brink, Captain, TUIfly Nordic: “Flying is even safer now that it’s so easy to make updates digitally. Previously, there was always the possibility of

someone missing out on a document.”

Another recent innovation is the Quick Access Recorder (QAR), which automatically gathers thousands of parameters relating to each individual flight. When the plane arrives at the gate and the passenger doors are opened, three GSM 3G modules are activated and everyone tries to connect to the 3G network. The one who gets the cheapest connection wins, and the flight data is automatically sent to a central server. Previously, optical floppy discs were used, and these were sent backwards and forwards between the head office and the airports, either by road or air.

✉ Anders Jinneklint



A photoelectric burglar alarm system

LOOKING BACK This Ericsson burglar alarm had photoelectric cells, and in the 1930s it offered the best automatic protection against break-ins. Banks, offices where money or other valuables were kept, museums, libraries, shops – especially jewelers’ – factories and houses were all equipped with the alarm.

A 1934 Ericsson Review article claimed that the alarm was so effective it could stop even the smartest burglar. A small projector, the transmitter, sent out a cone of rays toward a cell sensitive to light. If the ray was interrupted by a person or object, the alarm sounded. The infra-red rays were invisible to the human eye, and the entire apparatus could be hidden.

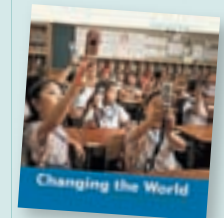
Source: ericssonhistory.com

“One thing will never change – the biggest network always wins.”

Rosabeth M. Kanter, Professor in Business Administration in Harvard Business School.

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 is the name of the platform that helps members of the Coeur d’Alene tribe in North America learn more about their heritage and history?

2. In what year was Ericsson’s boardroom moved from Tulegatan in Stockholm to the Swedish National Museum of Science and Technology?

3. What is the total bandwidth in LTE release 10?

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 no later than November 23. 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 Michael Smilios, USA. Answers to the quiz from issue 3, 2012:

1. TechWomen
2. 2005
3. 1930s

Don’t miss this on ericsson.com

Connected Me shows how the human body can be used as part of a communications network: http://www.ericsson.com/connected_me

The Networked Society is about what the world will be like when everything is connected, at all times. The Networked Society Blog is followed by readers all around the world. <http://www.ericsson.com/networkedsociety>

The Three Ages of Megacities is a noteworthy Networked Society report that looks at the effects of, and challenges created by, the rapid urbanization taking place in many parts of the world. http://www.ericsson.com/res/docs/2012/ns_megacities_report_4.pdf

During the Social Good Summit in New York global leaders discussed how innovation and technology can be used to solve global problems. http://www.ericsson.com/thecompany/events/social_good_summit_2012_957590549_c, <http://mashable.com/sgs/>

SIME London was a chance for the movers and shakers of the digital arena to meet. http://www.ericsson.com/thecompany/events/sime_london_957590549_c, <http://sime.nu/>



No need for a green thumb

SERVICES A new wireless sensor is now available to help you take care of your house-plants. The sensor – developed by the Swiss company Kouba-chi – keeps track of soil moisture, the air temperature around the plant, and the amount of sunlight it receives. The information is sent by Wi-Fi to a server that then delivers a message to the user’s mobile phone or computer, letting them know the plant needs water, for example.

Source: nYTEKNIK.se

Top five SMS triggers

SMS During the London 2012 Olympic Games, the following sports events led to the most SMS traffic in UK networks.

1. The parade of nations during the opening ceremony
2. The entry of Great Britain’s team
3. The Great Britain cycling team’s gold-medal win
4. “Queen Elizabeth II’s” parachute jump
5. Singles tennis gold medal win by Great Britain’s Andy Murray

Source: brandrepublic.com

137

...percent more SMSs were sent in the UK during the opening ceremony of the London 2012 Olympic Games compared with any average day.

Source: brandrepublic.com

INTERVIEW: VALERIE FAST HORSE

The Coeur d'Alene is one of a growing number of Native American **tribes in the US** that are taking charge of their own need for connectivity by building rural community broadband networks.

A horse of a different breed

Valerie Fast Horse, Director of IT for Coeur d'Alene, in the state of Idaho, helped establish the tribe's own internet service provider, Red Spectrum Communications, which supplies mobile-broadband coverage to about 7,000 households on a sparsely populated, 1,500sq km reservation. Fast Horse's team has also developed content platforms such as Rezkast.com, which young tribe members can use to learn about their heritage and history.

She says ICT provides her people a connection to the future – as well as with their past. ICT is improving her tribe's economic prospects as well as providing a way to reconnect her people to a culture and language that had been lost as a result of government assimilation programs in the early-to-mid-20th century in Canada and the US.

"We are using technology to preserve our truths, our history, our culture and our language," she says.

Have multimedia tools like Rezkast helped kids get interested in their language and heritage?

They have. Young people want that instant gratification; they want the story now. A lot of our kids don't take the time to sit down and read books. They are all into YouTube and watching everything online, so the more we can do to appeal to them the easier it will be. We fashioned Rezkast after YouTube. Our hope is that people will

use it to preserve the culture, language and history, by uploading relevant videos. On

"Broadband is the new horse that is revolutionizing our lives."

Rezkast, you can see pow wows (Native American social gatherings), drumming or singing, plus every other topic under the sun. We also have a mapping project, called Names and Places, in which elders go out with our GIS (geographic information system) technicians to locations of tribal importance. We shoot videos in which the elder discusses the tribal landmark, what it was originally called in our language, and its significance to our culture and people. Those videos are then posted on the Names and Places site.

What was the reaction in the community when you first proposed a mobile network?

There wasn't a high demand for broadband in 1999. People liked dial-up, but they didn't know what else was available, so we pushed forward and created demand.

How did you position and sell the need for broadband?

I used the analogy that broadband is the

new "horse." In the days before the tribe had horses, everyone was on foot. Our trade, commerce and social connections all revolved around where we were willing to walk or canoe. The horse changed our whole world. We were able to go to new places, see new people, trade farther distances and access new hunting grounds. Broadband is the new horse that is revolutionizing our lives, changing the way we do business, and expanding our world beyond this geographical area.

What has broadband meant for you?

We are moving from a service-based economy, where most of the jobs are in the local casino, to a knowledge-based economy. We're not quite there yet, but we are moving in that direction. I have a lab that's open daily and provides free broadband access. We have 40 workstations and a steady stream of people coming in – adults all day long and the kids after school. That's my little incubator. Two of these kids already work for Red Spectrum, and another young person that I have mentored is attending a technical institute. And we now have kids talking about careers in gaming and software.

We have really brought technology to the forefront, and young people here are inspired by it. Connectivity is helping us preserve our heritage, while spurring creativity and economic growth.

Text: David Callahan Photo: Jerome Pollozes

Valerie Fast Horse is responsible for IT for the Coeur d'Alene tribe in Idaho.



SMART BUSINESS

Online shopping has long been regarded as a threat to brick-and-mortar retailers. But increasing **consumer mobility** presents traditional stores with a way to reach far more customers.

Retail's new dimension

CAIRO, EGYPT
AFRICA

Inside a bustling bookstore in Cairo on a recent Sunday morning, a sales person is handling what must be the most common sort of customer inquiry: "Do you carry The Count of Monte Cristo by Alexandre Dumas?" "Yes, there is one copy," the sales person responds.

Since the days when papyrus scrolls were the primary literary medium, exchanges like this have been played out with little variation over the centuries. But for Diwan Bookstore in Cairo's trendy Zamalek neighborhood, the scenario has a modern twist: this conversation has been held on Twitter before a potential audience of thousands.

"That's probably the one I ordered last week," the customer replies. "I'll be stopping by to pick it up tomorrow."

In the world of bricks and clicks –

where brick-and-mortar and online retail converge – a shopper can see a title in one shop, check on their mobile for the best prices in another, order the item online, follow-up via phone or e-mail to confirm availability and then pick it up in person, if they like.

Retailers use the term "multichannel" when describing this shift between the virtual and physical realms of their business. Shailendra Pandey, Senior Analyst with UK analyst firm Informa Telecoms & Media, says that the growing mobility of consumers presents a challenge for these businesses, many of whom have a multichannel strategy, but must nevertheless contend with price-comparing and online brands offering the same merchandise.

But mobility also offers retailers an "opportunity to attract more ▶

A sale is finalized during a busy afternoon in a Cairo bookstore, where the tradition of customer service gets a contemporary twist.



A pair of students ask sales assistant Yassmin Mostafa about a book.

Did you know...

that by the end of 2016, more than 1 billion mobile subscribers worldwide are expected to purchase physical goods and services via their mobile phone every month?

Source: Informa Telecoms & Media

► customers to the store and complement in-store transactions,” Pandey says.

Social networking is one effective, and cheap, mobile platform for increasing loyalty and gaining new customers, Pandey says: not only can consumers share their insights and feedback, but it also enables retailers to improve customer service.

Social-networking is vital for Diwan, says the store’s Social Media Coordinator, Ismail Fayed. “Our customers really consider the social-media space

an extension of the store,” he says.

“Customers might have been trying to reach the store, looking for a specific book, requesting a recommendation or searching for more information about a workshop,” Fayed says. “We use social media every day to respond to these kinds of requests and to offer support.”

While many retailers handle the virtual aspect of multichannel through relatively private channels, the store carries out many of its customer service activities on its Facebook page and through its Twitter feed, where its

attention to shoppers’ needs is played out before an audience of more than 80,000 followers on Facebook and about 24,000 on Twitter.

The marketing advantages of such a large community become apparent when the buyer of the Dumas novel posts a photo of her new book on her Twitter feed, adding that word-of-mouth advertising touch that businesses covet: a public “thank you.”

Diwan co-founder Nadia Wassef settles in at a table surrounded by cookbooks in a corner of the Zamalek store. She and her sister started their business 10 years ago, and today they have 10 stores scattered around Cairo and Alexandria.



Nadia Wassef

Wassef seems comfortable with the irony that her store relies on the very medium that is the source of its worries. “The same thing that happened to music is now happening to books,” says Wassef. “So it’s super important to have this online interaction with mobile shoppers, because that’s the way forward.”

While she is quick to point out that the business has no way of measur-

“Social media drew a lot more interest after the revolution”

Nadia Wassef

ing how effectively its social-media presence drives customers into the store, Wassef is convinced that its on-line interaction with a strong social media community is worth the effort if only for the fact that this interaction is consistent with the bookseller’s brand.

Diwan, she explains, is a cultural oasis where people can have a coffee, browse around, leaf through the books, bring their kids for special children’s activities, listen to lectures, or take workshops in subjects as diverse as aromatherapy and interior design. That activity is reflected throughout the day on the company’s social-media feeds, which regularly include literature and music quizzes (the prize is a free book), as well as announcements about book signings, speakers, classes and, of course, sales. The page’s followers are correspondingly active, posting questions, comments, praise and criticism, throughout the day.

“It’s more than a bookstore,” Wassef says. “It’s both an actual and a virtual place. It’s the kind of place that’s with you all the time.”

Some, but not all, of the quiz winners will stick around the store and buy something else, she says. But Wassef is also focused on the future. Smart-



phone data usage is growing among young Egyptians; Google estimates that 29 percent of smartphone users in Egypt access the mobile web daily, and two-thirds of them will log into a social-media site while online.

As the world witnessed with the toppling of former President Hosni Mubarek, social media have played a high-profile role in recent Cairo history. “Social media drew a lot more interest after the revolution,” Wassef says. Add to that trend the growing number of Egyptians on the mobile web, and she says her “gut instinct” is

Signage at check-out encourages shoppers to join Diwan’s online community.

to continue building the store’s virtual community.

“You need to form a relationship with your customers, and this brings us capital. I haven’t been able to monetize on this capital, but I know we have it. And I think we’ll get there eventually. But it requires time and experience.”

For retailers like Diwan, social media require relatively little investment, but other companies are rolling out more sophisticated solutions to engage their mobile customers. A shopping mall in Milton Keynes, UK, called thecentre:mk is running a campaign for iPhone users who can log onto the public Wi-Fi network available on the premises. Using their iPhone camera and the iBalloon app, shoppers can find augmented-reality hot-air balloons floating inside the center, explains Melanie Beck, Head of Marketing and Communication for thecentre:mk. Each balloon features the logo of one of the center’s retail partners, and when the user clicks on it, the balloon turns into a discount voucher that cashiers can scan right off the phone’s display.

“The mobile campaign helps us to strengthen tenant relationships and create strong brand awareness, for both thecentre:mk and participating ►

THE SALES FLOOR GOES MOBILE

EACH YEAR stores in the UK lose an estimated 21 million customers because of their reluctance to stand in line at the cash register, according to the market research agency, YouGov. Here are some ways retailers are using mobile

to develop multiple marketing channels that reach and engage customers.

► **m-commerce** – An extension of online e-commerce platforms, where consumers can log onto mobile sites or use apps to buy goods.

comparison – Shoppers use bar code scanning apps to search prices at nearby stores.

► **Shopping list app** – Customers can build up lists in moments of inspiration, online or off.

► **Social location** – Rewards users of

location-based social networks for recommending the store or visiting frequently.

► **Free mobile browsing** – Retailers pay for the cost of users visiting their mobile sites in response to an ad.

David Callahan

When online and offline shopping overlap...

As more and more companies adopt the internet as the sole outlet for selling their products, others have chosen the opposite tack. Internet giant eBay has recognized the advantages of being able to market its selection of wares in downtown stores.

► **EBAY HAS OPENED** “pop-up” stores in central London and New York, which feature a small selection of its vast range of goods. Payment for these is made using mobile phones and QR codes.

According to eBay, this is a good way for the company to display and demonstrate its products offline for stressed customers who don’t want to wait in long lines.

► **US RETAILER WALMART** has also opened downtown pop-up stores in a bid to boost sales. Customers can make purchases in its pop-up stores using laptops or tablets. The aim is to offer a unified customer experience by integrating online and offline shopping.

► **ONE OF THE LATEST** and more peculiar examples of integrating online and offline shopping is the facial-recognition trial being tested by advertising and marketing agency Redpepper in Nashville in the US. Cameras installed on the premises of local stores and businesses recognize those who have downloaded Redpepper’s check-in app, and customers can then receive discounts at these stores or businesses based on the number of times they have

“liked” these companies on Facebook.

► **THE CLOTHING CHAIN** Burberry recently opened its newly renovated store in central London. The aim is for customers’ online and offline shopping experience to be linked in a better way thanks to features such as interactive mirrors connecting the store to its website via radio frequency identification (RFID) tags in its clothes, as well as iPads for online orders.

“The mobile campaign helps us to strengthen tenant relationships and create strong brand awareness”
Melanie Beck



An augmented reality app (left) helps shopper Jade Hall (far right) claim a discount on cosmetics in the centre:mk, Milton Keynes.

Did you know...

that Augmented reality is a term for a technique that mixes information from the users physical reality with information from a software-application?

► retailers,” Beck says. The program also enables thecentre:mk to test the industry data on how mobile its customers actually are, she says.

The need for such steps is clear. Informa has reported that occupancy levels in UK retail shops are now below 20 percent, meaning if a store was built to accommodate 100 customers at any particular time, it is currently attracting only 20 customers on average. In contrast, online shopping has been growing steadily and is expected

to account for 20 percent of all retail sales in the UK by 2020.

The mall’s mobile strategy also includes linking up its own mobile app with its shopping rewards program, website, and on-site information screens. With this app, shoppers can find their way around the mall, link directly to retail partners’ websites, scan for rewards and offers, and even keep track of where they parked their car.

While its future plans include a mo-

bile-payment system, thecentre:mk is evolving its mobile marketing strategy carefully, Beck says. “You have to view it in a multichannel environment,” she says. “You cannot simply switch the majority of your marketing activities to digital platforms and expect a good trading performance.”

“But the mobile device is something we have to learn more about, and be much more accepting of, as a strong media channel.”

Text: David Callahan Photo: Shawn Baldwin

FURNITURE BUYING MADE EASIER

When shopping for furniture, it can be difficult to determine whether a piece is the right dimension or color for one’s room. To reduce that uncertainty, UK furniture dealer DFS is introducing an augmented reality app for the iPad.

RUSSELL HARTE, DFS’ Head of Multichannel Development & Delivery, explains that the mobile app enables users to place images of sofas wherever they point their iPad camera viewer. The app can also be used to create a 3D model of any living

space, along with tools to change floor and wall colors.

Already more than 3,000 users have downloaded the app in advance of the promotional campaign DFS has planned for the app, Harte says.

“The app gives people more confidence,” he says. “Sofas are big ticket items, and there is a lot of pressure to make the right decision.”

Rather than coming to the store with measuring tape, customers arrive “in a more ready-to-buy position,” Harte adds.



Cindy Croucher-Wright and her husband, Simon, use the DFS app in their South West London home.



Catering to mobile shoppers’ behavior and preferences is a growing priority for the centre:mk, says Melanie Beck, the shopping center’s head of marketing and communications. The mall sees opportunities for expanding its digital marketing strategy to include, among other things, mobile payment.

An employee of a bank sells account services via mobile phones on the street outside Cape Town, South Africa. According to Ericsson, emerging markets, such as South Africa, have the best potential for rolling out m-commerce services quickly.



STOCKHOLM
SWEDEN, EUROPE

Ericsson is in a great position to take the lead in the quickly expanding world of m-commerce solutions. The greatest potential is in emerging markets – and the company has started establishing a standard for m-commerce solutions.

Seven years ago, there were only a few mobile-wallet solutions on the market. Today, there are more than 145, according to the GSMA, and the number is growing. None of them can interact with each other, however, and Adam Kerr, Head of M-Commerce, says this gives Ericsson a chance to take the lead in the m-commerce market.

“The key to success is our installed base of Ericsson Charging System and prepaid accounts, which today includes approximately 175 customers and 1.7 billion accounts,” he says. “More and more operators are starting to take interest in converting those prepaid accounts into mobile wallets. This puts us in a unique position in the market and enables us to lead the work of developing a standard for m-commerce services.”

To address this opportunity, Ericsson has developed two solutions: Ericsson M-Commerce Interconnect, which enables instant transactions between mobile wallets connecting operators and service providers, and Ericsson Wallet Platform, which enables financial services to be carried out on a mobile phone.

“Ericsson is the only company that can set up integration between the charging system and m-commerce services,” says Mats Renée, Marketing Manager. “The benefits are obvious, as you can reuse the settings and tools already installed in the charging system to start m-commerce services.”

Earlier this year, Ericsson announced a partnership with operator MTN to launch mobile-wallet services in Africa and the Middle East.

MTN will initially deploy the Ericsson Wallet Platform in two selected MTN operations in 2012, and it plans to roll out the solution across many additional markets in 2013.

“MTN is probably the most advanced operator in the field of m-commerce,” Kerr says. As MTN is looking to take their Mobile Money offering to the next level, it has been very important for them to work with a partner that has a strong track record in developing highly scalable secure platforms, and with a delivery organization with sufficient scale to support all MTN operating companies throughout Africa and Middle East.”

Over the last year Ericsson has established a close partnership with MTN in the area of M-Commerce, having the teams working closely together to define requirements, service roadmaps, security, processes

Jan Hallberg, Head of M-Commerce Marketing says:

“We are also negotiating with several other customers to deploy similar solutions: both new ones starting from scratch and the ones that are in a second wave of investments in m-commerce.”

Emerging markets have the best potential for rolling out m-commerce services quickly, according to Kerr.

“Although most of the buzz around m-commerce is in the developed world, the emerging markets have higher demand and better conditions for a fast rollout,” he says. “For example, most people don’t have a bank account or credit card, and there is still a lack of infrastructure when it comes

THIS IS ERICSSON'S M-COMMERCE OFFERING:

- ▶ Ericsson M-Commerce Interconnect, which enables instant transactions between mobile wallets by connecting operators and other service providers.
- ▶ Ericsson Wallet Platform, which provides solutions and services that enable financially regulated services to be carried out using a mobile phone.

IN ADDITION, Ericsson's Charging & Billing system serves 1.7 billion customers and can be used to convert prepaid customers to m-wallet accounts. With mobile money integrated with Ericsson Charging & Billing system, operators can provide attractive cross-promotion and service bundling, such as voice and data with mobile-wallet services and other value-added services.

This includes, for example, electronic-money transactions, including person-to-person money transfers, consumer-to-business payments, ticketing, metering (charging for bandwidth usage), and real-time charging.

Many content providers and retailers are also looking to market goods and services directly to consumers, and are therefore interested in different payment options. This can open up a new role for operators.

to broadband and fixed phones, and most people don’t have a computer. Instead, they rely on mobile phones in their everyday life.”

Kerr cites examples such as M-PESA ▶

“Several operators in the US and Europe are talking about launching m-commerce solutions”

Adam Kerr

Did you know...

that mobile wallet services is expected to handle USD 800 billion by 2016?
Source: Ericsson



PHOTO: JONAS PERSSON

The management-team for Ericsson's m-commerce offering, from left: Jan Hallberg, Adam Kerr and Mats Renée.

► (M is for mobile, pesa is Swahili for money). It is a mobile-phone-based money transfer and mobile-payment service that started in Kenya and Tanzania five years ago and has been a huge success.

“It started as a retention tool by the operator, so people would be less interested in moving to other operators,” he says. “Today, it has revenue of over USD 2 billion per quarter in Kenya, which is 16 percent of the gross domestic product. A lot of the operators in the emerging markets are now launching similar services, which often

also are SMS-based – so you don't have to rely on a smartphone.”

Kerr says that a great way of creating fast adoption of mobile financial services is to cross-promote them with voice and data services.

“Voice and data are high-margin services, and different kinds of financial services can be subsidized through them,” he says. “One of the most recent examples is from an operator in Ghana that launched an insurance service for people with low income. Many people in Ghana lack life insurance, for example, and by offering that for free when signing up for a voice and data account, the operator gained many new customers.”

Looking at the developed markets in the US and Europe, Kerr says adoption will be much slower, although there are some good opportunities as well.

“Several operators in the US and Europe are talking about launching m-commerce solutions,” he says. “In the US, there are 60 million people

who are financially underserved, which means they can't get a bank account or credit card. Another concrete example of what Ericsson is doing in this market is the cooperation with Western Union announced earlier this year. It is the largest remittance company in the world with over 500,000 agencies globally. We have started connecting them with the Wallet Platform, enabling customers to transfer money from a Western Union agent to a mobile wallet.”

Kerr and his team encourage staff in all regions to start talking to customers about Ericsson's m-commerce solutions and to approach the marketing team if there is a need for more information.

“This is an area where Ericsson is rapidly becoming a leader,” he says. “There is huge potential for business growth in m-commerce, and it is a top strategic priority for operators moving forward.”

✉ Hendrik Bergstén

“Mobility boosts traditional commerce”

The growth of online shopping has opened up enormous possibilities for high-street retailers and operators alike, says Shailendra Pandey, Senior Analyst at UK analyst firm Informa Telecoms & Media.

What opportunities do you see for telecom operators in terms of enabling bricks and mortar retailers to leverage mobile communications as a channel for gaining new customers and growing their top line?

“M-commerce will help telecom operators to grow the revenues of their enterprise-services divisions by offering managed-services solutions to the big retailers and ensuring good network coverage within their premises. Also, most mobile operators are keen for their subscribers to opt-in to their mobile marketing and advertising services. Having B2B relationships with retailers will also help operators develop their B2C (business-to-consumer) offerings and increase customer loyalty by offering attractive mobile coupons and promotions in partnership with the popular retailers.”

How should operators act to be part of this development?

“Most retailers have limited knowledge of mobile technology. Operators therefore need to come with complete managed-services solutions for the retailers that include providing in-store network coverage, terminals, and also solutions for retailers to accept mobile payments. This means operators will need to partner with device and terminal vendors, banks and PSPs (payment service providers) or credit-card companies to develop their m-commerce solutions for retailers.”

Aren't there enough platforms for small retailers today? How can telecoms really make a difference?

“Most small retailers still do a large amount of their business in cash transactions. This means more risk and cash-handling costs but many small retailers also do this to avoid tax. It is estimated that many retailers can lose more than 2 percent of their cash turnover from theft, cash handling and accounting errors. There are very few m-commerce solutions available for small retailers today. Most solutions offered by telecom operators are targeted at big retailers but the emergence of electronic-payment companies like Square, and also PayPal's move into the retail-payments market, means small retailers are starting to benefit from mobile payments.”

What type of retail sectors will benefit from this most in the coming years?

“At present, online retailers like Amazon, eBay and companies offering attractive deals, like Groupon, are benefiting most as people are using their service and making purchases using mobile. On the high street, big supermarket chains are likely to benefit the most because m-commerce solutions can allow them to target their large customer base – not just to enable mobile payments but also for running more effective mobile marketing campaigns and collecting customer data. They can also benefit from mobile solutions for inventory management, and improve staff productivity.”

✉ Text: Michael Masoliver Photo: Karl Liljas



Shailendra Pandey, Senior Analyst at Informa Telecoms & Media.



The paneling and wooden railings in the boardroom are made of mahogany.

The old L.M. Ericsson boardroom, completed in 1903, now remains largely undisturbed, all locked up in the Swedish National Museum of Science and Technology in Stockholm.

Many of the room's features are dedicated to the technological advancements of the day, with cherubs holding handsets, for example.



L.M. Ericsson had the magnificent **boardroom** established in 1903: a space worthy of a company enjoying a significant degree of international success.

BOARDROOM FROM A BYGONE ERA

Opening a door to the past

A visit to Ericsson's **old boardroom** is a fascinating journey that takes you more than 100 years back in time. Now the plan is to **reawaken** this space and enable visitors to enjoy its wonderful features.

STOCKHOLM
SWEDEN, EUROPE

At the beginning of the 20th century, Lars Magnus Ericsson began to reduce his involvement as President of L.M. Ericsson. Later, he gradually withdrew from the company altogether. His retirement had no impact on the company's international expansion, however, which continued into countries such as Mexico, Russia and the UK under the direction of former Office Manager Axel Boström.

During this time, the company's factory at Tulegatan in central Stockholm, Sweden was the heart of L.M. Ericsson's global operations. This was where the company's leaders and most of its employees worked, and it was also here that international delegations were hosted.

Here on Tulegatan, the management decided to establish a boardroom worthy of a company enjoying a significant degree of international success.

The room would house display cabinets, certificates and award-winning products that had been exhibited at world fairs: a showroom for the best the company had to offer in 1903, the year the room was completed.

The results were outstanding – a room reflecting the style of the day that served as a boardroom for many years. But as the years went by, the room's decor became regarded as old-fashioned. When L.M. Ericsson eventually outgrew its premises on Tulegatan, the boardroom more or less served as a warehouse.

When the company moved to Telefonplan in southern Stockholm in 1943, the City of Stockholm took over the entire property on Tulegatan. At the same time, responsibility for the boardroom – which had become a museum piece – was transferred to the Stockholm City Museum. After that, the room remained in a ▶



The boardroom and its contents – some 1,500 different items – are among Sweden’s cultural treasures, reflecting the origins of Ericsson.

Did you know...

that a scene from the 1994 Swedish comedy *Yrrol* was filmed in the boardroom, and more recently, so was a commercial for the free newspaper *Metro*?

Key dates

1903. L.M. Ericsson sets up a magnificent boardroom in its factory premises on Tulegatan 15-19 in central Stockholm. The room includes space for an impressive display

case from the 1897 General Art and Industrial Exposition of Stockholm that plays recordings of the national anthems of the Nordic countries, as well as several other tunes.

1943. The telecom company transfers ownership of its Tulegatan property to the City of Stockholm in exchange for a larger industrial property near Telefonplan in the

southwestern part of the city. In this way, the old boardroom becomes the property of the city.

1971. The boardroom is moved to Telemuseum, the telecommunica-

tions museum, near the National Museum of Science and Technology in Stockholm. Today the boardroom is sandwiched between the Police Museum and

the National Sports Museum of Sweden, which are housed in the former stables.

2001. To celebrate Ericsson’s 125th anniversary, Telemuseum

and Ericsson put on a small exhibition next to the boardroom. This includes the interior of one of Lars Magnus Ericsson’s first instrument workshops.

2012. Efforts to move the boardroom and its contents to Kista continue.

► “Sleeping Beauty” state until 1971, when its decor and contents (almost 1,500 items) were moved in their entirety to what was then Telemuseum, the telecommunications museum, which later became part of the Swedish National Museum of Science and Technology in Stockholm.

Today the old room remains largely undisturbed, all locked up in a tucked-away corner of the museum. The curator, Anders Lindeberg-Lindvet, is among the few people who have access to it. His daily work involves taking care of donations to the museum’s collections, and he occasionally takes visitors on a guided tour of the boardroom. On our visit from Con-

tact magazine, he shows us around the room’s display cabinets, brass lamps and bookcases.

Lindeberg-Lindvet says: “It’s obvious that the place has been fully restored down to its smallest detail. Even the screws were inserted according to the original instructions.”

The wall paneling and wooden railings are made of mahogany, and plaster casts of medallions have been installed above the jacquard woven-silk wallpaper on the upper floor. In the most unexpected places, you come across decorative details connected with Ericsson’s business: earphones,



Anders Lindeberg-Lindvet

insulators, mouthpieces and bells. Even the cherubs emerging from the stucco ceiling are holding receivers and electric cables.

It’s hardly a coincidence that technical instruments have such a prominent place in the room. Most of the technology represented here was completely new when the room was first set up. It’s likely that L.M. Ericsson wanted the items displayed here to reinforce the company’s prominent position in the field of technology. Or perhaps the room was simply a reflection of a common belief of the day: that technology offered a wealth of opportunities that would change people’s lives.

But in some respects, we don’t

know why the room looks the way it does. For example, the decor doesn’t strictly correspond with the interior-design ideal of the day. It’s probably safe to assume that the craftsmen at L.M. Ericsson’s carpentry workshop – then one of Sweden’s largest – were generally given free rein in creating the room’s decorative features.

Lindeberg-Lindvet says: “The room is unique in many ways, but it’s also representative of its time. It’s reminiscent of an era during which Sweden was making its transition from a poor agricultural land to a rich industrial nation that was making its way out in the world.”

How important is a company’s history? “You can’t just live in the past,” Lin-

deberg-Lindvet says. “But we know that old objects can hold a lot of meaning, and that roots are important in business. A company that lacks a past has to create its own history.”

Kjell-Åke Rydén, Brand Consistency Manager at Group Function Communications, agrees. “This room is one of a kind,” he says. “It’s a reflection of its era, and it gives you a strong sense of our origins as a company. But this room is more than just a cultural treasure for Ericsson – it’s also meaningful for the history of Swedish industry in general.”

For several years, Rydén has been working on having the boardroom and its contents returned to Ericsson so that they can be made more acces-

sible to visitors. The idea is for it to be housed in the Ericsson Experience Center in Kista, Sweden, to become part of an exhibit about Ericsson’s past, present and future.

Rydén says: “In this way, we would be able to use the room for signing contracts and hosting prominent guests – just as we did in the early 20th century. I dream of us holding dinners in the room too – and even setting the table with the silverware that Lars Magnus Ericsson designed himself. That would be fantastic.”

Text: Michael Masoliver Photo: Per Myrehed

► *Footnote: Also see the video “On the line” about Ericsson’s history: <http://korta.nu/lyvpj2>*

Did you know...

that the boardroom contains a variety of objects that are linked to Ericsson’s history? These include display cases, medals and awards from exhibits held around the world. The room also houses a spectacular cabinet made in 1903 by the craftsmen at L.M. Ericsson’s carpentry workshop to celebrate the silver wedding anniversary of Lars Magnus and Hilda Ericsson.

Stockholm, Sweden, 1954. Photo: Centre for Business History, Stockholm



Haile Selassie, Emperor of Ethiopia (far left) visited Ericsson during his **state visit to Sweden in 1954**. Here, Sven Ture Åberg, President of Ericsson (far right), demonstrates the company's first phone, manufactured in 1878, to the Emperor and to King Gustaf VI Adolf of Sweden (center). Ericsson has had a long business relationship with Ethiopia. Its sales of telephone receivers to the country began at an early stage, in 1894. In the 1950s, Ericsson achieved a breakthrough in Ethiopia when it started supplying 500-point switching systems to the country. In 1961, Ethiopia ordered its first crossbar switching exchange from Ericsson, and five years later a relatively large exchange with 10,000 subscriber lines was brought into operation in Addis Ababa, the country's capital. Source: ericssonhistory.com

MOBILE MONEY

Africa opens its mobile wallet

Sub-Saharan Africa has been a **strong market** for mobile money to date. And a new Ericsson ConsumerLab study carried out in **Ghana, South Africa and Tanzania** shows it could be developed even further in the region.

People in these three countries use mobile money primarily for buying call time and transferring funds to people far away. To some extent, people also use their mobile phones to pay their electricity bills, among other things. According to the report, the initial expansion of mobile money is likely to happen in the shopping, pay-check and savings domains.

One major challenge for the industry is getting the money to remain in the mobile system longer. For a great majority of the population, money is synonymous with cash, and even

Did you know ...

that women in Ghana, South Africa and Tanzania usually have the main responsibility for the household finances when sharing their homes with a man? Women are therefore a particularly important target group when marketing mobile money.

those who have funds in their bank accounts withdraw cash to pay for goods and services. Bank cards are mainly used in ATMs, and those who use mobile-money services often withdraw all their funds at once when they arrive in their accounts through mobile-money transfers.

It is therefore important to encourage and stimulate m-commerce, by enabling mobile-money payments in stores, for example. For this to succeed, however, the services must be made cheaper, faster and more user-friendly. Consumers tend to weigh up the advantages and costs of a service, and will continue to use cash until they discover an alternative they consider more beneficial, according to the survey.

Accessibility and speed are already key aspects of m-commerce because those who use mobile money avoid standing in line in stores and being tied to bank opening times. Mobile-money transfers are also faster than traditional bank transactions. With the expansion of mobile-money services, the need for carrying around large sums of cash is also reduced.

This benefits travelers and storekeepers, for example, who otherwise run a serious risk of being robbed.

All those interviewed for the study say they like to plan for the future to some extent. Although many say they are not good at budgeting, they try to maintain a certain buffer at least, for unforeseen expenses. One of the most common ways of saving money is literally to hide it at home. In principle, it's necessary for those who receive a regular salary to have a bank account. But the main point of keeping money in the bank is to avoid spending it too quickly. This is where mobile money has a role to play. By saving money in a mobile account, the money is stored safely, and at the same time is more accessible than in a traditional bank account.

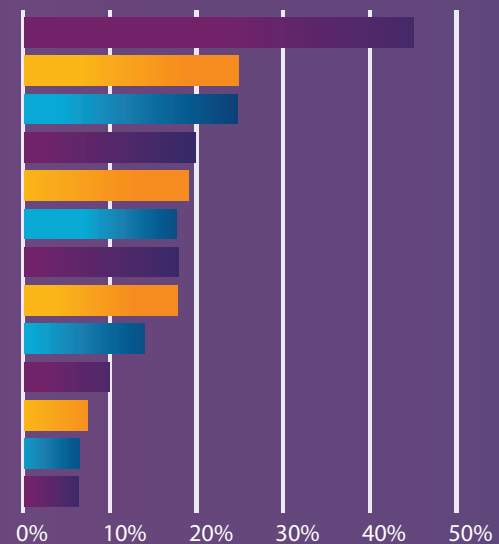
Since many consumers in the region do not have access to a bank, the study argues that they are in great need of a reliable system for making financial transactions. But one disadvantage of m-commerce is that many non-users still regard it as unreliable, even though ►



Barriers for consumers

ConsumerLab asked consumers in Tanzania, Ghana and South Africa: Why aren't you interested in banking via your mobile phone?

- It is not secure
- Mobile phones can be lost easily
- I don't know how to use this service
- I would prefer to speak to someone in person
- I don't trust mobile networks or carriers
- It is expensive
- No one to assist me if something goes wrong
- Mobile phones have network problems
- I don't feel like I have control over the process
- It is not private or confidential
- It doesn't allow me to deal with cash
- It takes me too long
- It doesn't allow me to deal with cheques



“Since many consumers in the region do not have access to a bank, the study argues that they are in great need of a reliable system for making financial transactions”

► people generally have great confidence in their respective mobile operators and the services they offer. The reliability of the network is also a major issue, as people need to feel sure that their transactions have really been made.

The interviewees in the study had to say why they would not want access to bank services on their mobile phones. Among those who don't use mobile money, 44 percent say that they don't want to because they feel it is not secure enough. The next most common responses came in the following order: mobile phones can easily be lost; people do not know how to use such services; and they prefer to speak to someone face-to-face (see table).

The conclusion drawn at ConsumerLab is that to convince more consumers of the advantages of mobile money over cash, operators and other agents must raise awareness of its functionality and security. Traditional advertising is not

enough in terms of promoting mobile-money services; an effort should be made to set up face-to-face meetings. Agents and storekeepers have a dual role to play in this. First, they should be encouraged to accept mobile money as a form of payment in their stores, and they

should also act as educators and ambassadors for such services, because they have such close contact with consumers.

Text: Anders Jinnelklint Illustration: Ebba Berggren

► Read the full report: <http://korta.nu/qavjn>

SURVEY: THE FACTS

THE STUDY was carried out in Ghana, South Africa and Tanzania, which have different standards in terms of infrastructure and welfare, as well as varying user numbers and levels of consumer interest in mobile-money services. The report is based on qualitative field work and in-depth interviews with

consumers – both users and non-users of mobile-money services. The study was complemented by quantitative data from Ericsson ConsumerLab's 2012 Analytical Platform. The quantitative data used for this report is a representative sampling of the population aged 16 to 60 and is based on 526 face-to-

face interviews in Ghana, 502 face-to-face interviews in Tanzania and 1,020 face-to-face interviews in South Africa.

Responsible for the study and report are Anders Erlandsson and Rebecka Cedering Ångström, both Senior Advisors, Consumer Insights at Ericsson ConsumerLab.



30,000

WITH 30,000 PATENTS AND 90 LICENSE AGREEMENTS, WE HAVE THE INDUSTRY'S STRONGEST WIRELESS INTELLECTUAL PROPERTY PORTFOLIO.

THINKING AHEAD

To enable the networked society, we need to be more than just market leaders. We need to be thought leaders.

We make sure that the knowledge we gain is shared with our people. This keeps our thinking – and our business – one step ahead.

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	5 points	4 points	3 points	2 points	1 point
Business Which company?	Founded in Boston in the US in 1914, but now based in Paris, France.	It is a worldwide leader in the media and entertainment sector.	More than 20,000 staff are employed there, and the CEO is Frédéric Rose.	In March 2012, Ericsson agreed to buy its Broadcast Services Division.	It has the same name as its famed film technology process.
Geography Which country?	Its state flag features a map of the country.	It is one of only four EU countries where people drive on the left.	The country gained independence from the UK in August 1960.	Cyta, founded in 1961, is its national telecommunications provider.	It is divided into two sectors: Greek and Turkish. Its capital is Nicosia.
History Which year?	Idi Amin becomes President of Uganda.	The UK and Ireland both switch to decimal currency.	The Doors' lead singer Jim Morrison dies in his apartment in Paris, France.	Intel releases the world's first micro-processor, the Intel 4004.	Ericsson produces its first picture phones.
Entertainment Which artist?	He cofounded the film production company Hand-Made Films in 1978.	A 2012 iPad app gives a virtual tour of his entire guitar collection.	He organized the first major benefit rock concert, for Bangladesh, in 1971.	Born in Liverpool, UK, in 1943, he was the youngest member of a famous four.	The Beatles' lead guitarist, who died of lung cancer in 2001.
Sport Which sport?	The FIA, based in Paris, France, is its non-profit-governing body.	Its current season began on March 18 and will end on November 25.	Twenty races are being held in 19 countries during the current season.	Operator SingTel has sponsored the Singapore stage of the event since 2008.	Reigning champion Sebastian Vettel hopes to defend his title in 2012.
Culture Which film?	One of its two main characters makes calls using a Sony Ericsson K750.	It is the first part of a trilogy and was directed by Niels Arden Oplev.	It is being remade in English, along with the other two books of the trilogy.	Men Who Hate Women is the literal translation of its original Swedish title.	The book on which it is based was written by Swedish author Stieg Larsson.

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.

Business: Technicolor. Geograf: Cyprus. History: 1971.
Entertainment: George Harrison Sport: Formula 1.
Culture: The Girl with the Dragon Tattoo. The picture: 1931.
Installation of Network in Athens, Greece.



PHOTO: CENTRE FOR BUSINESS HISTORY